



Strategic Plan – 2018 Update

Embrace Technology	Grow Membership	Increase Public Awareness
<i>Connect and Engage</i>	<i>Include and Involve</i>	<i>Marketing for Growth</i>
<ul style="list-style-type: none"> ▪ Utilize online resources to share Conference Sessions. ▪ Frequently share meme-style information on additional social media accounts including Twitter and Instagram. ▪ Provide “How To” Sessions at State Conferences: Use of social media for local affiliates to publicize performances and other events. ▪ Network with other teachers using social media and online platforms. 	<ul style="list-style-type: none"> ▪ Mentoring: Adopt a service-oriented attitude toward new members so that their needs are met. ▪ Involve new members with special events for them and their students as soon as possible. ▪ Include collegiate members on MSMTA Board of Directors. ▪ Involve collegiate members in state conferences. ▪ Include scholarship winners at state and local events. 	<ul style="list-style-type: none"> ▪ Collaborate with other music and arts organizations. ▪ Organize performances for students and teachers of all instruments and voice. Offer accompanists locally. ▪ Have MSMTA booths at MMEA, NATS, ASTA and NFCM State Conferences. ▪ Invite non-member teachers to participate in Festivals, Performances, Conferences and local programs. ▪ Publicize student accomplishments, programs and performances. Invite local media to attend and cover important events. ▪ Consider limited, targeted advertising on Facebook.