

**1.0 GENERAL OBJECTIVE #1: Provide leadership in advocacy for music education in Nebraska.**

**1.1 Strategic Direction #1: Educate the public on the importance of music education in the schools.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
1.1.1 Action Plan #1: The public relations chair will develop an information gathering and dispersal network of all music education activities in Nebraska to appropriate media outlet	Public Relations Chair				
1.1.2 Action Plan #2: The advocacy chair will develop a media campaign utilizing public service announcements and purchased commercial time on television, radio, print media, and other public advertising venues (i.e. billboards).	Advocacy Chair				
1.1.3 Action Plan #3: The advocacy chair will take a role in developing an “advocacy materials tab” on the NMEA website..	Advocacy Chair	Webmaster			
1.1.4 Action Plan #4: The President will appoint a committee of Executive Board Members to develop a plan to support the recruitment and retention of qualified/certified music specialist in every music classroom.	President				

**1.2 Strategic Direction #2: Increase NMEA’s efforts to become a stronger political influence in Nebraska.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
1.2.1 Action Plan #1: The president will investigate the interest of other arts education groups in hiring a lobbyist.	President				
1.2.2 Action Plan #2: The president will work with other arts education groups to fill the position of Fine Arts Coordinator in the Nebraska Department of Education.	President				

**1.3 Strategic Direction #3: Communicate and collaborate with other constituencies to address issues of mutual concern.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
1.3.1 Action Plan #1: Members of the executive board will meet with the appropriate college and university officials to explore the possibility of including the fine arts in admission requirements.					
1.3.2 Action Plan #2: The president will develop a speakers group to serve as presenters at administrators, school board, and activity association conventions and meetings.	President				
1.3.3 Action Plan #3: The advocacy chair will identify constituencies (e.g. music education organizations, fine arts organizations, and administrator organizations) and explore opportunities to work together, identify common concerns, and work toward mutually beneficial solutions.	Advocacy Chair				

**2.0 GENERAL OBJECTIVE #2: Improve the quality of music teaching and music learning.**

**2.1 Strategic Direction #1: Advance the use of technology in music education.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
2.1.1 Action Plan #1: The Immediate Past President writes an action item proposal to expand the Executive Board to include a Chair of Technology.	Immediate Past President		Duties might include: ipod casts of conference sessions; articles on software and hardware in magazine; ESU technology workshops ranging from beginning to support tech questions; maintain and expand technology sessions at the NMEA Conference; create lesson plans and practical uses for technology in the music classroom	Nov 2008	
2.1.2 Action Plan #2: The President-Elect includes technology sessions as a "stream of sessions" running throughout the entire inservice conference clinic, just as band, choral, orchestra, and general music sessions currently are placed in the inservice conference program.	President Elect			Ongoing	
2.1.3 Action Plan #3: The NMEA Executive Director publishes website and internet addresses of professional music organizations as "links" on the NMEA website.	Executive Director			completed	Move to Policy

**2.2 Strategic Direction #2: Mentoring collegiate and beginning teachers.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
2.2.1 Action Plan #1: Membership chair forms a committee to contact all music teachers statewide based on ESU districts.	Membership Chair	Leadership Retreat Leaders	The leadership leaders (from the summer workshop) would act as regional representatives for mentoring beginning teachers. Retreat Leaders will meet for ½ day to map out the state so they can begin to make the initial phone call contacts. They would invite the beginning teachers to attend the upcoming NMEA Conference in Nov.	Start in Fall 2007	
2.2.2 Action Plan #2: NMEA Leadership Retreat Leaders would create a forum for mentoring (beginning) teachers at the upcoming conference.	Membership Chair	Leadership Retreat Leaders	Each teacher attending would be given a copy of MENC's "Teacher Success Kit." Follow up contacts would be made by the Leadership Leaders to these beginning teachers after the first of the year.		
2.2.3 Action Plan #3: Collegiate chair contacts all collegiate music chapter advisors offering topics and clinicians for chapter meetings.	Collegiate Chair	College/ University Chair and CMENC Apprentice			
2.2.4 Action Plan #4: NMEA President forms a committee of non-board members to create a survival guide for new teachers.	President		Create a BLOG with a monitor to post music questions for teachers in Nebraska.		

**2.3 Strategic Direction #3: Devise a plan for recruitment/retention of quality music teachers. Consider the specifics of a small school situation.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
2.3.1 Action Plan #1: Tri-M chair contacts music instructors to identify prospective music education majors to encourage them to consider a career in music education.	Tri-M Chair		Contact all of the high schools not just those who have Tri-M Chapters. There was discussion about using high school students in the smaller school districts as music mentors in the middle and elementary schools if they were close by. This might be a way to keep the high school students involved and thinking about a career in music education. Tri-M Chair should write an article for the NMEA magazine to explore this possibility.		
2.3.2 Action Plan #2: The Executive Director adds a page to the magazine listing support services (i.e. a help line, web site)	Executive Director	Committee to Support this action			
2.3.3 Action Plan #3: Editor adds a column in the NMEA <i>Educator</i> labeled "Mentors Column"	Editor	Past Chairs	This column could be used to post a question or to answer a question. Possible suggestion for topics include: Percussion Corner; Assessment Corner; Boys in Chorus, Jazz in the Classroom, etc.		

**3.0 GENERAL OBJECTIVE #3: Expand member services within NMEA.**

**3.1 Strategic Direction #1: NMEA will expand web site to offer resources and services to members.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
3.1.1 Action Plan #1: The webmaster provides links to teaching tools such as lesson plans, assessment models, etc. from the MENC website, in addition to original plans provided by NMEA members. (Webmaster would get help from a committee – band, orchestra, chorus, elementary, etc.)	Webmaster		In progress		
3.1.2 Action Plan #2: Secretary/Treasurer will issue a periodic member alert –using an outside email service provider	Secretary/ Treasurer		Investigation completed; time to act		
3.1.3 Action Plan #3: Secretary/Treasurer and Webmaster (working with web site server and an independent secure server service) will provide on-line registration services and on-line All-State applications.	Secretary/ Treasurer	Webmaster	In progress, UNL ready to meet to discuss this service		

**3.2 Strategic Direction #2: NMEA will offer workshops and in-services in addition to the annual conference to music teachers and music boosters/music education supporters throughout the state.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
3.2.1 Action Plan #1: Past President will work with the state ESUs to offer NMEA directed workshops across the state.	Immediate Past President		Is currently being done funded by ESUs and corporate sponsors	Is completed	<b>Move to policy</b>
3.2.1 Action Plan #1: Offer a half day or full day workshop for music booster organization for a small registration fee during the NMEA Conference/Clinic. Workshop can include topics such as advocacy, fundraising, networking, how to provide support for their school’s music programs, etc. Attendees can visit exhibit area and possibly attend a portion of an All-State rehearsal. This is a new action plan.					
3.2.2 Action Plan #2: Past President and the appropriate chairs will offer area workshops/sessions-geographically across the state. (Send info to teachers and administrators.)	Immediate Past President		Has not happened; look into distance learning option		
3.2.3 Action Plan #3: President Elect will expand fall conference sessions into schools, districts, or classrooms, taking a 45 minute session at conference and making it a full workshop.	President Elect		Has not happened; may need to add additional conference chair to allow President Elect time to complete this action plan		

**3.3 Strategic Direction #3: NMEA will provide leadership training to its members.**

Goal	Lead	Support	Quality Indicator	Completion Date	Completed?
3.3.1 Action Plan #1: President will designate NMEA board members to attend leadership training session to obtain models for our use: in-state associations (NSEA, NSAA) as well as other state MEAs.	President		Been done; board members visited Wisconsin Leadership Retreat	<b>completed</b>	<b>Move to policy</b>
3.3.2 Action Plan #2: President and leadership trained NMEA members will devise and implement a state leadership training plan.	President		Leadership training for young directors’ make any necessary to training if needed; continue to find ways to support young leaders who went through training; look into training for directors who have taught over 7 years		