



WASHINGTON STATE
MUSIC TEACHERS
ASSOCIATION

WSMTA Strategic Plan

Maintain & Create Programs

Adopted January 2018
Updated December 2019
Updated August 2023

TEAM Leader – Dorie Blue

OBJECTIVES	ACTIONS	STRATEGIES
<p>A: Evaluate existing programs <i>Analyzing job descriptions to be able to evaluate programs.</i></p> <p>B: Update job descriptions for programs.</p> <p><u>Support:</u></p>	<ol style="list-style-type: none">1. Develop an assessment tool to evaluate programs/job descriptions2. Develop a schedule for evaluating programs/job descriptions3. Align wording for positive and consistent messaging/job descriptions	
<p>C: Increase our vocal and instrumental members participation in WSMTA</p> <p><u>Support:</u> Jane Melin</p>	<ol style="list-style-type: none">1. Expand WSMTA programs to include vocal and instrumental members	



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Cultivate the WSMTA Brand

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TEAM Leader –

OBJECTIVES	ACTIONS	STRATEGIES
<p>A: Evaluate promotional materials to be relevant and compelling to both members and visitors while emphasizing membership benefits</p> <p>Support: Ryan/Susan</p>	<ol style="list-style-type: none"> 1. Update and coordinate all published materials as needed Including: Website, New Member Packet, Letterhead/Stationary, marketing postcards 2. Align wording for positive and consistent messaging. 	
<p>B: Increase the public recognition of WSMTA and its activities</p> <p>Support:</p>	<p style="text-align: right;">(Not in ranked order)</p> <ol style="list-style-type: none"> 1. Marketing to the public 2. Marketing to the music community 3. Marketing to teachers 4. Marketing to the community leaders 5. Increase presence on social media 6. Maintain tangible items for marketing 	



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WSMTA Strategic Plan Membership Outreach & Rentention

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TEAM Leader – Susan Speicher

OUTREACH

OBJECTIVES	ACTIONS	STRATEGIES
<p>A: Cultivate collegiate chapters</p> <p>Support:</p>	<ol style="list-style-type: none"> 1. Produce a marketing packet for establishing a Collegiate Chapter 2. Explore options for a state wide online Collegiate Chapter 3. Develop a grant for Collegiate members to attend MTNA Collegiate Symposium Conference 4. Develop a proposal to submit to MTNA to hold the MTNA Collegiate Symposium in Washington State 5. Develop a WSMTA Collegiate Symposium 	
<p>B: Reach out to potential members</p> <p>Support:</p>	<ol style="list-style-type: none"> 1. Develop a marketing plan to increase awareness 2. Provide an "Introductory Offer" for nonmembers to participate in state & local programs/events 3. Develop a New Member Program to facilitate integration 4. Seek ways to be a complementary and essential partner with vocal and instrumental associations 	
<p>C: Enhance and promote the Student Teacher Program</p> <p>Support:</p>	<ol style="list-style-type: none"> 1. Update the Student Teacher Program 2. Develop a Membership Grant for Student Teachers 	



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Membership Outreach & Retention

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RETENTION

OBJECTIVES	ACTIONS	STRATEGIES
<p>D: Increase awareness of the value of WSMTA/MTNA membership</p> <p><u>Support:</u></p>	<ol style="list-style-type: none"> 1. Develop a marketing plan to: <ol style="list-style-type: none"> a. Promote the value of WSMTA programs b. Promote the benefits of belonging to a National organization 2. Regularly conduct member satisfaction surveys 	
<p>E: Increase interaction with members</p> <p><u>Support:</u></p>	<ol style="list-style-type: none"> 1. Increase online interfacing with membership 2. Expand methods of communication 	
<p>F: Provide guidance and professional growth to WSMTA's IMT</p> <p><u>Support:</u> Laura Dean</p>	<ol style="list-style-type: none"> 1. Establish a Member Support Plan within each local chapter <i>i.e. Membership Chair and/or resources</i> 	



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Inspire & Encourage Leadership at the State & Local Level

TEAM Leader – Kathy Mortensen

Adopted January 2018
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OBJECTIVES	ACTIONS	STRATEGIES
A: Evaluate leadership positions <u>Support:</u>	1. Review current honoraria and expenses paid for all volunteer programs (<i>Next update in 2025</i>) 2. Update all job descriptions and task lists	
B: Evaluate out of pocket expenses for leaders <u>Support:</u>	1. Review leadership expenses 2. Update reimbursement policy by using the MTNA model for 501c3 compliance	
C: Establish a mentoring model for leadership positions <u>Support:</u>	1. Provide tools and guidance for current leaders to intentionally identify and equip future leaders 2. Research potential resources	



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WSMTA Strategic Plan

Expand Financial Resources

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TEAM Leader – Mary Grant

OBJECTIVES	ACTIONS	STRATEGIES
<p>A: Establish a program to facilitate estate/legacy planning</p> <p>Support: Jane Melin</p>	<ol style="list-style-type: none">1. Develop a process modeled after the MTNA Legacy Society2. Develop supporting pages on WSMTA website3. Develop a process to track donations named/unnamed – restricted/unrestricted	
<p>B: Seek grants, donations and sponsorships</p> <p>Support:</p>	<ol style="list-style-type: none">1. Establish contact with corporations and donors who provide funds for non-profits2. Utilize MTNA business resources for grant writing, fundraising and development3. Place WSMTA's name on donation lists	