



### WSMTA Strategic Plan –Tier 1 Level

FOCUS AREA	OBJECTIVES	ACTIONS
<b>Maintain and Create Programs</b>	No. 1: Evaluate existing programs	<ol style="list-style-type: none"><li>1. Develop an assessment tool to evaluate programs</li><li>2. Develop a schedule for evaluating programs</li><li>3. Align wording for positive and consistent messaging</li></ol>
	No. 2: Increase our vocal and instrumental members participation in WSMTA	<ol style="list-style-type: none"><li>1. Expand WSMTA programs to include vocal and instrumental members</li></ol>
<b>Cultivate the WSMTA Brand within our Communities</b>	No. 1: Evaluate promotional materials to be relevant and compelling to both members and visitors while emphasizing membership benefits	<ol style="list-style-type: none"><li>1. Develop a new logo</li><li>2. Align wording for positive and consistent messaging.</li><li>3. Update and coordinate all published materials</li></ol>
	No. 2: Increase the public recognition of WSMTA and its activities	(Not in ranked order) <ol style="list-style-type: none"><li>1. Marketing to the public</li><li>2. Marketing to the music community</li><li>3. Marketing to teachers</li><li>4. Marketing to the community leaders</li><li>5. Increase presence on social media</li></ol>

## WSMTA Strategic Plan –Tier 2 Level

FOCUS AREA	OBJECTIVES	ACTIONS
<b>Increase Member Satisfaction</b>	No. 1: Increase awareness of the value of WSMTA/MTNA membership	1. Develop a marketing plan to: <ol style="list-style-type: none"> <li>a. Promote the value of WSMTA programs</li> <li>b. Promote the benefits of belonging to a National organization</li> </ol>
	No. 2: Increase interaction with members	1. Increase online interfacing with membership 2. Expand methods of communication
	No. 3: Provide guidance and professional growth to WSMTA’s Independent Music Teachers	1. Establish a Member Support Team Program within each local chapter
<b>Expand WSMTA Membership</b>	No. 1: Cultivate collegiate chapters	(In Priority Order): <ol style="list-style-type: none"> <li>1. Produce a marketing packet for establishing a Collegiate Chapter</li> <li>2. Develop a scholarship for Collegiate members to attend MTNA Collegiate Symposium Conference</li> <li>3. Develop a proposal to submit to MTNA to hold the MTNA Collegiate Symposium in Washington State</li> <li>4. Develop a WSMTA Collegiate Symposium</li> </ol>
	No. 2: Reach out to potential members	1. Develop a marketing plan to increase awareness 2. Provide an "Introductory Offer" 3 For Free in MAP 3. Develop a Partner Program to facilitate the integration of new members 4. Seek ways to be a complementary and essential partner with vocal and instrumental associations
	No. 3: Enhance and promote the Student Teacher Program	1. Update the Student Teacher Program 2. Develop a scholarship for Student Teacher members pursuing a pedagogy profession

## WSMTA Strategic Plan –Tier 3 Level

FOCUS AREA	OBJECTIVES	ACTIONS
<b>Inspire and Encourage Leadership at the State and Local Level</b>	No. 1: Evaluate leadership positions	<ol style="list-style-type: none"> <li>1. Review current honoraria and expenses paid for all volunteer programs</li> <li>2. Update all job descriptions and task lists</li> </ol>
	No. 2: Reduce out of pocket expenses for leaders	<ol style="list-style-type: none"> <li>1. Review leadership expenses</li> <li>2. Update reimbursement policy by using the MTNA model for 501c3 compliance</li> </ol>
	No. 3: Establish a mentoring model for leadership positions	<ol style="list-style-type: none"> <li>1. Provide tools and guidance for current leaders to intentionally identify and equip future leaders</li> </ol>
	No. 4: Provide options to enhance leadership skills	<ol style="list-style-type: none"> <li>1. Research potential resources</li> </ol>
<b>Expand Financial Resources</b>	No. 1: Seek grants, donations and sponsorships	<ol style="list-style-type: none"> <li>1. Establish contact with corporations and donors who provide funds for non-profits</li> <li>2. Provide leadership with training for grant writing, fundraising and development</li> </ol>
	No. 2: Establish a program to encourage estate/legacy planning	<ol style="list-style-type: none"> <li>1. Develop a process modeled after the MTNA Legacy Society</li> </ol>