Pennsylvania Music Educators Association Strategic Plan 2017 – 2021

Mission

The mission of the Pennsylvania Music Educators Association is to advance comprehensive and innovative music education for all students through quality teaching, rigorous learning, and meaningful musical engagement.

Vision

PMEA will be the leading voice and advocate for music education in the Commonwealth of Pennsylvania.

Values

- All students have the right to participate in a rigorous, standards-based, comprehensive music education that is taught and assessed by exemplary music educators.
- Music is a life-long pursuit that encompasses every aspect of the human experience and includes a wide spectrum of people from diverse cultures, abilities, geography, economic backgrounds and genders.
- Quality music education includes a dynamic, innovative, and comprehensive curriculum that encompasses current social and cultural trends while supporting the preservation of history.
- Music education cultivates 21st century skills and ideals including:
 - o Creativity
 - o Critical Thinking
 - o Communication
 - o Collaboration

Strategic Directions							
1.	Advocacy	2.	Serving the Profession	3.	Organizational Vitality	4.	Student Opportunities
A.	ESSA Implementation	A.	Expand/Enhance Professional Development Offerings	A.	Increase Membership	A.	Increase Opportunities at State Conferences
В.	Train District Advocacy Representatives	В.	Enhance and Promote Webinars	В.	Investigate New Partnerships	В.	Promote and enhance MPA's
C.	Build and Strengthen Partnerships	C.	Promote Model Curriculum Framework	C.	Promote Member Benefits	C.	Increase MIOSM Opportunities
D.	Equitable Funding for All Schools	D.	Expand Early Childhood Music PD	D.	Explore Music Booster Affiliates Program	D.	Examine Fest Policies & Procedures
E.	Increase Member Engagement in Advocacy Initiatives	E.	Focus on Inclusion, Diversity, Equity, and Access	E.	Develop Future Leaders	E.	Examine Fest & Festival Financial Policies
		F.	Archive PMEA News	F.	Ensure Fiscal Stability	F.	Promote Tri-M and Future Music Educators Honors Symposium
		G.	Promote Teacher- Researcher Partnership Program	G.	Enhance Communications		

Strategic Planning Committee Members: Chair: Scott Sheehan Members: Sue Basalik, Tina Bennett, Jeff Cooper, Scott Cullen, Mark Despotakis, Dennis Emert, Paul Fox, Jeff Kroner, Stephanie Magaro, Ann Manganiello, Susan Metelsky, Teri Myers, Natalie Ozeas, Henry Pearlberg, Alison Reynolds, Darrin Thornton, Scott Watson, Abi Young

Strategic Direction #1: Advocacy					
PMEA will proactively address legislative and policy issues directly or indirectly related to music education in					
Pennsylvania and the nation.					
1A. Continue to work with PDE in creating awareness and	Begin Fall 2017 – Spring	Advocacy Council			
education for PMEA members on the federal Every Student	2018	ExCom			
Succeeds Act (ESSA) implementation in PA and how it may impact					
music programs					
1B. PMEA District Advocacy Representatives will gather and share	Ongoing	Advocacy Council			
best advocacy practices with their district members					
1C. Build and strengthen partnerships with national and state	Ongoing	Advocacy Council			
agencies, associations, and organizations around advocacy &					
public policy					
1D. Continue to build capacity in advocating for equitable funding	Begin Summer 2017	Advocacy Council			
for access to high quality, sequentially based music education	Ongoing				
instruction to all areas of the state including rural, suburban, and					
urban school systems.					
1E. Continue to improve and find new and innovative ways to	Ongoing	Advocacy Council			
engage PMEA members in advocacy efforts including Advocacy		PMEA Staff			
Day in Harrisburg and MIOSM activities.					

Strategic Direction #2: Serving the Profession		
PMEA will develop, enhance and promote programs, projects and initia	atives to best serve the dive	rse needs of its
members.		
2A. Explore additional options for Professional Development including:	Begin 2017-2018; Ongoing	PD & CI Councils
Focus, expand and promote the Saturday of the Spring Conference for Elementary & General Music	Begin 2017; Ongoing	
 Explore the concept of professional learning communities working over a period of time - Learning Walk, Book Groups, etc. 	Begin Fall 2017; Ongoing	
 Create a tradition of Sharing Sessions with focused topics during conferences Promote PMEA News as a Professional Development opportunity 	Begin Spring 2018; Ongoing	
 Explore topics of life-long learning – music therapy, community music, service learning, etc. 	Ongoing	PD, CI & TTRR Councils
	Begin Fall 2017; Ongoing	
2B. Expand webinar topics & opportunitiesExplore areas outside of music educationClassroom Management	Begin 2017 Ongoing	PD & CI Councils
 Differentiation Creative Scheduling PMEA Model Curriculum Framework 		
 Reaching more students beyond traditional performance ensembles 		SPEC Council
2C. Promote the use of and provide professional development for the Model Curriculum Framework and its resources – lesson plans, templates, etc.	Ongoing	ExCom, State Board, C/I Council, MCF Committee
2D. Expand opportunities for Early Childhood Music professional development	Fall 2017	PMEA Staff PD & CI Councils
 Increase promotions for Conference Sessions Use consistent language for PK-12 (consistent with new PA Certification) 	Ongoing	
2E. Continue to focus on topics of Inclusion, Diversity, Equity and Access	Summer 2017	ExCom ALL Councils
 Providing space for dialogue Reaching more students beyond traditional performance ensembles Identify and promote success stories and appropriate practices Review language in policies 	Ongoing	
2F. Create an electronic archive of PMEA News articles	Begin Fall 2017; Ongoing	PMEA Staff
2G. Promote the Teacher/Researcher Partnership Project	Begin Fall 2017	Teacher Training, Recruitment & Retention Council PMEA Staff

Strategic Direction #3: Organizational Vitality		
PMEA will ensure the achievement of its mission, vision and values by a	appropriately developing	ng and enhancing its
resources		
3A. Increase membership	Begin Fall 2017	All Councils
 Target collegiate members as they transition to the work force – work with PCMEA Advisors and the Mentor Program Target retired members and upcoming retirees as they transition out of the work force Target urban music educators 	Ongoing	PMEA Mentors State Board PMEA Staff
 Host 3 or 4 discussion forums with <u>non-members</u> focusing on elementary and general music teachers in a variety of geographic areas Promote Tri-M membership to Middle School and High School directors 	Begin 2018	
 3B. Investigate possibilities of various partnerships with other music associations Establish a Partnerships Committee to actively seek partnerships with other arts associations and education associations for mutual benefits Seek a partnership with the Urban Music Leaders Conference Investigate financial benefits such as discounts at conferences and workshops, and/or possible dual membership (discuss with NAfME) Share resources 	Begin Fall 2017	State Board Advocacy Council PMEA Staff
3C. Promote member benefits	Ongoing	State Board
 Create graphic design to promote various aspects of PMEA – PD, Advocacy, Mentoring, Student Opportunities, Research, etc. Create a video promotion/commercial for PMEA Use the heading banner on website 		All Councils PMEA Staff
3D. Investigate the possibility of reinstating the Music Boosters	Winter 2018	ExCom
Affiliates program		PMEA Staff
 Add possible membership category (discuss with NAfME) 	Winter 2018	
Network for advocacy efforts	Ongoing	Advocacy Council
 Develop leadership Promote the Leadership Academy; Consider academy a requirement for new District Presidents Offer leadership retreat and training sessions at Develop succession plans for District officers, staff, and key positions and committees 	Ongoing	State Board District Presidents & Teacher Training, Recruitment & Retention Councils PMEA Staff
3F. Ensure PMEA's fiscal stability	Ongoing	State Board
 Explore alternative, non-dues revenue sources Ensure the reserve balance meets the industry standard 		PMEA Staff
 3G. Enhance the lines of communication Relay the Roles and responsibilities for Leadership and Councils Promote district level communication protocol Develop more user-friendly website 	Ongoing	State Board Presidents Council PMEA Staff

Strategic Direction #4: Student Opportunities				
PMEA will provide traditional and innovative music education	opportunities for its mem	bers' students.		
 4A. Increase opportunities at conferences and All-State level to reflect the diversity of the state. Possibilities include: Elementary and Middle School/Junior High performance opportunities Guitar Ensemble Chamber Music Increasing sessions using demonstration groups Adjusting selection procedures to include performing groups from a wide variety of school districts 	Begin 2017; Ongoing	ExCom Student Performance Events Council Festival/Fest Task Force		
 4B. Promote and expand the Music Performance Assessment program. Possibilities: Include solos, chamber ensembles, large group and innovative ensemble opportunities in each PMEA District Investigate incentives for hosting an MPA Investigate the structures that are present in some Districts and promote these ideas Expand opportunities to perform at the Spring and/or Summer Conferences through the MPA program Investigate virtual MPA's Investigate traveling adjudicators 	Ongoing	State Board Student Performance Events Council PMEA Staff		
4C. Increase the promotion and opportunities to perform for Music in Our Schools Month	Ongoing	Advocacy, District Presidents & SPEC Councils PMEA Staff		
 4D. Examine the policies and procedures for the Elementary and Middle/Junior High School Fests Provide consistent opportunities across the Districts and possibly expand opportunities where appropriate Examine management practices to ensure policy is followed and is consistent Promote consistent PMEA branding during Fest events 	Ongoing	SPEC Council PMEA Staff		
4E. Examine financial policies for all Fests and Festivals to ensure consistency and compliance to PMEA policy and state and federal law	Ongoing	ExCom Student Performance Events Council PMEA Staff		
 4F. Promote Tri-M and the Future Music Educators Honors Symposium opportunities Outline benefits of each program Website, Email blasts, PMEA News Direct Contact Forums/Sessions at conferences Ensure Districts are promoting these opportunities 	Ongoing	State Board Advocacy, District Presidents & Teacher Training, Recruitment & Retention Councils PMEA Staff		