

## NMMC 2008 DRAFT STRATEGIC PLAN

### 1 Mission statement

A mission statement states the organization's values, its long-term goals, the targeted group, and a general method for accomplishing the goal.

The New Mexico Music Commission is a state commission established and appointed by the Governor of New Mexico to preserve and advance New Mexico's rich music heritage by providing a public directory of New Mexico musicians and its music industry; identifying and circulating information on amateur and professional music opportunities and music education for all levels of musicians; collaborating with the Film Commission and other organizations to tap into growing industries needing creative musicianship; advancing the reputation and attractiveness of New Mexico with the Tourism Department and other organizations as a visitor destination offering excellent music experiences ; and in general working with the state to protect, promote, and preserve New Mexico's musical traditions and the music industry.

### 2. Vision statement

A vision statement is our dream of what the NMMC can become.

The New Mexico Music Commission will gather together and effectively organize the most influential voices for music in the state so that the NMMC will be the most complete, authoritative and credible source of information, advocacy, and programs to advance New Mexico music and musicians both within and beyond the State of New Mexico.

### 3. Strategic Plan

A strategic plan is designed to take us from where we are (our mission) to where we want to be (our vision). The strategic plan should become the basis of the agenda for the periodic meetings of the NMMC.

**A.** Establish a nonprofit foundation with a prestigious board of both commissioners and other citizens to raise funds from public and private sources to support the work of the NMMC. **Action step:** appoint a committee to recommend how best to proceed.

**B.** Establish a public relations program to inform the public and advance the work of the NMMC by continuing where possible an appropriate to produce televised and radio broadcast specials on New Mexico music and musicians, by further developing and expanding the NMMC website, by producing copy for periodic PSA's about the NMMC for radio, by creating a brochure that describes the needs, purposes and activities of the NMMC, and by recommending other appropriate public relations initiatives. **Action step:** establish a public relations committee.

**C.** Identify growing industries utilizing music, such as the Film Industry, and means of collaboration to advance opportunities for New Mexico musicians. **Action step:** appoint a Growing Industries committee comprised of both commissioners and industry representatives to gather information and make recommendations.

**D.** Identify the educational needs for New Mexico musicians to be fully competitive and how those needs may be met, including the offering of educational workshops where possible. **Action step:** appoint an education committee.

**E.** Establish an annual state-wide public symposium (conference) that gives visibility to all of the work of the NMMC in the prior year and provides a forum for issues to be aired that could benefit from public input. Establish an NMMC Executive Committee that includes the heads of the committees above and task it with the production of this event.