

CALIFORNIA MUSIC EDUCATORS ASSOCIATION



Strategic Plan

2018 - 2022

Adopted January 20, 2017



CMEA

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February 1, 2017

To California Music Educators and Supporters,

On behalf of the California Music Educators Association (CMEA) Board of Directors, I take great pride in presenting the revised Strategic Plan. The revision of the CMEA Strategic Plan was necessary for two reasons: the original Strategic Plan was developed in 2012 and was a five year plan; changes within our educational system required us to update the plan.

The revision of this plan came about through diligent and focused hard work by your CMEA Board of Directors. The work began at the August 2016 Board meeting with a thought provoking look at the IDEA Concept: viewing all that we do through the lens of Inclusion, Diversity, Equity, and Access. Following that was a detailed word by word examination of our existing Strategic Plan. The Board then met in small groups during the fall to work on each of the four goal areas in our Mission Statement (Leadership, Advocacy, Membership Services, and Communication). The final step was a detailed review of the work accomplished and approval of the revised CMEA Strategic Plan at the January 2017 Board meeting.

Many issues are driving the work of CMEA at this time, including:

- The successful passage and signing by the Governor of the CMEA sponsored bill, AB2862, for the revision of our VAPA Standards,
- The continued recovery of California's economy and the resurgence of many music programs throughout the state; coupled with a nationwide teacher shortage,
- The reauthorization of the Elementary and Secondary Education Act (ESEA) with the elimination of No Child Left Behind (NCLB) and the creation of the Every Student Succeeds Act (ESSA) in which Music is enumerated as a subject to be taught in a Well-Rounded Education, and
- The growing need to provide support in the many over-arching areas of education that exist and connect all areas of music education.

To achieve our vision to ensure that all California students have equal access to high quality music instruction as part of a well-rounded education, I ask for all music educators in California to renew or become a member of their professional association, CMEA, and to work towards supporting the revised Strategic Plan. All of California's children deserve to learn the important skills necessary to succeed in today's competitive work force, as learned in sequential, standards-based music education courses taught by credentialed music educators.

Best wishes,

Scott Hedgecock
CMEA President

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CMEA VALUES, VISION, & MISSION AND STRATEGIC PLAN

The California Music Educators Association (CMEA) is a Federated unit of the National Association for Music Education (NAfME). Membership is open to all music educators working in public and private schools, colleges, and universities in California. The purposes of the association are: to promote access to a sequential standards-based music education for all Pre-K through Grade 12 students taught by fully qualified music educators; to support new and improve existing music programs; to promote quality pre-service and in-service teacher preparation programs; and, to create a greater awareness of the value of music education through partnerships with other associations and advocacy among state and local agencies.

Values

OPPORTUNITY

We believe that music is for all of California's diverse students. Students must have access to an equitable, inclusive opportunity to learn and participate in the joy and power that music education brings. It is through our diverse instructional approaches that we can provide experiences that aid in uplifting the human spirit and fostering the well-being of society. Music education provides students with learning in creativity, literacy, and life skills.

COMPREHENSIVENESS

We believe that music education must provide opportunities for all students to develop not only their music-making skills, but their abilities to create and to respond to music as well.

PROFESSIONALISM

We believe that a well-trained music educator who meets the highest professional standards and integrity is critical to providing students with a comprehensive, balanced and sequential program of music. A professional is engaged and committed to rigorous teaching, dedication of time, advocacy, and service.

COLLABORATION

We believe that strong partnerships with other state-wide and regional music education organizations, arts educators and like-minded groups, parents, families, communities, and other stakeholders are essential for organizational and student success. We believe we are individually and organizationally strengthened by working together to promote music, music education and policies that build a better society for all.

RESPONSIBILITY

We believe in individually and collectively taking all practical and appropriate action to achieve the stated goals of the organization.

VISION

The California Music Educators Association's vision is to ensure that all California students have equal access to high quality music instruction as part of a well-rounded education.

Mission

The California Music Educators Association's mission is multi-faceted, providing:

LEADERSHIP - Forward-thinking leadership in California music education activities that promote the highest professional standards in the nation;

ADVOCACY - Systematic and relationship-driven advocacy for music education in Sacramento and at local levels to provide equal access to a sequential, comprehensive music education;

MEMBERSHIP SERVICES - Service to membership through professional development, festivals, mentorship, and other educational activities that promote music education; and

COMMUNICATION - Clearly articulated, accurate, and timely communication with California's music educators and other Stakeholders.



Leadership Goals

CMEA Leadership Priorities:

To provide leadership to members and music educators throughout California

Goal 1

Strengthen Board effectiveness

- Continue to support the development of new leaders through participation at the NAFME Western Division Leadership Conference
- Create a Collegiate board position on the State Council
- Provide training for new board members, including sending the Section President and President-Elect to the NAFME Western Division Leadership Conference during their first year of service in office
- Train Board in technology to facilitate long distance communication and support CMEA's work

Goal 2

Strengthen relationships with other organizations and industry partners

- Invite new organizations to CASMEC as CMEA partners (NAMM, Kodaly Association, Orff, etc.)
- Explore the foundation of a formal relationship with CASMEC partners
- Continue to foster regular communications with partner education organizations
- Maintain and expand relationships with leaders of the California Department of Education, Governor's Office, and Legislative leaders

Goal 3

Maintain financial stability of CMEA

- Develop corporate support of the CMEA operational costs such as State Festivals and the All-National Ensemble experience
- Expand use of CMEA's 501(c)3, the California Music Education Foundation, CMEF, so that protocols are in place for using both CMEA and CMEF most effectively
- Explore connecting CMEA with Foundations, Endowments and Grants, as applicable (i.e., Packard Foundation, Boeing Foundation) so as to identify other revenue sources
- Partner with other organizations to leverage resources



CALIFORNIA
MUSIC
EDUCATION
FOUNDATION

Advocacy Goals

CMEA Advocacy Priorities:

To strengthen and expand music education in California schools in order to guarantee access to quality music education for all students



Educate the public



Strengthen music education in all schools



Continue to advocate at the State Capitol and at local levels

Strategies to achieve all advocacy goals

- Increase accountability toward arts education policies and laws at state and local levels
- Increase advocacy among all music education stakeholders
- Explore and expand ways to engage people outside of our current scope
- Maintain a Legislative Advocate



Membership Services Goals

CMEA Membership Services Priorities:

To provide value and support to CMEA members and music educators throughout California

Goal 1

Develop a culture of community and inclusion to increase membership each year

- Clearly communicate member benefits
- Make personal contact with potential new members
- Attract, recruit, and retain new music teachers
- Attract, recruit, and retain teachers representative of our diverse state
- Develop a new member information package
- Maintain an active social media presence

Goal 2

Continue mentor partnerships between veteran teachers and teachers in need of mentorship

- Develop a system to recruit more mentees, including:
 - Veteran teachers who find themselves teaching an unfamiliar subject
 - Teachers in their first four years
 - Teachers working to meet the needs of diverse populations
- Continue providing sessions for new teachers and mentors at CASMEC
- Develop access to online mentorship resources

Goal 3

Maintain financial stability of CMEA

- Develop a mechanism to share adjudication and classroom rubrics, and other materials for state-wide use
- Increase participation and expand opportunities at our state festivals
- Further develop *CMEA Magazine*
- Increase attendance at CASMEC
 - ❖ Develop new tracks for administrators, school boards, and parents.
 - ❖ Further develop innovative sessions that address “music for all”
 - ❖ Develop outreach and incentives for first-time attendees



Communications Goals

CMEA Communications Priorities:

To provide timely and relevant information to CMEA membership

Goal 1

Create a new website for CMEA

- Update website to more user-friendly version.
- Search for grant opportunities to improve technology
- Enlist the help of a website developer/webmaster
- Partner with other states to develop structure for all MEA websites

Goal 2

Improve Stand Up 4 Music website

- Provide links and support documents for members
- Create an automated email campaign

Goal 3

Create comprehensive communications plan

- Continue publishing *CMEA Magazine*
- Develop social media campaign
- Develop media/press kit
- Create videos
- Engage a celebrity spokesperson





To advance music education by promoting the understanding and making of music by all.
– NAFME Mission



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