

# **Iowa Music Educators Association**

## **Strategic Plan**

Revised March 24, 2007

### **Core Purpose**

Advance music education in the state of Iowa.

### **Mission**

The Iowa Music Educators Association is to advance music education by encouraging the study and making of music by all Iowans.

### **Objectives**

Improve the quality of music teaching and learning

Increase support for music education in schools and communities

### **Core Values**

The belief of the value of music in life and the importance of formal music education.

Responsibility to members characterized by integrity, honesty, accuracy, relevancy and the highest ethical and professional standards.

### **Ultimate Goal**

*Be able to speak for all music educators and students in Iowa concerning the importance of music education as an essential part of formal education.*

### **Strategic Directions**

I. Music for All

II. Recruitment, Retention, and Professional Development of Teachers

III. Partnerships and Alliances

IV. Music Standards and Assessment

## **I. Music for All**

### **Rationale**

The pressure of improving core subject test scores brought on by NCLB is causing music education in our schools to be viewed as a secondary level of instruction. The short and long term values of quality music education need to be expressed to school leaders and the public. Our rural and urban schools need to prioritize the employment of qualified music teachers and provide them with the time and resources to educate the next generation of Iowans in music. As Iowa's population becomes more diverse, IMEA needs to be prepared to assist teachers in ways to diversify music instruction to meet their students' needs. Technology is changing the way students involve themselves with music. This factor needs to be recognized as music curriculums evolve. Preserving the strengths of our existing music programs while expanding them to meet more diverse needs to be our goal.

### **Actions**

A. The connection between quality music instruction and academic achievement needs to be emphasized.

B. The current best practices in music education need to be promoted.

C. The value of technology in music instruction needs to be recognized and promoted.

D. The aesthetic component inherent in the listening and performance of music need to be recognized as unique to music education.

E. Promotion of music experiences for all is a priority.

## **II. Teacher Recruitment, Retention, and Revitalization**

### **Rationale**

Music is a recognized shortage area in Iowa by the state department of education. IMEA needs to work within its own programs and activities and in collaboration with others to recruit more and better teachers to music education, nurture new teachers, and continue to support and energize veteran teachers. The voice of IMEA also needs to be heard addressing the issues of training and licensing music teachers. The unique tasks that music teachers have in rural settings needs to be addressed with the state mentorship and induction program.

### **Actions**

- A. Promote recruitment of future music educators.
- B. Provide support for new music educators.
- C. Promote retention and revitalization of music educators.

## **III. Partnerships and Alliances**

### **Rationale**

Iowa has many strong organizations involved with the promotion and delivery of music and arts education. IMEA needs to be involved in the process of coordinating all the arts and music organizations to avoid parallel efforts. The various organizations need to develop a plan of mutual support on an active versus a passive plan. While doing this, IMEA needs to recognize that being the voice for music education is our charge.

### **Actions**

- A. Continue the coordination efforts with IAAE, IHSMA, IBA, ICDA, ISTA and affiliated national organizations. The results of these efforts need to be communicated to the state school administrator's association, the state school

board association, the state department of education and the citizens of Iowa.

B. Recognize that IMEA is the only organization that addresses the issues general music education teachers in the state and resolve that their voice be heard in the organization.

#### **IV. Music Standards and Assessment**

##### **Rationale**

IMEA needs to support MENC's continuing challenge of promoting comprehensive, balanced and sequential music instruction for all students based upon the National Standards for Music Education. The successful implementation of these standards implies that not only must we teach the content, we must accurately assess what individual students know and are able to do. Moving the Standards from the status of a vision for music education to a reality in music classrooms requires continued effort through all the avenues available to the organization-- conferences, publications, professional alliances, and political advocacy.

##### **Actions**

A. Provide leadership for developing, implementing and evaluating standards-based music curricula.

#### **V. Management Principles and Procedures**

IMEA needs to develop an organizational structure that allows it to effectively represent the music teachers in Iowa. IMEA leadership needs to access the following benchmarks while meeting its organizational goals.

A. Annual review and renewal of the Strategic Plan.

B. A reorganized structure and governance process that allows participation from all interested membership.

C. Effective communication with leaders and members.

D. Recognize the value of MENC programs and incorporate relevant ones into the

IMEA programs and activities.

E. Create an annual budget planning process which will prioritize the funding of IMEA's Strategic Plan and national obligations.

## **VI. IMEA Organizational Restructure Process**

A. Develop an organizational structure for IMEA that has a bottom up component added to the current top down organizational model.

1.) Restructure IMEA by developing district organizations for membership opportunities.

a.) District duties would parallel the state structure.

b.) Districts would take responsibility to provide state leadership.

1.) district organizations will provide opportunity for potential leaders to demonstrate skills.

2.) Develop a financial plan for IMEA that allows the organization to provide services and opportunities for its members as well as meet its national obligations.

3.) Develop an organizational chart so that IMEA members know who to visit with for assistance or to offer input. This should define who answers to whom.

4.) Review duties of elected and appointed positions.

a.) Do the stated duties reflect the jobs being done and the current needs of our members?

b.) Do we need more, less or different positions?

5.) Develop an electronic communications procedure to keep IMEA leaders and members apprised of current events involving music education in Iowa.

a.) The IMEA website will expand and contain organizational as well as program information.

- b.) Email lists will provide an immediate communications process.
- 6.) Prioritize increasing membership. Involve all of officers and members in assisting in the membership drive.
- 7.) Define what IMEA provides music teachers in Iowa. Show members and prospective members how the link with MENC is important to the success of state efforts.