

Virginia Music Educators Association Strategic Plan 2019-2021

VMEA Mission: To promote quality music education throughout the Commonwealth by providing leadership, instructional resources and professional development opportunities for Virginia’s music educators.

Goal 1: Provide professional development opportunities for music educators

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
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Strategy A. Provide professional development opportunities, research for music educators and music education leaders, to support best practices to serve the needs of students

<ol style="list-style-type: none"> 1. Provide annual state-wide Professional Development <ol style="list-style-type: none"> a. Provide quality performing ensembles b. Provide quality clinicians and sessions for each conference c. Ensure equitable representation of all sections and interest groups d. Program interdisciplinary sessions at conference 	Section Presidents, Council Chairs & Conference Selection Committee	Each November Selections by June	Conference program and surveys
<ol style="list-style-type: none"> 2. Monitor the Elementary Grant Program 	Executive Board	Report by VEMEA President at each Executive Board Meeting	Minutes
<ol style="list-style-type: none"> 3. Provide forums for discussion of critical issues affecting music programs, including best practices, collaboration and teaching strategies 	NOTES editor and editorial board District Representatives, Section Presidents, VMEA Leadership	Each issue District meetings/All-State /Executive Board meeting	NOTES Report to Membership

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<p>4. Broaden focus for research in Music Education, literature reviews, and pedagogical development</p>	<p>Higher Education</p>	<p>Notes, publications, professional development and as needed or requested</p>	<p>NOTES, presentation, report, publication or workshops</p>
<p>5. Provide multi-district elementary/general music opportunities</p>	<p>VEMEA section president and district Elementary representatives</p>	<p>Annually</p>	<p>Report at June meeting by VEMEA President</p>
<p>6. Contribute to the All-Virginia Event</p>	<p>Executive Board</p>	<p>Spring Event</p>	<p>Fiscal support of event to include workshops</p>

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Goal 2: Develop and enhance membership

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
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Strategy A. Build the membership base

1. Increase membership in active, collegiate, higher education, administrative and retired categories	Membership Chair & all VMEA members	Annually	Membership Report to Executive Board in June by Membership Chair
2. Increase Tri-M chapters with VMEA financial support	Tri-M Chair	Annually	Report to Exec Board by Tri M chair in June
3. Actively recruit new members from within their districts	District Representatives	Annually	Membership data provided through NAFME and Membership Chair report
4. Elementary Grant Program	VEMEA	Professional Development workshops	Membership Data, Members and non-members
5. Develop Guitar as a section under VMEA	Guitar Council Chair and VMEA	Ongoing	Creation of VGDA

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Strategy B. Facilitate effective communication among members

1. Charge District Chairs with responsibility of communicating information shared at VMEA meetings to all members of district	VMEA President and Officers	Annually	Accuracy of event reports
2. Maintain active communication within the membership through a variety of media	VMEA Officers, Section Presidents, NOTES editor and State Executive	Ongoing	Website, Newsletter, social media, NOTES and email
3. Provide support to teachers without a music specialist/supervisor	VMEA and VAMEA	Ongoing	Contribute to a FAQ section on the website
4. Transition from magazine format to online content	Notes editor with executive board	Ongoing	Website

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Goal 3: Promote music education advocacy

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
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Strategy A. Provide advocacy tools for VMEA membership

1. Schedule an advocacy session at the annual Professional Development conference	Conference Planning Committee	Annually	Conference Program
2. Communicate action alerts and strategies with the membership	VMEA Leadership & Government Relations Chair	As needed	Effective mass communication
3. Cultivate opportunities and/or tools for music educators to emphasize music advocacy at the state level	VMEA Leadership, Section Presidents & Government Relations Chair	Ongoing	Government Relations Chair Report
4. Create an associate membership for parents and support groups	VMEA Leadership	Annually	Database of associates used for action alerts and advocacy

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Strategy B. Provide governmental and State Board of Education decision makers with information regarding music education issues

1. Provide financial support for Government Relations Chair within VMEA annual budget	Budget Finance Committee	Annually	VMEA budget
2. Update VMEA Executive Board on impending music education issues at each board meeting	Government Relations Chair and Virginia Coalition for Fine Arts Education Representative	Each Executive Board Meeting	Meeting agenda and NOTES
3. Maintain membership in Coalition For Fine Arts Education	Budget Finance Committee	Annually	VMEA budget
4. Influence the legislative, policy, and regulatory environment to support music education and music educators in the Commonwealth through engagement with stakeholder organizations	Gov. Rel. Chair, State Ex., VMEA-President	Ongoing	Report at each board meeting

Strategy C. Promote common arts advocacy issues

1. Maintain membership in appropriate arts education advocacy organizations	Budget Finance Committee	Annually	VMEA budget and Exec Board meeting minutes
2. Represent at state level arts education conferences each year	VAMEA President	Annually	June report by VAMEA President

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Goal 4: Develop current and future leadership

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
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Strategy A. Provide a framework for training of District/Regional Representatives

1. Provide expectations and training sessions to District/Regional Representatives and new officers in September	VMEA President, officers and section presidents	September	Minutes and attendance
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Strategy B. Identify and develop a diverse pool of potential leaders

1. Continue to sponsor and provide training workshops for future leaders at the annual Professional Development Conference	VMEA President Elect	November conference	Conference program
2. Provide training for collegiate chapter officers and advisors at the annual Professional Development Conference	Collegiate advisor	November conference	Conference program
3. Examine current Leadership Symposium recruitment process to increase diversity of participation	VMEA and section leadership	November conference	Conference program
4. Provide a spring training component to Leadership Symposium	VMEA and section leadership	All-Virginia Event	Event program

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GOAL 5: Promote Higher Education/Research

Strategy A. Partner with Virginia’s higher education institutions to promote and disseminate meaningful data to advance music teaching and learning and to influence educational policy.

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
1. Share research and knowledge with all audiences	VAMHE President	November conference/Notes Articles/ Gov. Relations committee member	June board meeting
2. Promote the vitality of the music education profession	VAMHE President	Conference sessions/Pre-conference session with VAMEA	June board meeting

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GOAL 6: Promote Education within Music Education

Strategy A. Develop support materials for teachers

Strategies (How)	Responsible Person(s) (Who)	Implementation Timeline (When)	Evidence of Achievement (How do we know)
1. Gather input regarding additional SOLs (to include guitar, jazz band)	VBODA, Guitar Council, Music Education Council	March 19-Survey input April 19- Recommendation June 19- draft Guitar and Jazz band standards	Data shared to VDOE and VMEA
2. Provide guidelines to interpret state SOLs, and minimum materials for implementation	Music Education Council	Spring/Summer 2020	Document on VMEA website
3. Work with DOE to develop “curriculum” map to aid in instructional implementation	Music Education Council, in conjunction with section presidents	Spring/Summer 2020	Document on VMEA website
4. Develop best practices for each music strand	Music Education Council, in conjunction with section presidents	Fall 2020/Spring 2021	Document on VMEA website
5. Develop assessment models in the areas of rubrics, project-based learning, and cornerstone assessment	Music Education Council, in conjunction with section presidents and supporting organizations		Documents on VMEA website