

OHIO FOUNDATION FOR MUSIC EDUCATION

STRATEGIC PLAN

Overview

The Ohio Foundation for Music Education Association strongly supports the establishment of a comprehensive strategic plan for guiding the organization in the next three to five years. This plan calls for a number of strategic directions, the development of objectives for achieving these directions, the assignment of responsible parties for each segment of the strategic plan, and a systematic means for ensuring on-going progress.

Endorsed by the OFME Board of Directors, May 2008

Mission Statement

The Ohio Foundation for Music Education (OFME) is a major philanthropic organization for promoting music education in Ohio. Established in 2006 by the Ohio Music Education (OMEA), one of the largest state music education associations in the United States, OFME actively supports OMEA’s Mission Statement calling for the “advancement of music education by encouraging the study and making of music by all,” and valuing the benefits of life long music education for every citizen.

STRATEGIC DIRECTIONS

1. Develop an organizational structure for OFME that reflects the mission statement and effectively supports the growth of the Foundation’s programs.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Establish guidelines and responsibilities for each member of the OFME leadership team: Board of Directors’ Officers, Executive Director, and Foundation Coordinator. Continually review and adapt OFME’s organizational structure to improve efficiency.	Executive Director Development Coordinator Board of Directors	2006-07	Hiring of law firm of Vorys, Sater, Seymour, and Pease, Columbus, Ohio to assist with the formal and legal aspects of establishing OFME. Development of guidelines for establishing a Board of Directors. Development of contracted services staff support. Expansion of OMEA Business Manager responsibilities to include Development for OFME

			<p>OFME became a reality on June 29, 2006 with the filing of the Articles of Incorporation.</p> <p>The Internal Revenue Service recognized OFME on September 21, 2006 as a publicly supported charitable organization, exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. (Beginning of probationary period.)</p> <p>Appointment of first Board of Directors. First Meeting of Board of Directors on July 21, 2007.</p>
<p>b. Establish a Committee structure within the Board of Directors to guide the on-going projects of the Foundation.</p>	<p>Board of Directors</p> <p>Executive Director</p> <p>Development Coordinator</p>		
<p>c. Develop a systematic plan for ways that OFME might promote its programs to include:</p> <ul style="list-style-type: none"> • Participation in Annual Arts Day activities as presented by the Ohio Citizens for the Arts • OMEA conference presentations • Letters/e-mails to selected populations, e.g. retired music educators, Da Capo (OMEA Past-Presidents' Group) members, outstanding music educator award recipients, etc. • On-site presentations at Ohio Music Education Association (OMEA) district meetings • Leadership Academy (OMEA biennial summer leadership academy for prospective officers) presentations • Local community messages 	<p>Board of Directors</p> <p>Executive Director</p> <p>Development Coordinator</p>	<p>2008</p>	<p>Conference "First Night Cincinnati" and all general sessions viewed video presentation about OFME. Included flyers advertising OFME at All-State concerts with donation forms included.</p>

STRATEGIC DIRECTIONS

2. Implement a systematic plan for ongoing development of the OFME Board of Directors.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Ensure leadership development programs for <u>current</u> Board of Directors	Executive Director Development Coordinator		
b. Ensure an ongoing program of leadership development for <u>potential</u> new leaders in OFME	Executive Director Development Coordinator		

STRATEGIC DIRECTIONS

3. Develop a comprehensive, high quality Advocacy Program for OFME that reflects the mission statement and ensures that music education has a substantive place in Ohio’s schools.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Develop a systematic plan of advocacy to ensure the place of music education in the general education of <i>all</i> students in Ohio’s schools. <ul style="list-style-type: none"> • Collaborate with other organizations, especially the Ohio Music Education Association, Ohio Alliance for Arts Education, and Ohio Citizens for the Arts for work on issues of advocacy with state and local legislative entities. • As part of an increased focus on advocacy, develop an advocacy agenda to be carried out year-round by members of the Board of Directors with members of the Ohio legislature. 	Executive Director Development Coordinator Board of Directors Executive Director, Ohio Alliance for Arts Education and Ohio Citizens for the Arts	2008-09	
b. Increase knowledge of the Foundation and its programs in public media (e.g. newspapers, television, radio, etc.) throughout the state, and within OMEA through its website, meetings, and conferences.	Executive Director Development Coordinator		

c. Develop a website for OFME	Executive Director Development Coordinator	2008-09	
d. As part of an increased focus on advocacy, develop an OFME awards program that honors individuals and organizations that support arts education.	Executive Director Development Coordinator Board of Directors		

STRATEGIC DIRECTIONS

4. Develop support for high quality Music Education professional development and leadership programs.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Develop support for high quality professional development opportunities for Ohio's music teachers	Executive Director Foundation Coordinator Board of Directors		2007 OMEA state conference renamed a "professional development conference."
b. Develop support for high quality, leadership development programs for music education in Ohio (teachers, parents, administrators, community leaders, students, etc.	Executive Director Foundation Coordinator Board of Directors	2008	Establishment of Da Capo giving program to support the Leadership Academy at the Inn at Honey Run, June 24-26, 2008

STRATEGIC DIRECTIONS

5. Develop/support innovate projects to improve music education in Ohio.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Provide grants for innovative curriculum development including special projects that increase music education as a central component of a complete education in a school or district.	Executive Director Development Director Board of Directors	2007	OFME provided financial support for printing of the Ohio Fine Arts Standards Guidelines for Families.

b. Leverage funds and resources from foundations, corporations, and individuals to support music education projects in a school or district that provide for direct impact on student learning in music education.	Executive Director Development Director Board of Directors		
c. Encourage research projects that provide data and analysis about the impact of music education on students (academically, socially, culturally, economically) and distribute findings to school administrators, parents, policy-makers, higher education, and others to ensure the value of music education is communicated and understood.	Executive Director Development Director Board of Directors		

STRATEGIC DIRECTIONS

6. Ensure the long-term financial growth of OFME.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objective	Parties Responsible	Timeframe	Progress
a. Establish a financial investment program with the goal of building appropriate reserves to fund initiatives of the Foundation	Executive Director	2008-09	
b. Develop financial support for OFME through a comprehensive funding program to include: <ul style="list-style-type: none"> • Planned Giving/ Bequests/Memorial Estate Contributions • Endowment Contributions • Business/Corporate Support • OMEA Annual Membership Campaign • Conference Clinician Donations • Holiday Season Tributes • Ohio College Music 	Executive Director Foundation Coordinator Board of Directors	2006-07	Funding Programs prepared for release Pilot funding programs, including Conference Clinician Donations and Holiday Card Donation, initiated. Donations received with dedications, tributes, etc. Corporate Partnership Program for 2006/07 at approximately \$16,000. Monthly Financial Reports initiated and filed. Acknowledgment letters, certificates and cards created.

Education Association (OCMEA) Donations <ul style="list-style-type: none"> • • Parent/friend Advocacy donations • Foundation Board of Director Donations • Scholarship Support Donations 			
c. Develop a systematic process for keeping the Foundation Board and OMEA Trustees updated on the financial aspects of OFME	Executive Director		

STRATEGIC DIRECTIONS

7. Encourage development of collaborative partnerships between OFME and other organizations.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Cultivate active collaborative partnerships with organizations at both state and local levels to work on issues of advocacy and financial support.	Executive Director Foundation Coordinator Board of Directors	2007-	On going partnership with the Ohio Alliance for Arts Education and the Ohio Citizens for the Arts
b. Encourage strong ongoing collaboration with the music industry and other businesses/ corporations in support of music education.	Executive Director Foundation Coordinator Board of Directors		
c. Work with OMEA to increase the capacity of parent organizations (boosters) working to support music education in Ohio. <ul style="list-style-type: none"> ○ Develop model partnerships among booster groups and the Foundation for the purpose of showcasing best practice and demonstrating the power of parents in supporting music education. 	Board of Directors OMEA Music Support Group Chair Foundation Coordinator		

STRATEGIC DIRECTIONS

8. Promote effective communication.

Approaches to achieving this strategic direction include, but are not limited to the following:

Objectives	Parties Responsible	Timeframe	Progress
a. Promote strong proactive and reciprocal communication between OFME, OMEA, OAAE, Ohio Citizens for the Arts, and other professional organizations and constituencies (administrators, legislators, parents).	Executive Director Foundation Coordinator		
b. Promote OFME through effective communication and promotional tools to include: <ul style="list-style-type: none"> • OMEA/OFME website • OMEA’s TRIAD (bimonthly articles) • OMEA monthly Communiqué, • OFME bimonthly electronic newsletter for OMEA membership as well as those involved with OFME • OAAE weekly Arts on Line electronic newsletter • Ohio Citizens for the Arts’ Annual Arts Day • OMEA Conference Booth • OMEA Conference Program Book • OMEA All-State Program Book • OMEA Solo and Ensemble Program Books • OMEA District & State Large Group Program Book • State Marching Band Finals Program Book 	Foundation Coordinator OFME Executive Director OAAE Executive Director	2007 2007-08	New OMEA Conference display booth unveiled at 75 th anniversary conference included introduction of OFME logo Conference book carried promotional materials about OFME and donation forms OFME promotional materials in All-State program with bookmarks and donation forms. SMBF program includes promotional materials about OFME including donation forms.
c. Promote the use of technology to enhance communication within the organization, especially through the OFME website and enhanced electronic communication among members of the organization.	Executive Director Foundation Coordinator		