

CMEA Collegiate Council

STRATEGIC PLAN

2015-2020

I. Preamble

The CMEA collegiate council is the voice of CMEA Collegiate Members all throughout the state of California. The council is the bridge between the CMEA Executive Board and the CMEA collegiate population. The council is made up of collegiate members from all nine sections of CMEA. We advocate not only for Music Education, but for the professional development of CMEA's collegiate members.

II. Values

Professionalism:

The CMEA Collegiate Council is dedicated to teaching our collegiate members to reach the highest professional standards to become a well-rounded future educator.

Collaboration:

The CMEA Collegiate Council believes it is important for collegiate students from all sections of CMEA to meet and work with one another to uphold CMEA's vision, values, and mission.

Responsibility:

The CMEA Collegiate Council is committed to taking personal and collective action to take all necessary steps to achieve our stated goals.

III. Vision Statement

The Vision of the CMEA Collegiate Council is to be the voice of all the CMEA collegiate members and guide them to resources that meet their unique needs through CMEA and NAFME.

IV. Mission

Mission Area #1: Membership Services

CMEA Collegiate Council Membership Mission: To provide value, support, and services to the CMEA Collegiate Members and create a strong community among all collegiate chapters throughout California.

Goals:

Goal #1: Increase awareness of CMEA to collegiates across California (1-2 years)

- Establish relationships with existing chapters and provide them with information to pass out to their chapter members and incoming students each year
- Create a collegiate section on the CMEA website

Goal #2: Increase the enrollment of college music education majors in NAFME and their local music association by supporting existing chapters and facilitating the creation of new chapters (3-5 years)

- Create and maintain an updated contact list containing names and contact information for university advisors and student leaders
- Focus energy and guidance on sections with little or no current active chapters

Goal #3: Reach out to middle school and high school students who are interested in becoming music educators (3-5 years)

- CMEA Collegiate council members collaborate and work with CMEA Tri-M Representative
- Have collegiate chapters work closely with local Tri-M chapters
- Create a tiered structure from Tri-M to Collegiate Council to CMEA Board

Mission Area #2: Professional Development

CMEA Collegiate Council Professional Development Mission: To provide and promote professional development opportunities for CMEA collegiate members and support their preparation for the music education profession.

Goals:

Goal #1: Establish what the collegiate council is (1 year)

- Create a strategic plan that outlines the council's values, vision, and mission
- Establish and maintain an electronic handbook which puts forth the policies and roles of the collegiate council

Goal #2: Increase the attendance of collegiate members at CASMEC every year

- Organize and facilitate collegiate-specific clinics at CASMEC every year that promote the professional growth of music education students
- Host a social for collegiate members for the purpose of networking

Goal #3: Create meaningful projects and leadership opportunities for collegiate members

- Establish section workshops
- Establish a statewide collegiate conference

Mission Area #3: Advocacy

CMEA Collegiate Council Advocacy Mission: To strengthen and expand music education in California schools in order to guarantee access to quality music education for all students.

Goals:

Goal #1: Increase the attendance of collegiate members at *Stand Up 4 Music* day in Sacramento every year (1-2 years)

- Increase awareness of *Stand Up 4 Music Day* to collegiate members in CMEA
- Capitol section council representatives will spearhead arrangements for participation in this event
- Create an Advocacy campaign (like *Stand Up 4 Music*) that is created and run by the collegiate members of CMEA during the summer (3-5 years)

Goal #2: Send more CMEA collegiate representatives to NAFME Hill Day in Washington DC every year

- Publicize awareness of the event through social media and public relations
- Organize fundraising campaigns to fund travel expenses for collegiate members

Goal #3: Create an advocacy officer position on the Collegiate Council

- Advocacy officer will work with public relations officer to promote advocacy