



## North Carolina Music Educators Association

### Strategic Plan (2017-2020)

Board Adopted August 6, 2016

**MISSION:** *To advance music education by promoting the understanding and making of music by all.*

**VISION:** *Leading North Carolina in music education, empowering generations to create, perform and respond to music.*

#### **VALUES:**

- **INCLUSION and EQUITY** - Building strength and promoting diversity in a profession representing a wide and changing spectrum of people and culture, abilities, economic backgrounds and gender identities while continuing to carry out the association's letter of intent.
- **COMMUNITY** - Collaborating with our members and partners to carry out our mission
- **STEWARDSHIP** - Empowering volunteerism and strategically developing leadership, fostering a spirit of accountability and a culture of giving of our time, talents, and resources
- **COMPREHENSIVENESS** - Uplifting the human spirit and providing opportunities for all students to create, perform, respond, and connect to all styles of music
- **INNOVATION** - Enhancing music teaching through combining effective and dynamic new practices with proven strategies in the context of a changing global community.

#### **STRATEGIC DIRECTIONS:**

- Advocacy
  - *Inform, engage, and activate the public, policymakers and educational leaders to promote and support music as an integral and core component of a comprehensive and balanced education accessible to all students.*
    - Disseminate information to all stakeholders to advocate for the value of music education in the lives of all people
    - Build relationships, partnerships, strategic alliances, and sponsorships, with other North Carolina arts organizations to advance music education and the arts across the state
    - Influence the legislative, policy, and regulatory environment to support music education and music educators in North Carolina through engagement with stakeholder organizations.
    - Engage the use of social media to bolster public awareness of music education
    - Build relationships, partnerships, and strategic alliances with well-known North Carolina musicians to advocate for music and music education

- Promote and celebrate school music programs and educators in their successes
- Leading the Profession
  - *Provide music educators and education leaders engaging professional development opportunities and research to support best practices and serve the needs of students.*
    - Provide a Professional Development Conference for all stakeholders focused on music teaching, resources, research, and performance
    - Lead professional and personal development by providing dynamic and effective publications and learning opportunities
    - Build the capacity of future music education leaders in our profession
    - Provide forums for discussion of critical issues affecting music programs
    - Strengthen relationships with state and national music, arts, and other education organizations
    - Create and support partnerships between public school teachers and higher education programs to improve practice and expand knowledge
    - Foster activity in recruiting and retaining music teachers, maintaining the vitality of the profession
- Higher Education/Research
  - *Partner with North Carolina's higher education institutions to promote and disseminate sound data to advance music teaching and learning and influence educational policy.*
    - Share research and knowledge with all audiences
    - Lead professional and personal development by providing dynamic and effective resources, materials, publications, and learning opportunities.
    - Promote the vitality of the music education profession
- Capacity Building:
  - *Ensure sound leadership and fiscal practices in decision making to advance the association for the future*
    - Build and maintain technological capacity to support all stakeholders
    - Increase membership in the active, collegiate, higher education, and retired categories
    - Develop section and state leadership
    - Model our mission, vision, and values in all programs and projects
    - Build the capacity of current and future members in the music education profession