



## 2021-2023 Strategic Plan

The KMEA Strategic Plan identifies the objectives of KMEA, as adopted by the Executive Board. This is a two-year plan adopted for each biennium in odd-numbered years.

### **KMEA Strategic Planning Committee 2021-2023**

Mark Gard, Gae Phillips, Jamie Minneman, John Taylor, Patricia Ahern, Greg Bergman, Will Biggs, Gretchen Bixler, Kris Brenzikofer, Andrea Dinkel, Megan Gabehart, Damian Johnson, Travis Johnson, Troy Johnson, Kathy Jones, Summer Miller, Nancy Monical, Joey Nickols, Vesta Jo Still, Erik Stone, Holly Taylor, Rachel Trombley, Lynn Unruh, Amanda Vanausdall, Drew Villaca

### **Preamble**

Music is an integral, vibrant part of life. The lifelong process of learning, performing, creating, and appreciating music brings meaning and richness to our heritage and culture. The Kansas Music Educators Association is an organization of music educators committed to the concept that the study of music is a positive influence in the lives of individuals and society as a whole.

### **Mission Statement**

The mission of the Kansas Music Educators Association is to support music educators by fostering leadership, providing professional development, and promoting the advocacy of music learning in schools and communities.

KMEA will provide leadership in:

- Recruiting, retaining, and mentoring of music educators
- Encouraging the professional growth and development of music educators
- Improving the quality of music education in Kansas
- Responding to the changes that technology brings to music education
- Strengthening performance ensembles

To achieve this mission, KMEA will continue to strengthen its organization through a teamwork approach that reaches out to individuals and groups within communities.

### **Strategic Goals**

To achieve this mission, KMEA will continue to strengthen its organization through a teamwork approach that reaches out to individuals and groups within communities. The strategic goals of KMEA are:

- 1. Access to Music - Ensure that all students have equal access to quality music education.**
- 2. Student Involvement Opportunities - Increase and ensure quality opportunities for student involvement within KMEA.**
- 3. Professional Development - Ensure quality and timely professional development opportunities for all members utilizing traditional methods and new-found technology delivery systems.**
- 4. Middle Level Music - Create more professional development opportunities for middle level teachers and their students and increase their presence at the ISW.**
- 5. Advocacy - Strive to educate and inform decision makers and the public on the value and importance of music education.**

**1. Access to Music - Ensure that all students have equal access to quality music education.**

Committee Members: Gretchen Bixler - Co-Chair, Damian Johnson - Co-Chair, Resheta Patton (DEIA), Kris Brenzikofer, Janelle Brower, Andrea Dinkel, Nicholas Griggs, Kathy Jones, Amanda Vanausdall

Objectives/Action Plan	Measurement/Timeline:
<p><b>1. Redesign</b></p> <ol style="list-style-type: none"> <li>a. Speak with the Kansas State Board of Education about Redesign</li> <li>b. Clinic sessions</li> <li>c. Survey to determine successes or problems</li> </ol>	<ul style="list-style-type: none"> <li>● Contact KSDE and arrange for a time to speak with the Kansas State Board of Education about Redesign</li> <li>● Offer clinic sessions at the ISW on how to work with the Redesign process</li> <li>● Appoint a committee to develop a survey to see how music programs are faring in school districts that are involved with School Redesign</li> <li>● Use the data from the survey to design in-service for teachers</li> </ul>

<p><b>2. DEIA - Diversity, Equality, Inclusion, Access</b></p> <ul style="list-style-type: none"> <li>a. Clinic sessions at ISW</li> <li>b. Providing resources for diverse repertoire</li> <li>c. DEIA Advocate on Advisory Council</li> <li>d. Teaching diverse populations</li> </ul>	<ul style="list-style-type: none"> <li>● Provide sessions at the ISW to address issues of diversity, equity, inclusion, and access</li> <li>● Provide information about diverse music composers in choral, band, orchestra, and general music to encourage more variety in performances</li> <li>● Appoint a DEIA advisory board member</li> <li>● Provide professional development to encourage teachers to teach more culturally diverse literature and how to teach it appropriately</li> <li>● Focus articles in KMR</li> </ul>
<p><b>3. Communicating with Decision Makers (Administrators / Counselors)</b></p> <ul style="list-style-type: none"> <li>a. Providing instructions and materials to decision makers about access to music in schools for all students</li> <li>b. Providing clinic sessions at the ISW on how to talk with decision makers</li> </ul>	<ul style="list-style-type: none"> <li>● Panel session at the ISW with former music teachers who are now in administration on how to best communicate with decision makers</li> <li>● Committee will determine the best means of providing materials about student access to music programs to decision makers, possibly as a download on the Advo-Angle or KMEA websites</li> </ul>
<p><b>4. Career and Technical Education (CTE) and Career Pathways</b></p> <ul style="list-style-type: none"> <li>a. Review and lobby for changes in the Arts, A/V Technology, and Communications Pathway</li> <li>b. Provide information to teachers about how to be involved in the Arts, A/V Technology, and Communications Pathway</li> </ul>	<ul style="list-style-type: none"> <li>● Talk with KSDE about CTE and Career Pathways and music as part of a well-rounded education</li> <li>● Provide information via ISW clinic session or on the KMEA website to membership about where music fits in the Career and Technical Education / Career Pathways process</li> </ul>

**2. Student Involvement Opportunities - Increase and ensure quality opportunities for student involvement within KMEA.**

Committee Members: Gae Phillips - chair, Shelly Cole, Randy Fillmore, Jamie Minneman, Ryan Partin, Lynn Unruh

Objectives/Action Plan:	Measurement/Timeline:
<p><b>1. Honors Choir</b></p> <p>a. Assess the need for a 12A Honor Choir</p>	<ul style="list-style-type: none"> <li>● Appoint a committee to compile questions for a survey</li> <li>● Administer survey in Fall 2021</li> <li>● Committee will report results and recommendations for an action plan at the 2022 June Board meeting</li> </ul>
<p><b>2. Provide the opportunity for more student involvement at the ISW</b></p> <p>a. Increase Tri-M attendance</p> <p>b. Extend Tri-M membership support</p>	<ul style="list-style-type: none"> <li>● Continue to inform teachers on the benefits of school TRI-M chapters</li> <li>● Publicize to membership the offer of financial assistance in starting up new TRI-M chapters</li> <li>● Continue to promote the attendance of TRI-M members at the ISW</li> </ul>
<p><b>3. Encourage teachers to send students who are interested in teaching to the ISW for free</b></p> <p>a. Provide more information to teachers</p> <p>b. Provide web registration</p>	<ul style="list-style-type: none"> <li>● Provide information to teachers that students who are interesting in teaching music can attend the ISW free</li> <li>● Establish an easy online registration for those students</li> </ul>
<p><b>4. Overall assessment of honors ensembles</b></p> <p>a. Meeting with affiliate presidents and district presidents to see whether there are other needs for additional honors ensembles</p>	<ul style="list-style-type: none"> <li>● Survey affiliate presidents and district presidents about additional offerings</li> <li>● Discussions at affiliate summer conventions</li> </ul>

**3. Professional Development - Ensure quality and timely professional development opportunities for all members utilizing traditional methods and new-found technology delivery systems.**

Committee Members: Megan Gabehart - co-chair, Nancy Monical - co-chair, Greg Bergman, Summer Miller, Holly Taylor

<p><b>1. Generalized advocacy sessions at the ISW</b></p> <p>a. Sessions presented by Charles Menghini, Marcia Neal, and Tim Lautzenheiser</p>	<ul style="list-style-type: none"> <li>● Communicate with presenters on 2022 ISW sessions focused on retention and advocacy.</li> <li>● Thursday afternoon at the 2022 ISW will be devoted to these sessions.</li> </ul>
<p><b>2. Consider how technology can be used for professional development post-COVID</b></p> <p>a. Monthly professional development sessions online</p> <p>b. Consider presenting some sessions at the ISW via technology</p> <p style="padding-left: 20px;">i. Interactive with national presenters</p> <p style="padding-left: 20px;">ii. Record for later viewing</p>	<ul style="list-style-type: none"> <li>● Determine the scope of online monthly PD sessions</li> <li>● Working with our technology experts, plan how to deliver some ISW sessions via technology.</li> <li>● Working with our technology experts, plan for recording key ISW sessions for later viewing by membership</li> </ul>
<p><b>3. Consult with mentoring chairs on ideas for professional development</b></p>	<ul style="list-style-type: none"> <li>● Work with mentoring chairs to assess current offerings and determine needs for mentoring teachers in years 1-4</li> </ul>
<p><b>4. Use advisory board members to provide sessions for affiliate conventions and to school districts as requested (advocacy, special needs, mentoring, etc.)</b></p> <p>a. Combine 2 or 3 advisory members into a 1-2 hour presentation</p>	<ul style="list-style-type: none"> <li>● Develop presentations with advisory board members that could be offered at affiliate conventions and to school districts</li> <li>● Ask affiliate presidents if they have specific topics that they would like to have addressed by our advisory board members at their conventions</li> </ul>

**4. Middle Level Music - Create more professional development opportunities for middle level teachers and their students and increase their presence at the ISW.**

Committee Members: Joey Nickols and Jill Nickols - co-chairs, Lance Quilling (Band), Frances Oare (Orchestra), Dawn Bailey (Choir), Travis Johnson, Katie Sperry, Erik Stone

Objectives/Action Plan	Measurement/Timeline:
<p><b>1. Creation of choral and orchestral middle level advisory board positions</b></p>	<ul style="list-style-type: none"> <li>● Appoint a middle level choral advisory board member</li> <li>● Appoint a middle level orchestral advisory board member</li> </ul>
<p><b>2. Creating more Professional Development for Middle Level teachers</b></p> <ol style="list-style-type: none"> <li>a. Survey to assess needs</li> <li>b. Form council of 3 middle level advisory board members to determine additional Professional Development for teachers</li> <li>c. Consider the use of technology for online middle level Professional Development</li> <li>d. Focus articles in the Kansas Music Review (KMR) on middle level teaching</li> <li>e. Assess need for additional All-State middle level honors groups</li> </ol>	<ul style="list-style-type: none"> <li>● Committee will develop a survey to assess professional development needs of middle level teachers</li> <li>● Council of 3 middle level advisory board members will design professional development offerings</li> <li>● Working with our technology people, determine the feasibility of online professional development offerings for the middle level</li> <li>● Focus articles in KMR</li> <li>● Survey affiliate organization if there is a need for additional All-State middle level honors groups</li> </ul>

**5. Advocacy - Strive to educate and inform decision makers and the public on the value and importance of music education.**

Committee Members: Kelly Knedler - chair, Patricia Ahern, Mary Jo Harper, Becky Thomas, Drew Villaca

<p><b>1. Providing information to teachers about how to access funding for music programs in the post-COVID period</b></p> <ol style="list-style-type: none"> <li>a. ESSER funds</li> <li>b. Monitor NAFME, NFHS, and/or other Federal and State information about monies that will be available.</li> </ol>	<ul style="list-style-type: none"> <li>● Through ISW clinic sessions, email, website, and social media, keep our membership informed about how to access funding available to music programs</li> <li>● Make KMEA and non-KMEA</li> </ul>
--	---

<p>c. Provide webinars that provide information on how to access funds</p> <ul style="list-style-type: none"> <li>i. KMEA created</li> <li>ii. Provide information on how to access non-KMEA webinars on funding (NHSF, NAFME, NAMM)</li> </ul>	<p>webinars available to membership on how to access funding for music programs</p> <ul style="list-style-type: none"> <li>● Articles in KMR</li> </ul>
<p><b>2. Educate Decision Makers and the Public on music as part of a well-rounded curriculum</b></p> <ul style="list-style-type: none"> <li>a. Create Public Service Announcements (PSAs) <ul style="list-style-type: none"> <li>i. Radio / TV</li> <li>ii. Print articles - newspaper, magazine</li> </ul> </li> <li>b. Provide information to administrators and school board members about music as part of a well-rounded education</li> </ul>	<ul style="list-style-type: none"> <li>● Apply for a CMF Foundation grant</li> <li>● Committee will determine types of PSAs and how to disseminate them</li> <li>● Committee will determine the best means of providing materials about music as part of a well-rounded education to decision makers</li> </ul>
<p><b>3. Provide Professional Development to music educators on successful ways to advocate for local music programs</b></p> <ul style="list-style-type: none"> <li>a. ISW clinics</li> <li>b. Use technology to create sessions</li> <li>c. Kansas Music Review - focus articles on advocacy</li> </ul>	<ul style="list-style-type: none"> <li>● Advocacy sessions at ISW</li> <li>● Develop on-demand webinars dealing with advocacy</li> <li>● Focus articles in KMR</li> </ul>