



2023-2025 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 2023-2025

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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 Kansas Music Educators Association are:

Music Advocacy—Strive to educate and inform decision makers and the public on the value and importance of music education.

- A. Small Schools—Work to continue to include and empower small schools in Kansas.**
- B. Recruitment and Retention—Strive to create a pathway to music teaching from elementary to collegiate.**
- C. DEIA—Work to improve diversity, equity, inclusion and access in music education in Kansas.**
- D. Student Involvement—Offer more performance opportunities for Kansas elementary and middle school student musicians.**

KMEA 2023-2025 Strategic Plan

A. Music Advocacy

In attempts to inform, engage and activate the public, policymakers and educational leaders to promote and support music, KMEA will provide resources and strategies to teachers, parents and decision makers.

Objectives/Indicators	Measures of Accomplishment
<p>1. Provide resources and advocacy tools to KMEA membership.</p> <ul style="list-style-type: none"> a. Compile up-to-date advocacy resources for KMEA Advocacy website. Resources will include: <ul style="list-style-type: none"> 1. Ideas for directors to advocate for their local programs. 2. Resources and materials for MIOSM. b. Updates on legislative issues related to music education from Government Relations 	<ul style="list-style-type: none"> 1. Ask state and district advocacy chairs to collect up-to-date advocacy resources. (1a) 2. Promote use of new KSAdvoangle.com advocacy website. (1a1) 3. Encourage statewide participation in MIOSM. (1a2) 4. Ask teachers to send examples of MIOSM projects/performances and highlight for publication in the KMR and on KMEA website. (1a2) 5. MIOSM Chair present an ISW session on MIOSM participation. (1a2) 6. Government Relations updates provided for KMR publication, social media sites and email blasts. (1b)

<p>2. Communicate with state leaders and the general public to provide current information and advocate for music education programs in Kansas.</p> <ul style="list-style-type: none"> a. Host a Music Advocacy Day at the State Capitol to update state leaders. b. Invite state leaders, administrators and KSHSAA representatives to attend the District conventions and In-Service Workshop (ISW). c. Communicate the positive effects of music education through All State and honor ensemble experiences to state leaders and the general public. d. Apply for Country Music Association Foundation grant to support music advocacy in the state of Kansas. 	<ul style="list-style-type: none"> 1. Schedule Music Advocacy day and appointments with selected leaders. (2a) 2. Schedule musical performances at the Capitol Building. (2a) 3. Invite special guests (VIPs) to the ISW and District Events and introduce them when they attend these events. (2b) 4. Attend KSDE meeting to advocate for music education. (2c) 5. Disseminate data of life changing effects of musical ensemble experiences in All State and honor ensembles to state leaders and the general public. (2c) 6. Apply for 2024 CMAF grant for advocacy. (2d)
<p>3. Provide strategies to develop “home-grown talent” awareness.</p> <ul style="list-style-type: none"> a. KMEA members submitting articles for publication in the KMR that are linked to social media sites. b. Request clinic session submissions for teacher advocacy training. c. Schedule Affiliate Organizations to send articles and events to be published in KMR. d. Continue to promote KMEA commercial. e. Showcase Kansas school music program successes. f. Educate decision makers and the public about the positive effects of music learning. 	<ul style="list-style-type: none"> 1. Solicit article submissions from KMEA membership. (3a) 2. Advocacy clinic sessions scheduled to train teachers to be advocates for music education. (3b) 3. Distribute 2023-24 KMR schedule to Affiliate organizations requesting an annual article submission per affiliate. (3c) 4. Determine a schedule for dissemination of current KMEA commercial on social media. (3d) 5. District Advocacy Chairs & Affiliate organizations submit articles to KMR and promote on social media accounts highlighting KS school music program successes. (3e) 6. Determine the need for a new KMEA commercial emphasizing the positive effects of music education. (3f)
<p>**Advocacy Committee: Kelly Knedler, Chair, Kristin Chisham, Aimee DeSotel, Robin Christie, Erika Clausing, Jayme Hayes, Chris Kurt</p>	

B. Small Schools

KMEA will continue to empower the music teachers at small (1A/2A) schools in Kansas.

Objectives/Indicators	Measures of Accomplishment
<p>1. Assess the success of the 12A Honor Band.</p> <ul style="list-style-type: none"> a. 12A Band Chair will report statistics to the board. b. Determine an action plan for continued success of the 12A Honor Band. 	<ul style="list-style-type: none"> 1. 12A Band Chair will present data including audition information, positive contributions of clinicians and other benefits of the 12A Honor Band. (1a) 2. Committee will compile a list of recommendations to support future success of the 12A Honor Band. (1b) 3. KMEA board will discuss and review 12A Honor Band processes. (1b)
<p>2. Provide resources to small school teachers.</p> <ul style="list-style-type: none"> a. Continue to work with the mentoring committee to provide support to teachers at small schools. b. Promote “help hotline” to teachers at small schools. c. Provide webinars on small school topics. d. Make available masterclasses and/or mini lessons for KMEA audition materials. e. Work with special needs chairs to provide assistance to small school teachers with special education students. f. Determine if there is a need for an “Eastern” Small Schools Chair. 	<ul style="list-style-type: none"> 1. Committee will work with the mentoring chairs to identify new teachers in small schools and provide support. (2a) 2. Committee will organize and discuss the administration of a “help hotline” for small school directors by utilizing experts in the profession. (2b) 3. Committee will determine topics needed for webinars and will schedule webinar dates and presenters. KMEA will consult with the affiliate organizations during the planning of the webinars. (2c)
	<ul style="list-style-type: none"> 4. Share links or resources for help in teaching the KMEA audition material on social media. (2d) 5. Special Needs Chairs provide resources to small school teachers who have SPED students through

	<p>mentor chairs, webinars and the “help hotline.” (2e)</p> <p>6. Create a plan to consider adding a second Small School Co-Chair to the Advisory Board. (2f)</p>
<p>**Small Schools Committee: Vesta Jo Still, chair, Barb Elbracht, Abigail Sawin, Amanda Vanausdall, Kayla Wombacher, Randy Sauer</p>	

<p>C. Recruitment and Retention</p>	
<p>KMEA will foster activity to recruit and retain music teachers, with the utilization of the All-State groups, Tri-M, CNAfME and the Mentor Program to bridge the gap from elementary to post-graduate and improve the vitality of the profession.</p>	
<p>Objectives/Indicators</p>	<p>Measures of Accomplishment</p>
<p>1. Increase connections and professional development opportunities for novice teachers at the District and State levels.</p> <ul style="list-style-type: none"> a. Promote the use of badge ribbons for new teachers, and for State and District Mentoring Chairs during the ISW and encourage membership awareness of ribbons. b. Organize meet-and-greet opportunities for new teachers during District events. c. Increase visibility for New Teacher events and activities via social media accounts and KMEA website. d. Provide events and clinics at ISW for new teachers. 	<ul style="list-style-type: none"> 1. Find ways to make sure new teachers and mentors get badge ribbons at ISW. (1a) 2. Promote informing attendees at the ISW to greet teachers wearing new teacher ribbons. (1a) 3. Request that Districts provide new teacher events at District meetings. (1b) 4. Promote “Mentoring Minute” newsletter and new teacher events on social media. (1c) 5. Schedule new teacher breakfast and meet-and-greet opportunities at ISW. (1d) 6. Mentoring sessions presented at ISW: Collegiate sessions, new teacher sessions and potential

	<p>mentor sessions. (1d)</p> <p>7. Create a reception for 1st-5th year teachers. (1d)</p>
<p>2. Provide opportunities to promote music education as a profession to elementary, middle level, and high school district and all state musicians.</p> <ul style="list-style-type: none"> a. Provide strategies for exhibitors to better serve All State students. b. Provide incentives for colleges who exhibit at the ISW. c. Explore the possibility of having a post-secondary panel that would meet with Elem/ML/HS All-State groups and Tri M for recruitment. d. Provide resources to teachers to empower them to start promoting music education as a profession for elementary through high school music students. e. Explore the need for an Advisory Board position to promote the profession. f. Promote music as a profession to district honor ensemble participants. 	<ul style="list-style-type: none"> 1. Notify exhibitors of when All State musicians will be visiting exhibits and encourage them to promote music as a career. (2a) 2. Committee will provide a set of strategies to the KMEA board that will provide incentives for colleges who exhibit at the ISW. (2b) 3. Make arrangements with the All-State Manager and Tri-M Chair to schedule collegiate panel meetings with each of the All-State groups and Tri-M students. (2c) 4. Provide ISW sessions on how Elementary teachers can promote music education as a profession to their students. (2d) 5. Committee determine the need and duties for an advisor to the KMEA board to promote music education as a profession. (2e) 6. Appoint an advisor(s) if deemed necessary. (2e) 7. Encourage districts to provide an opportunity for junior and senior district honor ensemble participants to promote music as a profession. (2f)

<p>3. Provide opportunities for collegiate members to network and prepare for a career in music education.</p> <ul style="list-style-type: none"> a. Increase CNAfME registration at ISW. b. Build connections between KS school districts and potential music teacher candidates. c. Educate administrators on the needs of music teachers to be successful in their district. d. Create clinic sessions for collegiates on job interviews. e. Create an event at ISW for collegiates to network with teachers in their 1st-5th year. 	<ul style="list-style-type: none"> 1. Create a plan for increasing collegiate registration at ISW. (3a) 2. Provide a medium for colleges to list potential job candidates for administrators to access. (3b) 3. Webinar for administrators on how to help their music teacher be successful. (3c) 4. ISW sessions to prepare collegiates for job interviews. (3d) 5. Create a reception for Collegiates-5th year teachers. (3e)
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****Recruitment and Retention Committee: Shelley Cole, chair, Brett Martinez, Anne Neal, Martha Saucedo, Ron Chronister, Christine Lovell, Phillip Payne, Staci Payne**

<p>D. DEIA</p>	
<p>KMEA will work to improve diversity, equity, inclusion and access to music education in Kansas.</p>	
<p>Objectives/Indicators</p>	<p>Measures of Accomplishment</p>
<p>1. Bring clinic sessions on diverse repertoire.</p> <ul style="list-style-type: none"> a. DEIA advisors and committee work to include clinicians at ISW to present sessions on diverse repertoire. 	<ul style="list-style-type: none"> 1. October 1, 2023 and 2024 – clinic proposals submitted. (1a) 2. Clinic sessions presented at ISWs February 2024 & 2025. (1a)
<p>2. Increase DEIA awareness in all KMEA functions.</p> <ul style="list-style-type: none"> a. Appoint DEIA Advisory Board Chairs b. Utilize DEIA chairs in KMEA meetings. c. DEIA focus in KMR. d. Encourage All-State conductors to program literature by diverse composers. e. Support the founding of a Kansas 	<ul style="list-style-type: none"> 1. Appoint High School DEIA advisor. (1a) 2. KMEA Executive Council create job description with and for the DEAI advisors. (1b) 3. DEIA Advisors promote KMR submissions due January 2024,

chapter of WBDA.	<p>2025. (1c)</p> <p>4. All-State Chairs communicate with All-State conductors to include repertoire by diverse composers on concerts. (1d)</p> <p>5. Provide guidance and support to the KWBDAs leadership as an affiliate to KBA. (1e)</p>
<p>3. Utilize CODA Grants to promote DEIA projects.</p> <p>a. Encourage teachers to apply for grant projects based on DEIA.</p> <p>b. Showcase winners and how they are utilizing funds to promote DEIA.</p>	<p>1. Promote CODA applications with a DEIA focus. (3a)</p> <p>2. Publicize CODA Grant information on state and district websites. (3a)</p> <p>3. Encourage winners to write an article for KMR about how they promoted DEIA using grant funds. (3b)</p> <p>4. Highlight CODA Grant winners using DEIA at ISW opening session. (3b)</p>
<p>**DEIA Committee: Co-Chairs, Resheta Patton and Guillermo Rodriguez, Jennifer Antonetti, Alex Wimmer, A member of each affiliate organization will serve on this committee.</p>	

<p>E. Student Involvement Opportunities Elem/ML</p>	
<p>KMEA will offer more opportunities for Kansas elementary and middle school student musicians to perform.</p>	
<p>Objectives/Indicators</p>	<p>Measures of Accomplishment</p>
<p>1. Add an Honor Elementary Choir (3-5) and Honor Middle Level Choir (6-8) to perform for Hill Day</p> <p>a. Committee will review processes to form an elementary honor choir.</p>	<p>1. Committee will assess viability of Honor Elementary Choir. (1a)</p> <p>2. Determine a procedure for selecting</p>

<p>b. Committee will review processes to form a middle level honor choir.</p>	<p>membership in an Elementary Honor Choir to perform at Hill Day in Topeka in March. (1a)</p>
	<p>3. Committee will assess viability of Honor ML Choir. (1b)</p> <p>4. Determine a procedure for selecting membership in Middle Level Honor Choir to perform at Hill Day in Topeka in March. (1b)</p>
<p>2. Explore the option of statewide Middle Level Festivals (Solo/Ensemble and Large Group)</p> <p>a. Appoint a committee to compile data, and explore all aspects (including current ML festivals) for adding middle level festivals to KSHSAA events</p> <p>b. Affiliate Presidents and District Presidents take discussion points to membership.</p> <p>c. Committee brings all information to KMEA board to present to KSHSAA.</p>	<p>1. July Board Meeting 2023 – discussion ensues and appoint a committee to study middle level festivals. (2a)</p> <p>2. Fall, 2023 - Survey is distributed. (2a)</p> <p>3. Discuss at district middle level events. (2b)</p> <p>4. Committee will present update and implementation plan to the KMEA Board. (2c)</p> <p>5. 2024 June Board Meeting – Board Vote to decide whether or not to recommend to KSHSAA to add ML Festivals. (2c)</p> <p>6. April 2025 – Present plan to KSHSAA. (2c)</p>
<p>**Student Involvement Committee: Damian Johnson, Chair A: Jill Nickols Co-Chair, Katie Corwin, Seth Harley, Gloria Morford, Josh Yoho, Ben Wray, Peter Gipson</p>	<p>B: Joey Nickols Co-Chair, Craig Manteuffel, Lance Quilling, Dana Hamant, Aubrey Maneth, Frances Oare, Jill Miller, Logan Caywood, Dawn Bailey, AJ Beu</p>