



2025-2027 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 2025-2027

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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:

KMEA 2025-2027 Strategic Plan

| A. Music Advocacy | |
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| KMEA will promote awareness and support for music education by reaching decision makers and the border public with impactful messaging and programs that highlight music's value and inclusivity. | |
| Objectives/Indicators | Measures of Accomplishment |
| <ol style="list-style-type: none"> 1. Advocate for the importance of music education at the state level and in our classrooms. <ol style="list-style-type: none"> a. Begin the organization process of the KMEA Day On The Hill in Topeka. b. Music In Our Schools Month c. In-Service Workshop 2. Kansas 250 Project 3. Community group awareness <ol style="list-style-type: none"> a. Identify community ensembles throughout the state | <ol style="list-style-type: none"> 1. President or designee will contact performing groups (1a). 2. State Tri-M Chair will work with scheduling Tri-M chapters from across the state (1a). <ol style="list-style-type: none"> a. Serving breakfast b. Students speak and student/teacher stories. 3. Encourage statewide participation in MIOSM (1b). 4. Continue having KMEA Vice President, Tri-M Chair and keynote speaker(s) talk with high school All-state students about the field of music education. (1c) 5. Promote use of the KSAdvoangle.com advocacy website. (1). 6. Contact KSDE and arrange for a time to speak with the Kansas State Board of Education (1). 7. Utilize the Kansas 250 Project (2). <ol style="list-style-type: none"> a. Distribute lesson plans, and other resources, on ways to incorporate the Kansas 250 Project in music classrooms (2). |

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| | <ol style="list-style-type: none"> 8. Encourage community groups to submit performance applications (3). 9. Create a database for community groups throughout the state no later than June Board Meeting 2026 (3a). <ol style="list-style-type: none"> a. Publicize performance opportunities and schedules. |
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****Advocacy Committee: Kelly Knedler, Chair**

| B. Student Involvement | |
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| KMEA will expand opportunities for student engagement through performances and programs that reflect the diversity of musical experiences across grade levels and ensemble types. | |
| Objectives/Indicators | Measures of Accomplishment |
| <p>Work toward the addition of KSHSAA Middle Level Festival Events.</p> <ol style="list-style-type: none"> a. Work with KSHSAA Administrator for this addition. 2. Work toward the addition of an Orff Ensemble at the KMEA In-Service Workshop. 3. Present non-traditional group performing ensembles at Expo Hall during the In-Service Workshop. | <ol style="list-style-type: none"> 1. Discuss at the June/ July Board meeting of KMEA (1a). 2. Middle level festival committee will present to KSHSAA Executive board July 2025 a plan for Middle Level Piano students to enter the KSHSAA Regional Piano Festival no later than 2026 (1a). 3. Work toward Middle Level Solo and Ensemble as an option through KSHSAA no later than 2027 (1a) 4. Work with Kodaly Music Educators Association (KMEK) and the Kansas Orff Chapter for this ensemble to happen no later than ISW 2027(2). Encourage non-traditional |

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| | <p>ensembles the opportunity to apply for the President's "Showcase" (3).</p> <p>b. Groups include but are not limited to Mariachi, Steel Drum, Modern Band, Electronic Ensembles.</p> <p>Social Media will promote the opportunity to apply to perform on ISW when the performance submission window opens (3).</p> |
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****Student Involvement Committee: Jamie Minneman, Chair**

| C. Rebranding and Communication | |
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| KMEA will modernize its identity and digital presence to better reflect the organization's mission and values while increasing engagement and accessibility. | |
| Objectives/Indicators | Measures of Accomplishment |
| 1. KMEA will redesign and update the KMEA logo. | <p>1. Hire a Rebrand designer (1).</p> <p>a. The designer should be hired no later than August 2025.</p> <p>b. The designer will collaborate with the committee to determine the new logo's design (1).</p> <p>c. Work alongside marketing and merchandise to make logo-branded merchandise available at each ISW (1).</p> <p>i. Profits from sales will go to the KMEA fund to help with scholarships and CODA</p> |

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| | grants. |
| 2. KMEA Website/ Technology Analysis and Refresh <ol style="list-style-type: none"> Ensure the website reflects the KMEA Mission Statement Communication with Webmaster on technology needs of KMEA | <ol style="list-style-type: none"> The committee will assess the needs for the KMEA website. (2a) Determine needs for additional teacher resources accessed through the website. (2a) Determine a procedure for updates/technology analysis. (2b) |

****Rebranding and Communication Committee: Nancy Monical, Chair**

| D. Health and Wellness | |
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| KMEA will work to support the mental, emotional and physical well-being of Kansas music educators and their students through resources, education and community-building efforts. | |
| Objectives/Indicators | Measures of Accomplishment |
| <ol style="list-style-type: none"> 1. Encourage clinic sessions on health and wellness. 2. Add a health and wellness member to the Advisory Board. | <ol style="list-style-type: none"> October 1, 2025 and 2026 – clinic proposals submitted (1). Appoint Health and Wellness committee chair no later than the July 2025 Board Meeting (2). Appoint Health and Wellness advisory position no later than the June 2026 Board meeting (2). |
| <ol style="list-style-type: none"> 3. Utilize Kansas Music Review (KMR). 4. Utilize the Kansas Advo Angle. | <ol style="list-style-type: none"> KMR will feature articles, tips and educator spotlights that promote health and wellness at least 4 times per year (3). Advo Angle will feature wellness information at least 4 times per year (4). |

****Health and Wellness Committee: Damian Johnson, Chair**