



# WSMTA Strategic Plan

## Mission Statement

The advancement of music knowledge and education. Activities of the Association are aimed at the promotion of the art of music and the advancement of music knowledge by providing educational opportunities that further the appreciation of music throughout the state.

## Vision Statement

WSMTA will be recognized as an innovative leader in Washington State in promoting and advancing the skilled teaching of musical arts for the enrichment of individuals and society.

## Values

Excellence

Integrity

Dedication

Enthusiasm

Support

## Focus Areas

Build  
Endowment

Expand  
WSMTA  
Membership

Increase  
Member  
Satisfaction

Cultivate the  
WSMTA Brand  
within our  
Communities

Maintain and  
Create  
Programs

Inspire and  
Encourage  
Leadership