

## **DRAFT - NYSSMA Strategic Plan 2026-2030**

**Mission:** The NYSSMA community advances music education by strengthening opportunities, promoting growth and well-being, and inspiring lifelong musical engagement.

**Vision:** NYSSMA envisions an inclusive statewide community where everyone is connected through music.

### **Values:**

- **Access for Every Student**
  - We believe every student in New York State deserves equitable access to a comprehensive, sequential music education taught by qualified music educators.
- **Music for Life**
  - We believe music is an essential part of the human experience that enriches lives, fosters personal growth, and creates lifelong learners, performers, and supporters of the arts.
- **Every Voice Matters**
  - We foster a welcoming and inclusive environment where all students, educators, and communities are respected, valued, and empowered to participate fully in music.
- **Collaboration and Connection**
  - We believe music unites people. Through partnerships, shared experiences, and professional collaboration, we strengthen music education and connect communities across New York State.
- **Integrity, Innovation and Modernization**
  - We believe in leading with transparency, accountability, and trust while embracing innovation and emerging musical practices that support the evolving needs of students and educators.

| <b>Strategic Direction #1: Enhance Communication</b>                                                                                                                                                    |                                                                                                                               |                                                                                        |                                                    |
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| NYSSMA will improve communications within the association and promote membership by effective communication in a variety of platforms.                                                                  |                                                                                                                               |                                                                                        |                                                    |
| <b>Action Plan</b>                                                                                                                                                                                      | <b>Metric</b>                                                                                                                 | <b>Personnel</b>                                                                       | <b>Timeline</b>                                    |
| Establish a communication cadence for NYSSMA leadership to convey regular updates to the membership via digital platforms and social media                                                              | Monthly updates from State leadership and staff<br><br>Quarterly updates from Zone Reps                                       | NYSSMA ExCom, Staff, Zone Reps                                                         | Begin Winter 2027                                  |
| Create a “Why NYSSMA” pamphlet outlining the benefits of membership and student opportunities; distribute annually to new music educators, lapsed members, and nonmembers                               | Growth in membership and student participation                                                                                | Membership Chair, Communications/Social Media Chair, Staff<br><br>Zone and County Reps | Fall 2027                                          |
| Produce a monthly video series across multiple social media platforms to feature member resources and spotlight profiles of music educators from diverse backgrounds and a variety of teaching settings | Expand NYSSMA's digital footprint and increase engagement and audience growth.<br><br>Long-term - growth in NYSSMA membership | NYSSMA Staff and Leadership, Communications/Social Media Chair                         | Begin Fall 2027                                    |
| Examine and reframe the governance structures between NYSSMA Zones and Counties by updating job descriptions, aligning communication, and clarifying organizational relationships and responsibilities. | Effective communication for all NYSSMA events<br><br>Long-term - growth in NYSSMA membership                                  | NYSSMA Leadership, Staff, Communications/Social Media Chair                            | Begin Spring 2028 with implementation in Fall 2028 |

**Strategic Direction #2: Modernize Operations & Practices**

NYSSMA will update processes and operational procedures for the NYSSMA website, the NYSSMA Manual, and the adjudication festival system.

| <b>Action Plan</b>                                                                                                                                                                                                               | <b>Metric</b>                                                                                    | <b>Personnel</b>                                                                | <b>Timeline</b>   |
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| Update the NYSSMA website to be a centralized resource for NYS music educators.<br>Develop a system for website submissions and revisions;<br><br>Add a "members only" section for resources.<br><br>Remove outdated information | Improved navigate<br>Increased use of website<br>Improved efficiency and accuracy of information | NYSSMA Staff<br>Possible consultant<br>Possible Website Task Force or Committee | Begin Spring 2027 |
| Perform a yearly audit of the website by Web Editor or designee based on gap analysis from NYSSMA exec;                                                                                                                          | Improved navigate<br>Increased use of website                                                    | Web editor<br>NYSSMA Leadership                                                 | Begin Spring 2028 |
| Create a Marketing/Communication position within the NYSSMA office                                                                                                                                                               | Increased effective communication<br>Regularly updated website<br>Increased social media         | NYSSMA Staff<br>Executive Council                                               | Winter 2028       |
| Create a system for regular revisions and updates to the NYSSMA manual over a 3-year cycle                                                                                                                                       | Increased relevancy and representation of pieces, styles, genres, and composers                  | AFC and manual chairs<br>Executive Council<br>NYSSMA Staff<br>BEDR Committee    | Begin Fall 2027   |

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| <p>Create a justification system for the pieces contained in the NYSSMA manual.</p> <p>Develop a process to suggest new pieces/pieces or suggest pieces for removal from the NYSSMA manual.</p> | <p>Clear and reliable process for evaluation of pieces contained in the manual</p> <p>Accurate content for each piece (ex. Grade level or difficulty)</p> <p>Increased representation of pieces, styles, genres, and composers</p> | <p>AFC and manual chairs<br/>BEDR Committee<br/>Volunteer Members</p> | <p>Begin Spring 2028</p> |
| <p>Create a committee to develop a system to digitize the festival experience.</p>                                                                                                              | <p>Efficiency in timing for adjudication sheets and legibility</p> <p>Allow for both clarity and personalization of comments</p>                                                                                                   | <p>Ad Hoc Committee<br/>NYSSMA Staff</p>                              | <p>Summer Fall 2027</p>  |

**Strategic Direction #3: Enhance Professional Development**

NYSSMA will provide relevant and meaningful professional development to meet the needs of NYSSMA members.

| <b>Action Plan</b>                                                                                                                                                       | <b>Metric</b>                                                                                                 | <b>Personnel</b>                                                                              | <b>Timeline</b>   |
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| Perform an audit of current professional development content and resources on the website and complete a gap analysis                                                    | Updated inclusive resources available on the website for membership to access in all areas of music education | Curriculum Committee<br>3rd VP<br>NYSSMA Staff                                                | Begin Summer 2027 |
| Promote topics and solicit resources for SEL, Mental Health, and Wellbeing                                                                                               | Resources and Professional Development Sessions at WC, AAS, Virtual etc.                                      | BEDR Committee<br>Mentoring Committees                                                        | Begin Spring 2027 |
| Develop advocacy resources that NYSSMA members can share with administrators to inform them about how music education fits into Portrait of a Graduate in school systems | Support for members to navigate Portrait of a Graduate initiative                                             | Advocacy Committee<br>NYSSMA Staff                                                            | Begin Summer 2027 |
| Expand online professional development opportunities for members in a members-only section of the website                                                                | Development of robust library of profession development videos available                                      | Curriculum Committee<br>BEDR Committee<br>Partner Organizations - NYSBDA, NYACDA, NAFME, etc. | Begin Fall 2027   |
| Investigate the creation of CTLE Credit for music.                                                                                                                       | Creation of career pathway for music education                                                                | NYSSMA Leadership and Staff                                                                   | Begin Summer 2027 |
| Expand and promote the Mentor Program across districts for content-specific mentoring and support                                                                        | Increased participation in the Mentor Program                                                                 | Mentor Committee                                                                              | Begin Spring 2027 |

**Strategic Direction #4: Develop Partnerships**

NYSSMA will develop and strengthen partnerships to provide additional support for members and the association.

| <b>Action Plan</b>                                                                                                              | <b>Metric</b>                                                                                     | <b>Personnel</b>                                   | <b>Timeline</b>   |
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| Create a Partnerships Committee to investigate potential partner organizations who are aligned to NYSSMA's mission              | Creation of Partnerships Committee<br>Development of list of potential partnerships               | NYSSMA Leadership<br>NYSSMA Staff                  | Begin Fall 2027   |
| Strengthen connections across all areas of NYSSMA's work - district, county, zone, state, national, government, higher ed, etc. | Increased number of collaborative events - conference sessions, think tanks, virtual events, etc. | NYSSMA Leadership<br><i>Partnerships Committee</i> | Begin Summer 2027 |
| Strengthen existing partnerships and build a music education community/network through New York State                           | Collaboration for NYSSMA and partner events                                                       | NYSSMA Leadership<br><i>Partnerships Committee</i> | Begin Summer 2027 |
| Explore options for outside sources for funding and support for NYSSMA                                                          | Secure grants, in kind donations, reciprocal offerings, etc.                                      | NYSSMA Leadership<br><i>Partnerships Committee</i> | Begin Fall 2027   |
| Promote curricular resources from partner organizations                                                                         | Links to partner resources on NYSSMA website                                                      | NYSSMA Staff<br><i>Partnerships Committee</i>      | Begin Spring 2028 |