

Annual Report 2019 20

ACHIEVEMENTS & INITIATIVES



**National Association
for Music Education**

A Message for NAFME Members

Thank you for your support of and participation in the National Association for Music Education (NAfME) during the 2019-2020 school year. This report highlights the ways your professional association strove to further our strategic directives this past year.

Faced with the time and budget restrictions affecting all Associations — not to mention the unexpected challenge of the coronavirus pandemic in the last quarter of our fiscal year — we continued to work in the strategic directions mapped out for our association by the National Executive Board: Advocacy, Leading the Profession, Research, and Capacity Building.

Activities within each of our four strategic directives are illustrated on the following pages. These initiatives are undertaken to bolster all the efforts made by individual educators, schools, communities, and state music education associations to bring the best possible music education to your students for years to come.

Thank you again for all your efforts over the past year, and I welcome your feedback and ideas for the coming years.

Sincerely,



Christopher B. Woodside
Interim Executive Director
National Association for Music Education



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.

NAfME Leadership 2019-2020



Kathleen D. Sanz
President & Board Chair 2018–2020



Mackie V. Spradley
President-Elect 2018–2020



Denese Odegaard
Immediate Past President 2018–2020

Read on to see the progress NAFME made in 2019-2020 in the four strategic directions outlined in our plan.

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.

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

13,000 Letters/emails generated through advocacy campaigns

113 National organizations signed on to the "Arts Education Is Essential" unified statement

11 Federal initiatives on which NAFME issued statements or gave advice

National organizations signed on to the "Arts Education Is Essential" unified statement

7 Advocacy training sessions at state/division conferences (AZ, KS, KY, LA, OH, NV, UT)

\$6.7 Million

Title-IV dollars going to music/arts program in **23 states** and **277 schools**

19 Advocacy Bulletin blogs

500 Average downloads per month of the NAFME Civic Action Field Guide

39 Music education associations advised on advocacy

120 Meetings, contacts, or presentations with Music Education Policy Roundtable, NAMM, or other partners on advocacy

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.

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



43,278

Active members

3,996

Retired members



COLLEGIATE

12,519

Collegiate members



Proud Corporate Member

89

Corporate Members



1,789

Tri-M Music Honor Society Chapters

40

Average number of students per chapter

71,560

Tri-M students (estimated)



All-National Honor Ensembles

552

All-National Honor Ensembles students

642

Attendees at November 2019 National Conference

3,427,811

nafme.org pageviews

5,032

Black Lives Matter statement (published June 4) pageviews

25,427

Pageviews for 17 existing position statements on topics including diversity, sacred music, advocacy, assessment, teacher evaluation, and more

124

Blogs/articles by members published on Music In A Minuet

LEADING THE PROFESSION

564,381

Downloads of NAFME peer-reviewed journal articles

5,052 NAFME Academy subscribers

114 NAFME Academy webinars available

40 States that have revised Music Standards since 2014 using the National Core Arts Standards with another 4 in process. 5 states finished their revisions – Colorado, Oklahoma, Arkansas, Virginia and New Jersey.

21 Coalition meetings regarding Standards and related issues

26 Teaching with Primary Sources Library of Congress units online

16 Participating educators (8 writers and 8 pilots to date)

460 Entries in Student Composition Competitions

Social Media Following



64K



16.5K



35K



8K

Coronavirus Pandemic Response

60,061

COVID-19 resources
(**published March 6**) pageviews

95% Open rate of initial pandemic resources email to membership

53,169 Virtual Learning Resources (**posted March 20**) pageviews

58 Professional Learning Community Webinars newly available during pandemic

10,843 Live attendees

3,375 Recording attendees

4,396 Engagements for professional development through *Music Educators Journal*

130

Organizations, including NAFME, joining international coalition to commission COVID-19 Aerosol Study

RESEARCH

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

- 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
- Create and support partnerships between researchers and practitioners to improve practice and expand knowledge
- Share research and knowledge with internal and external audiences, presented in a way that is accessible to those audience

569

Proposals submitted for the 2020 Biennial Research and Teacher Education Conference

200

Proposals accepted for presentation;

289

Proposals accepted for poster presentation.

36 Research articles published in *Music Educators Journal*

28 Research articles published in *General Music Today*

20 Research articles published in *Journal of Music Teacher Education*

22 Research articles published in *Update: Applications of Research In Music Education*

25 Research articles published in *Journal of Research in Music Education*

29

Research surveys sent to members on behalf of NAFME research community

CAPACITY-BUILDING

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

- Build and maintain relationships that enable the Association and state MEAs, committees, and individual members to accomplish differentiated goals within a unified national structure
- Increase membership in existing and new categories
- Develop national and state leadership
- Ensure a fiscally sound association
- Secure funding to conduct NAFME projects
- Exemplify our mission, vision, and values in all programs and projects
- Empower societies, councils, committees, and members to achieve the Association's mission, vision, and values.

245

National Leadership Assembly attendees

191

Collegiate Advocacy Summit attendees

53

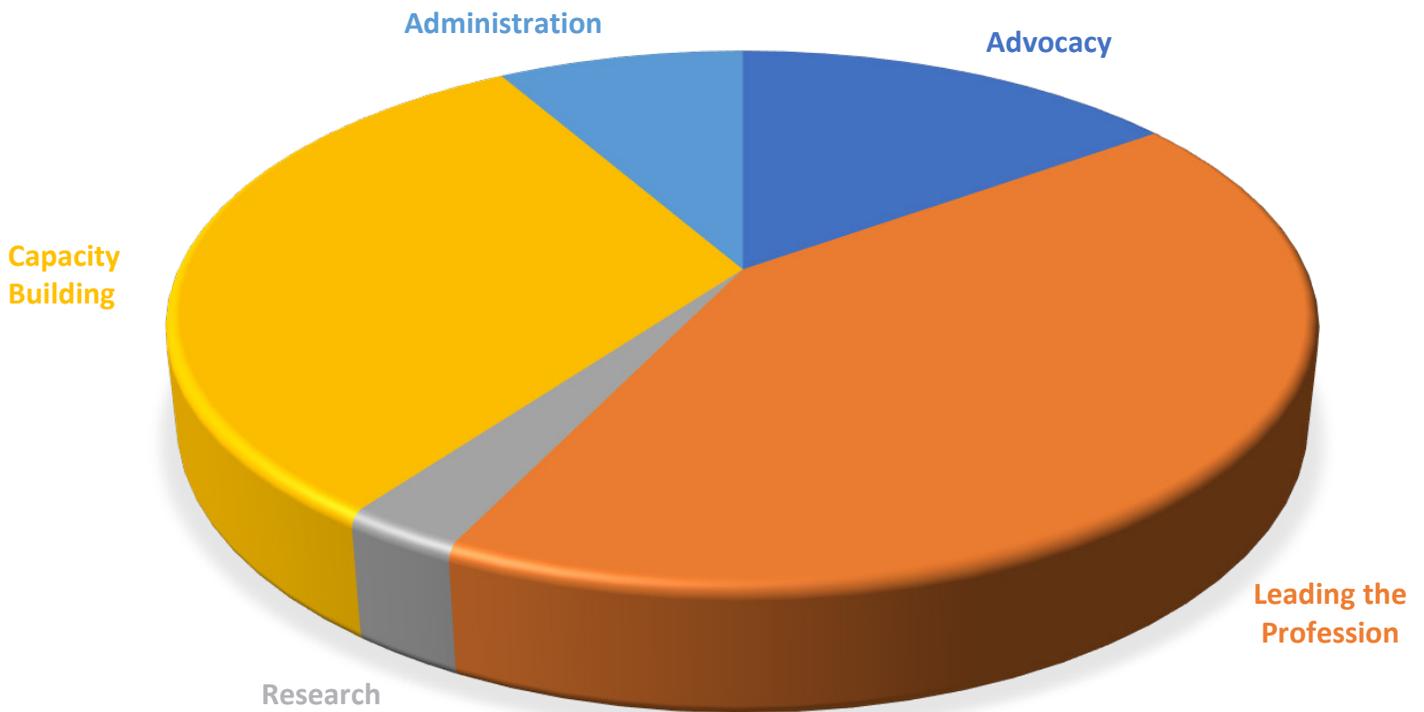
Music education associations given organizational development, website, membership recruitment, COVID-19 business and membership response, or other support

FINANCIALS

Net assets of NAFME: approximately \$7,000,000

Relative amounts spent, by Strategic Direction, on a total budget of \$9,655,192:

EXPENDITURES FY2019-2020



Complete audited financials appear at nafme.org/about/financials each year as soon as they are received.



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