



Educate. Empower. Experience.

the art of vocal music

As innovative leaders in vocal music education, we provide experiences that inspire our diverse community.
Our vision is to reach the hearts of all people through song.

demonstrate empathy, compassion and respect	serve with steadfast commitment	innovate with spirit and vision	share wisdom and perspective	communicate effectively
---	---------------------------------	---------------------------------	------------------------------	-------------------------

Focus Area	Verb	Details	Metric	Unit	Status	Owner	Deadline
Expand fund development	Increase	financial support of MSVMA - Individual, corporate, grants	35,000	\$	working	Jacobson/Jack	6/30/22
Improve member and participant satisfaction	increase	awareness of our mission and vision	1	Anthem Video	Spring 2022	Jacobson	6/30/22
	increase	the awareness and celebration of MSVMA	3	new swag items - (t-	working	Miller	12/31/21
	increase	membership social engagement	3	new activities for	working	Miller/District	6/30/22
	increase	teacher attendance as non-participant, district and state	25	%	working		5/1/22
	expand	our membership	5	new school members	working	Jacobson/Dist	9/1/21
	diversify and expand	festivals	5	new specialized	working	Ciechanski/Ja	6/30/23
	increase	use of the advocacy consultant program to support smaller	10	new schools	working	x	6/30/23
	increase	member participation at the Summer Conference	100	new members	working	Cadena	8/15/20
	increase	member submissions to the repertoire list	25	%	working	Pearson	6/1/22
	increase	the value of membership		fee structure	future		
expand	the value of membership at all levels	1	new opportunity	working		6/1/20	
Increase public awareness	expand	website/social media content	2	promotional videos -	working	Miller	6/30/22
	expand	advocacy content on the website	1	press release statement	working	Jacobson	1/1/22
	increase	YouTube presence	5	performance and	working		6/1/23
	expand	advocacy content on the website	1	membership graphic to	complete		8/1/21