

STRATEGIC PLAN

Preamble

This answers the question, “Who are we?”

The California Music Educators Association Southern Border Section (CMEA SBS) is the inclusive organization that supports and promotes all music education in the San Diego and Imperial Counties. As one of the largest state sections in California, CMEA SBS is an active advocate for music education not only in the San Diego and Imperial Counties but also the state and nation through its affiliated Membership with CMEA and NAFME: The National Association for Music Education.

The Mission Statement clarifies the overall purpose of CMEA-SBS.

The Mission of CMEA-SBS is to support and promote music education for all.

What do we advocate for? (i.e. believe in? hold as steadfast truths? items we will always move toward as being our ideals)

CMEA advocates for:

- *Comprehensive, articulated music education programs as a required component of the core curriculum and taught during the school day*
- *Meaningful, academic content standards and assessments of measurable improvements*
- *Qualified music educators, optimal instructional times, appropriate facilities and resources for music programs*

Why a Strategic Plan?

CMEA SBS strongly supports the establishment of a comprehensive, strategic plan for guiding the organization in the twenty-first century. This plan calls for a number of strategic directions, the development of objectives for achieving these directions, the assignment of responsible parties for each segment of the strategic plan, and a systematic means for ensuring on-going progress.

CMEA-SBS STRATEGIC DIRECTION 1.

1. Provide an active program of professional development.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objective	Strategy(ies) to Achieve Objective	Responsible Party	Timeframe	Achievement Indicators	Progress Update as of Board Meeting
1.a Provide ongoing Mini Conferences	Determine workshop topics, schedule for subsequent school year.	Vice Presidents of Choral and Instrumental Music & Other Interested Board Members	Ongoing Info available minimum 3-6 months in advance	Events are publicized via print and electronic media	Share progress at each Board Meeting
1.b Continue to provide full day conference: Mega Arts Conference	Create schedule and invite presenters who would attract attendance	1 st Vice President Board Members	-May 1 -July 15 -August 1 -September 1	-Survey sent out to membership -Presenters and topics confirmed -Info shared with Conference coordinator -Event publicized via all print and electronic media	Mega Arts Conference October 11, 2013
1.c Employ enhanced technology to provide online professional development	Identify additional board members to assist in technology goals	Board Members	October 1, 2013	A committee will begin working on identifying resources to implement our technology goals	Share at each Board Meeting
	Create an online message board for teachers to exchange ideas, etc.	Communications Representative & Technology Representative	Summer 2014		Share at each Board Meeting
	Provide informative topic-specific blogs on CMEA-SBS website for each discipline	Board Members or solicit teachers to post each month	Summer 2014		
	Provide webcasts targeting the needs of constituents		Summer 2014		

CMEA-SBS STRATEGIC DIRECTION 2.

2. Provide student events to enhance musical experiences.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objective	Strategy(ies) to Achieve Objective	Responsible Party	Timeframe	Achievement Indicators	Progress Update as of Board Meeting
2.a Continue to provide quality Honor Ensemble experiences	Develop Policies and Procedures for all CMEA-SBS Honor Ensembles	Honor Ensemble Representatives	October 1, 2013	Completed and approved <i>Policies and Procedures</i> are posted on CMEA-SBS website and publicized	
2.b Provide additional opportunities for students by adding Festivals	Develop Policies and Procedures for a CMEA-SBS Festivals	Festival Representatives	October 1, 2013	Completed and approved <i>Policies and Procedures</i> are posted on CMEA-SBS website and publicized	
2.c Students will work/perform with professional musicians via other similar organizations (universities, master classes, community bands, etc.)	Develop activities to benefit students (scholarship nights, meet-and-greets with artists, etc.) Potential Choral trip to Europe	Board Members and representatives from collaborating organizations and directors	Ongoing	A list of additional events is provided and decisions made on which to implement (timeline).	
	Contact and collaborate with other professional organizations and musicians to publicize additional opportunities for students such organizations -Provide/schedule dates and locations	Board Members and representatives from collaborating organizations and directors	Ongoing	A list of additional events is provided and decisions made on which to implement (timeline).	

CMEA-SBS STRATEGIC DIRECTION 3.

3. Advance a high quality Advocacy Program for CMEA-SBS that reflects the mission statement and addresses current issues in music education in the Southern Border Section

Approaches to achieving this strategic direction include, but are not limited to the following:

Objective	Strategy(ies) to Achieve Objective	Responsible Party	Timeframe	Achievement Indicators	Progress Update as of Board Meeting
3.a Promote Advocacy Program	Develop and/or amass available Advocacy resources	All Board Members	October 1, 2013	Share NAFME Advocacy Information	
3.b Promote and support CMEA-SBS Mission.	Publicize the Mission on all forms of communication	All Board Members	Ongoing	The Mission is prominently displayed in all print and electronic media. Develop a brochure.	
	Create an "Elevator Pitch" to give potential members	President and James S		Increase in membership and participation at events.	
	Send out Advocacy Tips and Facts to membership on a regular basis -Add to Google Doc	President and all Board Members	Ongoing	Information gathered and shared with Membership who then report being better informed.	
3.c Communicate regularly with standup4music (CMEA) and Groundswell (NAfME) organizations	Remain knowledgeable in and participate actively in local, state, and national advocacy initiatives	President	Ongoing	Reports concerning local, state, and national advocacy initiatives are provided to CMEA-SBS Members quarterly via email and posted on website	
3.d Provide a forum for all concerned parties to participate in advocacy initiatives and local status updates	Provide opportunities for interactive communication	President and Communications Chair	October 1, 2013	Social media site created, monitored, and announced/publicized at conference and on website	
	Provide opportunities for input from constituents	President	January 27, 2012	Blog(s) created, monitored, and announced/publicized at conference and on website	

CMEA-SBS STRATEGIC DIRECTION 4.

4. Establish Partnerships will like-minded organizations to promote our Mission

Approaches to achieving this strategic direction include, but are not limited to the following:

Objective	Strategy(ies) to Achieve Objective	Responsible Party	Timeframe	Achievement Indicators	Progress Update as of Board Mtg (Date)
4.a Work collaboratively with other organizations to form partnerships	Define “partnerships” <i>(i.e. those who support the Mission)</i>	Executive Board and Karen C and Gary F	TBD	Definition created and approved by Board	November 2013
	Identify organizations that support the Mission	Executive Board and/or Partnership Committee (TBD)	January 18, 2012	List of potential partner organizations and respective board Members is presented for discussion and approval at Board Meeting	
	Reach out to partner organizations	Executive Board and/or Partnership Committee (TBD)	TBD	Partner organizations contacted through appropriate means	
	Solidify partnerships	President	TBD	Formal partnerships established via invitation	
4.b Work collaboratively with individuals to form partnerships	Identify stakeholders who support the Mission	Board Members	January 18, 2012	Prioritized list of stakeholders is presented for discussion and approval at Board Meeting	
	Reach out to stakeholders	Partnership Committee (TBD)	February 1, 2012	Stakeholders contacted through appropriate means	
	Solidify partnerships	President	TBD	Formal partnerships with stakeholders established via invitation	