



MISSION

Advance music education in Wyoming by advocating for the musical interests of all students and providing quality programs, professional development, and services.

VISION

Be the voice for music as an essential part of education in Wyoming schools, where all students receive a comprehensive, sequential music education that prepares them for lifelong involvement in music.

VALUES

Opportunity: Music is for all of Wyoming's students. Students must have access to equitable, inclusive, and comprehensive opportunities to experience the joy and power that music brings. Promoting high quality music education, through innovative and effective instruction, provides students with learning in creativity, literacy, cooperation, and teamwork.

Professionalism: 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: Strong partnerships with other state-wide and regional music organizations, arts organizations, and like-minded groups, parents, communities, and other stakeholders are essential for organizational and therefore student success. Working together to promote music, music education, and music policies to carry out our mission strengthens us.

Equity and Inclusion: Fostering inclusive music opportunities and professional development that celebrates all abilities, identities, orientations, and backgrounds creates a culture of community and inclusion in Wyoming's music teachers and students.

STRATEGIC DIRECTIONS

Table with 4 columns: Serving the Profession, Advocacy, Communication, Organizational Vitality. Each column contains a description and a list of bullet points.

**Narrative/Recommendations:**

This Strategic Plan shall serve as WMEA's guide for the next four years and should be consulted for all major decisions for the association.

- The annual budget should reflect the Strategic Directions set forth in this plan.
- Policies, both new and revised should support the Strategic Directions.
- Board and committee work should focus on achieving the Action Plans.
- Any decisions or requests brought before the board that do not support the Strategic Plan should be carefully considered regarding, time, cost, and support that may be required.
- WMEA should focus on the priorities outlined in the plan, and realize that programs, projects, and initiatives that do not support the plan may impede the Strategic Plan's objectives.

The shared mission and vision of the association should drive all desired outcomes of the Strategic Plan.

- A significant factor is the ownership of the various constituents who are charged with accomplishing aspects of the plan.
- It is important to hold officers and committees accountable for their time and work on specific assignments.
- It is also important to highlight the value and relevance that each Action Plan has for the members of WMEA and how those items work toward the Mission and Vision of the association.

It is the ultimate responsibility of the President, Executive Director, and Executive Committee to see that Action Plans are achieved by the desired deadlines.

- Meeting agendas should include specific, targeted agenda items, and officers or committees should be charged with specific tasks and deadlines as indicated by the Action Plans.
- This information should be reflected in the official meeting minutes of the Executive Board.

As much as possible, specific data, metrics, or measurable outcomes should be developed and/or revised for each Action Plan based on the recommendations of the officer or committee assigned to each item.

Advocacy should play a significant role in achieving the Mission and Vision of this plan. Each Strategic Direction and association Action Plan will require support, both internally and externally, to be achieved.

- The Executive Committee should review the plan on a bi-monthly basis (even months) and should include an update to the Executive Board at regular meetings.
- The plan should be presented to the membership during the General Session of the 2021 conference.
- A copy of the plan should be easily accessible on the WMEA website. Updates may be included as desired.
- The plan should be published annually in the *Windsong* journal. Updates may be included as desired.

This Strategic Plan is in place for the 2020 through 2024 fiscal years. Planning for the next Strategic Plan should take place beginning the summer of 2023. The next plan will cover fiscal years 2024 through 2028

**Strategic Direction 1: Serving the Profession**

**WMEA will engage music educators in association programs, project, and events, and professional development opportunities that serve their needs and the needs of their students and the profession.**

<i>Action Plan</i>	<i>Timeline</i>	<i>Who</i>	<i>Measure</i>
1a. Strengthen partnerships with national, state, and local music, arts, and other affiliate organizations. <ul style="list-style-type: none"> <li>○ Content specific associations</li> <li>○ Wyoming Arts Council (WAC)</li> <li>○ Wyoming Education Assoc</li> <li>○ NAfME</li> <li>○ Local Arts Associations</li> </ul>	Ongoing	Executive Director President	Qualitative Data and Records  Presidential Oversight
1b. Provide effective and dynamic resources, materials, publications, and professional development opportunities. <ul style="list-style-type: none"> <li>○ Windsong</li> <li>○ Breezetune</li> <li>○ Conference session content and materials</li> <li>○ Conference program guide</li> <li>○ Handbooks</li> <li>○ Event materials, both student and teacher</li> <li>○ Website materials and documents</li> </ul>	Ongoing  Tri-annual journal publication  Monthly e-Blast  Yearly manual and handbook updates  Website updates as needed	President  Editor  Executive Director  Conference Planning Committee  Executive Board	Documentation  Digital or physical materials  Presidential Oversight
1c. Maintain the vitality of the profession by recruiting and retaining quality music educators and empowering teachers to be part of the leadership team. <ul style="list-style-type: none"> <li>○ Engagement with collegiate members</li> <li>○ Beginning teacher outreach</li> <li>○ Private teacher outreach</li> </ul>	Ongoing	President  Appointed Chairs <ul style="list-style-type: none"> <li>- Collegiate Member Chair</li> <li>- Teacher Ed Chair</li> <li>- Membership chair</li> </ul> Executive Director	Conference participation data  Evaluation  Survey
1d. Facilitate the implementation of Wyoming State Standards and the development of music assessments. <ul style="list-style-type: none"> <li>○ Conference offerings</li> <li>○ Standards applications</li> <li>○ Engagement with State Dept of Education</li> </ul>	Conference 2021	Secondary VP  Ad Hoc Committee as needed  President	Conference offerings  Session materials  Session Attendance

<b>Strategic Direction 2: Advocacy</b>			
<b>WMEA will develop relationship-driven advocacy at the state and local levels to promote equal access to a sequential, comprehensive music education as part of the core curriculum.</b>			
<i>Action Plan</i>	<i>Timeline</i>	<i>Who</i>	<i>Measure</i>
2a. Develop and maintain coalitions, alliances, and partnerships to advance music education. <ul style="list-style-type: none"> <li>○ Wyoming Arts Council</li> <li>○ Wyoming Arts Alliance</li> <li>○ NAfME</li> </ul>	Ongoing	President Executive Director Executive Board Advocacy Chair	Implementation of Policy Documentation Presidential Oversight
2b. Stay informed regarding legislative action and promote communication with legislators. <ul style="list-style-type: none"> <li>○ Issue specific concerns</li> <li>○ Grass roots efforts</li> </ul>	Ongoing Issue-driven	Advocacy Chair	Correspondence and records appropriate to the issue Presidential Oversight
2c. Increase advocacy among all music education stakeholders. <ul style="list-style-type: none"> <li>○ Media</li> <li>○ List-serv and Forums</li> <li>○ NAfME, NAMM</li> </ul>	Ongoing Topic Specific	Advocacy Chair MIOSM Chair	Repository of stories, data and research Concert and MIOSM promotion
2d. Explore and expand ways to engage people outside the current scope. <ul style="list-style-type: none"> <li>○ Expand exploration of innovative topics for the conference</li> <li>○ Partnership with other associations (WJE)</li> <li>○ Expand proposed programs (Elementary)</li> </ul>	Conference Summer Institute Summer Initiative	IN-Ovations Chair Jazz Education Chair Elementary Chair	Documentation and reporting Presidential Oversight
2e. Provide timely legislative information to the membership regarding issues related to music education and the arts. <ul style="list-style-type: none"> <li>○ Legislative awareness</li> </ul>	Ongoing	Advocacy Chair	Monthly advocacy updates via email Presidential Oversight

<b>Strategic Direction 3: Communication</b>			
<b>WMEA will share clearly articulated, accurate, and timely communications with Wyoming’s music educators and stakeholders.</b>			
<i>Action Plan</i>	<i>Timeline</i>	<i>Who</i>	<i>Measure</i>
3a. Maintain a vital, updated, and user-friendly website. <ul style="list-style-type: none"> <li>o Clear navigation</li> <li>o Current materials and information</li> </ul>	Ongoing	Executive Director	Regular oversight by President and Technology Chair
3b. Provide information, links, and support documents for all members. <ul style="list-style-type: none"> <li>o Members documents updated</li> <li>o All required links for programs and projects clearly posted</li> <li>o All materials provided in a timely way</li> </ul>	Ongoing	Executive Director	Presidential oversight  Updated Board Manual as required by policy action after Executive Board meetings
3c. Create a comprehensive communications plan through the journal, e-blasts, and media. <ul style="list-style-type: none"> <li>o Tri-annual digital journal</li> <li>o Monthly e-Blast</li> <li>o Content driven Facebook postings</li> <li>o Member or all-teacher direct email as needed</li> <li>o Appropriate materials to local newspapers (awards, etc.)</li> <li>o Direct communications</li> </ul>	Ongoing	Executive Director	Statistical Data  Survey Results
3d. Implement annual correspondence plans for members and nonmembers through direct contact via phone, email, or standard mail. <ul style="list-style-type: none"> <li>o Annual member and non-member letter/ postcard mailed to every music teacher in</li> <li>o Personal outreach via phone and email to nonmembers</li> <li>o Personal outreach via note card to teachers in their second year</li> </ul>	Start of the school year.	Executive Director  President  Membership Chair	Annual mailing - letter or postcard as deemed by the board  Record of mailings and contacts  Record of emails and cards
3e. Regularly evaluate communication efforts and effectiveness. <ul style="list-style-type: none"> <li>o Annual Survey</li> <li>o Conference Survey</li> <li>o Executive Board Survey</li> </ul>	Prior to the May board meeting	Executive Director (Survey execution)  President (Survey presentation)	Completion and presentation of surveys by the President for evaluation and recommendation

<b>Strategic Direction 4: Organizational Vitality</b>			
<b>WMEA will provide service to the membership through sound fiscal practices and effective organizational management.</b>			
<i>Action Plan</i>	<i>Timeline</i>	<i>Who</i>	<i>Measure</i>
4a. Build and maintain a digital presence to effectively communicate with our membership. <ul style="list-style-type: none"> <li>o www.wyomea.org</li> </ul>	Ongoing	Executive Director  Technology Chair	Site and Use Statistics  Monthly Monitoring
4b. Manage data with security, accuracy, and efficiency. <ul style="list-style-type: none"> <li>o Engage with NAFME CRM for member data management</li> <li>o Conference site member data</li> <li>o WISP Policy implementation</li> <li>o Prompt response for data request from NAFME</li> </ul>	Ongoing	Executive Director (Member Data Management)  Membership Chair (At conference)	Policy implementation record  Past-President oversight
4c. Review board manual and all program and policy wording. <ul style="list-style-type: none"> <li>o Board manual, after each board meeting</li> <li>o Program manuals following each event</li> <li>o Vice president manuals, annually at end of fiscal year</li> <li>o General policies, biennial review (odd years) by the Executive Committee and approval by the Board</li> <li>o Real-time procedural updates</li> </ul>	Ongoing  Start and end of fiscal year  After event conclusion	Executive Director  Executive Committee  Executive Board	Minutes  Policy Compliance  Executive Summary  Completed and dated documents
4d. Increase membership engagement. <ul style="list-style-type: none"> <li>o Mailings, e-Blasts, etc.</li> <li>o Personal contact</li> <li>o District President communications</li> </ul>	Ongoing	Executive Director President Membership Chair District Presidents	Statistics by contact area and officer
4e. Exemplify our mission, vision, and values in all programs, projects, and communications.	Ongoing	Executive Board	Presidential Oversight
4f. Practice responsible stewardship of our financial and human resources.	Ongoing	Executive Director  Executive Committee  Executive Board	Evaluation  Monthly and board reports  Audit