



## **A Strategic Plan for the Alberta Music Education Foundation, 2017-2020**

Recognizing that the Alberta Music Education Foundation (herein referred to as AMEF) is an organization with a working Board, we identify the following goals as our strategic plan up to our Annual General Meeting in October of 2020. With this, we call it our 20/20 Vision.

### **Goal 1 – Program Development**

**There is measurable growth in each of our Music for Kids, Alberta Heritage Music Project, and recognition programs.**

#### **Objectives**

- ‡ There is an increase in the number of students served by the Music for Kids programs as a result of an increase in the number of programs.
- ‡ There is an increase in the value of the Student Recognition and Music Educator Recognition Awards, and a resulting increase in the number of applications for those awards.
- ‡ There is an Alberta Heritage Music Project occurring with regularity from year to year.

### **Goal 2 – Volunteer Development**

**There is clarity in the roles of the various volunteers with AMEF, including Board positions and committee members, and there is systemic sustainability in the fulfillment of these duties.**

#### **Objectives**

- ‡ The role of the Executive Director is in balanced and reciprocal support of volunteer efforts.
- ‡ There is a clear definition of Board and Committee Chairperson duties, and each of these roles are filled by active volunteers.
- ‡ There is a succession plan that is easily implemented to ensure all Board and Committee Chairperson roles remain filled by active volunteers.

### **Goal 3 – Financial Development**

**There is a guaranteed revenue stream for AMEF that continues to grow annually.**

#### **Objectives**

- ‡ AMEF is effective, efficient and sustainable because it is organizationally sound.
- ‡ There are standing sponsors and lasting partnerships that continue their commitment annually to fund AMEF operations and programs.
- ‡ There is a standing Casino Committee that ensures the smooth operations of casinos and compliance with the requirements of Alberta Gaming and Liquor Commission.
- ‡ There is an increase in AMEF's capacity to award grants to organizations that offer music educational programming.

### **Goal 4 – Communication and Advocacy**

**AMEF is viewed as an advocate and resource for music education**

#### **Objectives**

- ‡ The success of Music Conference Alberta continues to be in large part due to the collaborative efforts of AMEF and other stakeholders to deliver professional development to Alberta music educators.
- ‡ Publications are produced regularly that advocate for and provide resources for music education.
- ‡ There is a strong sense of belonging among members of AMEF due to consistent communication with membership.

This strategic plan will receive a review annually following our Annual General Meeting.

***PROMOTING THE ADVANCEMENT OF MUSIC EDUCATION IN ALBERTA***