

# WVMEA Strategic Plan

## Adopted November 12, 2011

### Mission

The mission of WVMEA is to encourage and support the advancement of music education in West Virginia.

### Core Values

- Make music instruction accessible to all students
- Improve the quality of music instruction and learning
- Increase the support for music education in schools and communities

### Strategic Directions

- Professional Development
- Advocacy
- Organizational growth and stability

### Objectives and Goals

#### A. Professional Development

1. The annual WVMEA spring conference will provide quality professional development through hands-on, content-specific experiences; networking opportunities for our membership; and rehearsals and performances of exemplary student and professional ensembles.
2. The WVMEA journal, *Notes a Tempo*, will provide regular articles to membership to further professional knowledge and awareness of other professional development opportunities.
3. Realizing the increasing importance of professional learning communities in the role of professional development, WVMEA will seek to extend networking opportunities to its membership, including through expanded use of social media and other electronic means.
4. WVMEA will seek regular opportunities to partner with other arts organizations, school districts, the West Virginia Department of Education and the Arts, and the West Department of Education in order to advise in matters critical to music education in the state, including adoption of standards, curriculum development, and outside professional development opportunities to music teachers.
5. Affiliates are encouraged to provide content-specific professional development for their membership on a regular basis.

#### B. Advocacy

1. Consistent with our core values, WVMEA will advocate that *every West Virginia student* have access to:
  - An arts-rich curriculum with many opportunities to experience music as a creator, performer, and listener,
  - A certified teacher with a music endorsement *at all grade levels*, and
  - Sufficient time and material resources for mastery of music content standards.

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2. WVMEA will regularly make use of *Notes a Tempo* and social media to inform membership and other stakeholders of the critical importance of music education in our schools, new and relevant research, and developing trends in the state.
3. The WVMEA advocacy chair will keep membership informed, electronically or otherwise, of issues on the state level that are actionable by the membership, and coordinate efforts to advocate as appropriate.
4. WVMEA leadership will actively seek opportunities to provide guidance to school administrators, county superintendents and instructional leaders, county and state school board members, the state department of education, the legislature, the state senate, and others on statute, policies and practices that will ensure a quality music education for all West Virginia students.

**C. Organizational growth and stability**

1. WVMEA will work to promote its message and brand as *the voice* for music education in West Virginia, through advocacy work, partnerships with other arts education organizations, promotional materials, and the use of social media.
2. The president-elect, collegiate advisor, collegiate president and Tri-M advisor will develop and implement plans for attracting new active, collegiate, and high school members.
3. WVMEA will seek assistance from NAFME in the area of professional development for Executive Board members and potential future leaders, in order to build greater leadership capacity.
4. The Executive Board will write and implement any necessary policies to ensure the fiscal, legal, and organizational health of WVMEA.