

**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:
 - Creativity
 - Critical Thinking
 - Communication
 - 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
B. Train District Advocacy Representatives	B. Enhance and Promote Webinars	B. Investigate New Partnerships	B. 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 education for PMEA members on the federal Every Student Succeeds Act (ESSA) implementation in PA and how it may impact music programs	Begin Fall 2017 – Spring 2018	Advocacy Council ExCom
1B. PMEA District Advocacy Representatives will gather and share best advocacy practices with their district members	Ongoing	Advocacy Council
1C. Build and strengthen partnerships with national and state agencies, associations, and organizations around advocacy & public policy	Ongoing	Advocacy Council
1D. Continue to build capacity in advocating for equitable funding for access to high quality, sequentially based music education instruction to all areas of the state including rural, suburban, and urban school systems.	Begin Summer 2017 Ongoing	Advocacy Council
1E. Continue to improve and find new and innovative ways to engage PMEA members in advocacy efforts including Advocacy Day in Harrisburg and MIOSM activities.	Ongoing	Advocacy Council PMEA Staff

Strategic Direction #2: Serving the Profession		
PMEA will develop, enhance and promote programs, projects and initiatives to best serve the diverse needs of its members.		
<p>2A. Explore additional options for Professional Development including:</p> <ul style="list-style-type: none"> • Focus, expand and promote the Saturday of the Spring Conference for Elementary & General Music • Explore the concept of professional learning communities working over a period of time - Learning Walk, Book Groups, etc. • Create a tradition of Sharing Sessions with focused topics during conferences • Promote <i>PMEA News</i> as a Professional Development opportunity • Explore topics of life-long learning – music therapy, community music, service learning, etc. 	<p>Begin 2017-2018; Ongoing</p> <p>Begin 2017; Ongoing</p> <p>Begin Fall 2017; Ongoing</p> <p>Begin Spring 2018; Ongoing</p> <p>Ongoing</p> <p>Begin Fall 2017; Ongoing</p>	<p>PD & CI Councils</p> <p>PD, CI & TTRR Councils</p>
<p>2B. Expand webinar topics & opportunities</p> <ul style="list-style-type: none"> • Explore areas outside of music education <ul style="list-style-type: none"> ○ Classroom Management ○ Differentiation ○ Creative Scheduling • PMEA Model Curriculum Framework • Reaching more students beyond traditional performance ensembles 	<p>Begin 2017 Ongoing</p>	<p>PD & CI Councils</p> <p>SPEC Council</p>
<p>2C. Promote the use of and provide professional development for the Model Curriculum Framework and its resources – lesson plans, templates, etc.</p>	<p>Ongoing</p>	<p>ExCom, State Board, C/I Council, MCF Committee</p>
<p>2D. Expand opportunities for Early Childhood Music professional development</p> <ul style="list-style-type: none"> • Increase promotions for Conference Sessions • Use consistent language for PK-12 (consistent with new PA Certification) 	<p>Fall 2017</p> <p>Ongoing</p>	<p>PMEA Staff</p> <p>PD & CI Councils</p>
<p>2E. Continue to focus on topics of Inclusion, Diversity, Equity and Access</p> <ul style="list-style-type: none"> • Providing space for dialogue • Reaching more students beyond traditional performance ensembles • Identify and promote success stories and appropriate practices • Review language in policies 	<p>Summer 2017</p> <p>Ongoing</p>	<p>ExCom</p> <p>ALL Councils</p>
<p>2F. Create an electronic archive of PMEA News articles</p>	<p>Begin Fall 2017; Ongoing</p>	<p>PMEA Staff</p>
<p>2G. Promote the Teacher/Researcher Partnership Project</p>	<p>Begin Fall 2017</p>	<p>Teacher Training, Recruitment & Retention Council</p> <p>PMEA Staff</p>

Strategic Direction #4: Student Opportunities

PMEA will provide traditional and innovative music education opportunities for its members' students.

4A. Increase opportunities at conferences and All-State level to reflect the diversity of the state. Possibilities include: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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