



Strategic Plan

Adopted for FY 2017 on 23 October 2015

MISSION

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

VISION

Leading the world in music education, empowering generations to create, perform, and respond to music.

VALUES

Community: Collaborating with our family of associations, 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.

Inclusion and Equity: Building strength and promoting diversity in a profession representing the wide spectrum of people and cultures, abilities, economic backgrounds, and gender identities.

Innovation: Enhancing music teaching and association program management through combining effective and dynamic new practices with proven strategies in the context of our 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.

- a. Develop and maintain comprehensive coalitions, strategic alliances, partnerships, and sponsorships to advance music education and the arts
- b. Influence the legislative and regulatory environment to support music education and educators
- c. Identify and strengthen strategic messages to support music education and educators

Leading the Profession

Provide music educators and education leaders with engaging professional development opportunities and resources to support best practices and serve the needs of students.

- a. Strengthen relationships with state and national music, arts, and other education organizations
- b. Lead professional and personal development by providing dynamic and effective resources, materials, publications, and learning opportunities
- c. Lead implementation of the voluntary National Standards, Opportunity to Learn Standards, and related assessments
- d. Build the capacity of future leaders in our profession
- e. Foster activity in recruiting and retaining music teachers, maintaining the vitality of the profession

Research

Promote and disseminate sound data to advance music teaching and learning and influence educational policy.

- a. Foster music education research by promoting the use of data collected as the result of the application of rigorous, systematic, and objective procedures to obtain reliable and valid knowledge (as well as empirical data-gathering processes) policy AND teaching/learning
- b. Create and support partnerships between researchers and practitioners to improve practice and expand knowledge
- c. Share research and knowledge with internal and external audiences, presented in a way that is accessible to those audiences

Capacity Building

Ensure data-driven fiscal practices and decision making to advance our association and the profession we serve.

- a. Build and maintain relationships and technological capacity that enable the Association and state MEAs, committees, and individual members to accomplish differentiated goals within a unified national structure
- b. Increase membership in existing and new categories
- c. Develop national and state leadership
- d. Ensure a fiscally sound association
- e. Secure funding to conduct NafME and Give A Note Foundation projects
- f. Exemplify our mission, vision, and values in all programs and projects
- g. Empower societies, councils, committees, and members to achieve the Association's mission, vision and values