



L.M.E.A. Strategic Plan, May 2014

Sara Bidner, President
 Sharon McNamara-Horne, President-Elect
 Scotty Walker, Past President

Updated Mission Statement:

The mission of the Louisiana Music Educators Association is to provide leadership, professional development, and support for its membership to ensure quality music education.

Goals and Objectives:

Goal 1: Provide opportunities for the individual growth and professional development of Louisiana's music educators.	
Objectives	Means of Accomplishment
1. Continue to provide quality professional development opportunities at the state conference.	a. Additional sessions focusing on the current teacher evaluation system.
	b. Additional sessions focusing on the use of technology in the classroom.
	c. Communicate the relevancy of professional development opportunities to school districts (advocate for teacher attendance).
2. Provide professional development opportunities apart from the state conference	a. Explore the possibility of joint workshops developed with partner associations.
	b. Reach out to new teachers and those not currently active in LMEA through district level workshops.
	c. Develop a mentorship program for new teachers and those who would like additional support.
3. Provide online professional development through articles, information, and links on the LMEA website.	a. Seek membership contributions of professional articles to be posted on the website or distributed in other means.
	b. Develop a section on the website to provide links to aid members in their teaching.
Goal 2: Facilitate effective communication and networking among music educators.	
Objectives	Means of accomplishment
1. Improve and increase the availability of information to music educators by replacing our current website with a dynamic, responsive website and an enhanced website design	a. Select a website designer capable of interfacing with NAFME.
	b. Re-organize website layout and format.
	c. Provide for online event registration.
	d. Provide enhanced information options through additional web postings and links.
2. Develop (and make operational) email communication among LMEA membership	a. Appoint (or add) a membership chair who will, working with divisional chairs and district directors, keep an updated membership list including email addresses.
	b. Send periodic informational emails to membership.
3. Provide online opportunities for members to network and to get immediate support and answers to questions	a. Establish a social media account such as Facebook.
	b. Explore additional options such as twitter or an online chat room for members.



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Goal 3: Develop strategies to strengthen LMEA event operations.	
Objectives	
1. Develop a practices and policies handbook for district and state level assessment events.	
2. Review All-State membership policies and audition options, revising as needed.	
3. Evaluate conference options including date, location, educational opportunities, scheduling, and finances, revising as needed.	
4. Explore adding an option for online event registration and payment.	
Goal 4: Promote ongoing organizational vitality.	
Objectives	Means of accomplishment
1. Review and revise LMEA Handbook.	
2. Provide training and support for LMEA officers with regards to responsibilities and event procedures	a. Create a board orientation packet and appropriate training.
	b. Create an officers' handbook that provides job descriptions, policies, procedures, and event-related timelines.
	c. Create a job description and means of yearly evaluation for all paid employees or others receiving regular compensation for work done.
3. Review not-for-profit reporting and oversight responsibilities including board insurance.	
4. Develop strategies to increase the membership base.	a. Encourage membership among music educators who are not currently members.
	b. Develop an outreach/mentorship program for new teachers.
	c. Encourage membership in collegiate and Tri-M chapters.
5. Focus on advocacy for music educators and public relations	a. Redefine the Public Relations Chair to shift the focus to advocacy, public relations, and publicity. (This would necessitate developing a new job description.)
	b. Add a position entitled Exhibit Chair to focus on music industry and collegiate exhibitors at the conference and to strengthen relations between music educators and music industry.