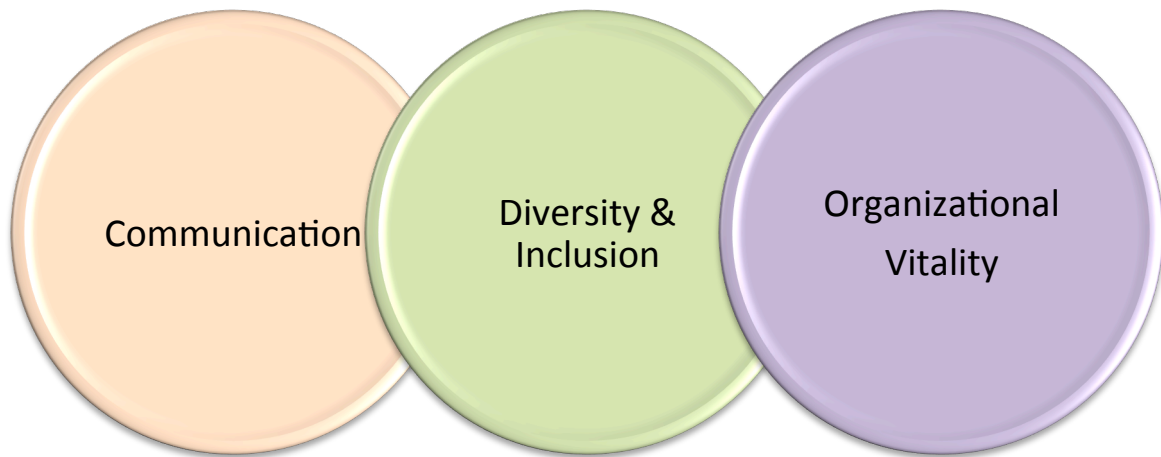


New Jersey Music Educators Association Strategic Plan 2018 - 2022



Committee: Amy Burns, Maureen Butler, Rick Dammers, Rhea Fernandes Robert Frampton, Ron Heller, William McDevitt, Patrick O'Keefe, Jeff Santoro, Colleen Sears, Debra Sfraga

Scott Sheehan, Facilitator

New Jersey Music Educators Association

Strategic Plan 2018 - 2022

Mission

The mission of the New Jersey Music Educators Association is to provide access to an inclusive music education for all students by supporting music educators in their advancement of quality music instruction and practice.

Vision

The vision of the New Jersey Music Educators Association is to ensure that every child can artistically express themselves and unlock their creative potential through music in a way that is culturally relevant, meaningful, and valued.

Values

- Integrity: We value openness, honesty and transparency in our association.
- Excellence: We work to support excellence in musical experiences, which occurs in many contexts and musical practices.
- Equity: We value an inclusive, culturally relevant, and diverse music education for all students.
- Leadership: We are committed to serving others through music education for the greater good of society.
- Visionary: We seek innovative solutions in response to current and future trends in music education.
- Membership: We value the diversity, commitment, and talents of our members and their contributions to music education.

Strategic Directions

1. Communication	2. Diversity & Inclusion	3. Organizational Vitality
A. Increase social media presence	A. Use Diversity Benchmarks to review programs, practices, policies, etc.	A. Examine region and state governance practices
B. Engage collegiate members through social media trending	B. Develop diverse practices Spotlight program	B. Investigate committee and board structures
C. Enhance and improve the NJMEA Website	C. Increase All-State and Honors Ensembles diversity and access	C. Develop Leadership Program
D. Highlight diverse music making through multiple media resources	D. Increase professional development focusing on IDEA practices	D. Enhance Mentor Program
E. Establish Membership Chair	E. Develop Diversity Statement	E. Create plan for full-time Executive Director
F. Establish Partnerships Committee		F. Improve effectiveness of committee work using technology

Strategic Direction 1: Communication

NJMEA will enhance and improve internal and external communications with members, partners, and the public.

<i>ACTION PLAN</i>	<i>Timeline</i>	<i>Who</i>	<i>Metric</i>
1A. Establish a network to increase social media communications and awareness for NJMEA events, programs, deadlines, etc. (Facebook, Instagram, Twitter, LinkedIn, etc.)	Fall 2018 Ongoing	Social Media Coordinator Webmaster	Yearly Review; Increase member engagement through Social Media platforms Social Media Metrics
1B. Establish procedures to increase social media trending opportunities and engagement for collegiate members and others - stories, polls, etc.	Spring 2019	Social Media Coordinator, Collegiate Chair & Members	Retention of membership from collegiate to active member Increased collegiate member engagement
1C. Website Organization: <ul style="list-style-type: none">• Ensure all information on the NJMEA website up to date and relevant• Streamline and enhance content and layout on the NJMEA website and social media platforms to allow for ease of navigation and connectivity	Fall 2018 Ongoing	Webmaster Board	Performance Review; Biannual Review of Website; Efficient Website Navigation Social Media Metrics
1D. Create a "Spotlight" program to highlight events and programs, schools, teachers, etc. from diverse aspects of music education throughout New Jersey	2018-2019 Ongoing	Board; TEMPO Editor; Social Media Coordinator	Increased Member Engagement;
1E. Establish a Membership Chair position <ul style="list-style-type: none">• Create a new member outreach plan including communication with collegiate chapters• Work with the Executive Director to consistently recruit, retain, and engage members	Summer 2019	Board Membership Chair	Increased membership
1F. Establish a Partnerships Committee Serve as a liaison with partner organizations and associations and seek new partnerships Solicit new conference session presenters and performers	Summer 2020	Board Partnerships Committee	Establish and/or Strengthen Relationships with Partner Organizations

Strategic Direction 2: Diversity & Inclusion

NJMEA will promote practices, policies, and procedures to ensure that all students have access to a music education that values diverse musical practices and inclusive opportunities.

<i>ACTION PLAN</i>	<i>Timeline</i>	<i>Who</i>	<i>Metric</i>
2A. Annually review publications, presentations, membership, and student offerings using diversity and inclusivity benchmarks developed by the IDEA Committee	Benchmarks Developed 2018-2019 Ongoing Review Beginning Summer 2019	IDEA Committee	Annual Review measured against population benchmarks
2B. Develop Diverse Practices Spotlight <ul style="list-style-type: none"> Highlight diverse music making practices (beyond traditional ensemble pedagogy) throughout NJMEA-sponsored events Include focus articles in each issue of TEMPO highlighting innovative practices which are integrated into curriculum 	Fall 2018 Ongoing	IDEA Committee Webmaster TEMPO Editor Board Conference Chair	Increased visibility of diverse music making practices
2C. All-State and Honors Ensembles <ul style="list-style-type: none"> Ensure diverse conductors, repertoire, composers, etc. Promote access for underserved populations 	2018-2019 School Year	Performance Chairs Members of the IDEA Committee NJMEA Past President Crescendo Foundation	Increased diversity in conductors, repertoire, and composers for honors ensembles Increased diversity in honors ensemble membership
2D. Focused professional development <ul style="list-style-type: none"> Schedule diversity and inclusion sessions at conferences, workshops, etc. which are reviewed by the IDEA Committee and scheduled throughout the annual conference 	2019-2020 School Year	Conference Chair IDEA Committee	Increased offering of diversity and inclusion sessions at conferences
2E. Develop and adopt diversity and inclusion statement	Develop 2018-2019 Complete Summer 2019	IDEA Committee Board	Adoption of Statement

Strategic Direction 3: Organizational Vitality

NJMEA will ensure the long-term organizational and fiscal stability of the association.

<i>ACTION PLAN</i>	<i>Timeline</i>	<i>Who</i>	<i>Metric</i>
3A. Establish a committee to examine Governance best practices, externally and internally, in regard to Region structure, representation, and operations in relation to the State organization	2018-2019 School Year	Board Region Presidents With assistance from NAFME	Committee Recommendations
3B. Investigate structures, committees, and positions of state MEA Boards and/or other associations to determine optimal Board effectiveness for both voting and non-voting board members	2019-2020 School Year	ExCom	Increased Board Effectiveness & Efficiency
3C. Develop a comprehensive leadership program that encourages all members to serve as leaders within NJMEA	Fall 2018	Leadership Committee Chair, and other Past Presidents	Increased number of volunteers as well as candidates for state and region positions NJMEA leadership reflects the population of music teachers in New Jersey
3D. Examine well-established mentor programs and establish a relevant NJMEA Mentor Program in conjunction with affiliated organizations	2020-2021 School Year	Mentor Steering Committee in conjunction with NJRMEA	Increase effectiveness and awareness of mentor program; mentor accountability review
3E. Establish a succession plan and transition to a Full-Time Executive Director	Establish succession plan 2019-2020 year. Hiring Process 2020-2021 year.	Board In consultation with other MEA's and NAFME	Executive Director in place by July 1, 2021
3F. Increase effectiveness of committee work through use of technology (Zoom, GoTo Meeting, etc.)	Fall 2018 Ongoing	Board, Committee Chairs, etc.	More consistent and effective meetings