

Annual Report 2020 21

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 2020–2021 school year. This report highlights the ways your professional association strove to support music educators and *transform* music education during this past COVID-impacted year.

Faced with the time and budget restrictions affecting all associations — not to mention the historical and ongoing challenge of the global pandemic — we continued pursuing the strategic directions mapped out for our association by the National Executive Board: Advocacy, Leading the Profession, Research, and Capacity Building. Fundamental to this work was applying a lens of equity to all of our programs, activities, policies, and practices, in efforts to expand access to music education for students and teachers, both.

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. L. Woodside
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 2020–2021



Mackie V. Spradley
President and Board Chair 2020–2022



Scott Sheehan
President-Elect 2020–2022



Kathleen D. Sanz
Immediate Past President 2020–2022

Read on to see the progress NAfME made in 2020–2021 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
-

4,135

Letters and emails generated by advocacy campaigns

10

Federal initiatives for which NAFME advocated

26

Number of advocacy blogs and webinars

41

Music education associations advised on advocacy

376

Congressional offices contacted/number of Every Student Succeeds Act (ESSA) Title IV-A meetings

90

Meetings, contacts, presentations with advocacy partner organizations

101

Meetings with Congressional offices (includes Virtual Hill Day 2021)

29 state music education associations took part in **87** Hill meetings during Music in Our Schools Month that helped result in **\$126 billion** in Elementary and Secondary School Emergency Relief (ESSER) funds

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



31,844

Active members

3,713

Retired members



COLLEGIATE

8,246

Collegiate members



**National Association
for Music Education**

Proud Corporate Member

89

Corporate Members



1,130

Tri-M Music Honor
Society Chapters

45,200

Tri-M students (estimated)



**All-National
Honor Ensembles**

550

All-National Honor
Ensembles students

NAfME Website Traffic

2,952,555

nafme.org pageviews

79,058

Core Music Standards pageviews

64,680

Virtual Learning Resources pageviews

47,986

COVID-19 resources pageviews

41,667

Music In Our Schools Month pageviews



MUSIC IN OUR SCHOOLS MONTH®

LEADING THE PROFESSION

421,029

Downloads of NAFME peer-reviewed journal articles

122

Blogs/articles by members published on *Music In A Minuet*

60

Magazine articles published in *Teaching Music*

28

Peer-reviewed articles published *Music Educators Journal*

1,586

NAfME Academy® subscribers

406

Entries in student composition contests

38

States adopting/adapting new music standards since the creation of the 2014 Music Standards

60

Teachers involved in Library of Congress grants

27

Library of Congress Teaching with Primary Sources curriculum units online

875

Members of the Society for Music Teacher Education
Members have selected the SMTE option in their NAFME membership record.

2

New Committees: Equity and Professional Development, to ensure the prioritization of diversity, equity, inclusion, and access across all aspects of NAFME programs

2

Revisions to Elections and Nominations Policies, aimed at increasing representation and expanding access to association leadership

6

Strategic Planning Town Halls exploring equity in music education

3

Actualizing Equity Virtual Conversations (Stop Asian Hate, Juneteenth, Equity Pre-Symposium)

1

National Assembly Strategic Planning Equity Symposium

Social Media Following



Twitter:
35,700 followers



Facebook:
69,729 followers



LinkedIn group:
23,337 members

LinkedIn page:
18,614 followers



Instagram:
9,492 followers



Pinterest:
5,700 followers,
190.2K monthly views

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

2021 Virtual Music Research and Teacher Education Conference and PreK-12 Learning Collaborative

1,002

Registrants

212

Live sessions

236

Posters

9,140

Number of minutes online

23

Research articles and columns in *Music Educators Journal*

28

Research articles and columns in *General Music Today*

25

Research articles and columns in the *Journal of Research in Music Education*

22

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

22

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

34

Research surveys sent on behalf of members

742

Members of the Society for Research in Music Education

Members have selected the SRME option in their NAFME membership record.

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.

18,192

Inquiries from members, advocates, and others answered by NAFME Member Services *(Does not include direct inquiries to NAFME executive and program staff)*

160

2021 National Assembly participants

108

2021 Collegiate Advocacy Summit participants

53

Music Education Associations provided with organizational development, website, member recruitment, COVID-19 business and membership response, event promotion, or other support

1

NAFME division virtual biennial conference supported with marketing, registration, technology, and customer service

1

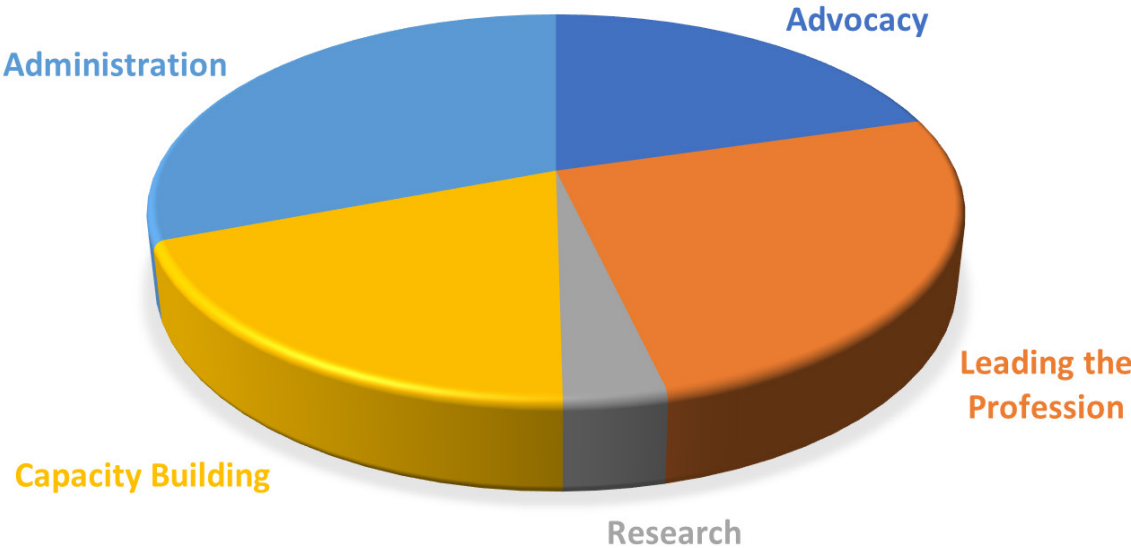
Paycheck Protection Program (PPP) loan of \$462,500 procured to support NAFME programs during the pandemic

FINANCIALS

Net assets of NAFME: approximately \$9,099,802

Relative amounts spent, by Strategic Direction, on a total budget of \$5,748,448:

EXPENDITURES THROUGH 4TH QUARTER 2020-2021



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



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