

New Mexico Music Commission
 Strategic Plan: Goals and Objectives 2016 – 2018 Triennium
 Adopted January 12, 2016

Our Mission: *To protect, promote, and preserve the musical traditions of New Mexico, to foster appreciation of the value of music, and to encourage the educational, creative and professional musical activities of the residents of New Mexico.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	STEPS	PERFORMANCE GOALS
Music Awareness and Advocacy Increase public awareness of the Music Commission and emphasize the quality, expertise, and professionalism, spanning all musical genres, of the state's music industry.	Promote the state's music industry and New Mexico Music Commission initiatives	Strengthen media partnerships	Initiate and maintain at least one working relationship with each of the following media sources: Magazine, Newspaper, Television, Radio, and Social Media	Create media package and distribute to at least six media sources a minimum of four times each calendar year, as required by various Music Commission projects and events
		Develop original content	Create original content through supportive broadcasts and programming for radio, television, social media and podcasts.	Create 3-minute spots for PBS and social media featuring various genres of New Mexico Musicians
		Enhance outreach	Create and maintain a mobile NMMC information booth	Display booth at public music industry events, concerts, etc. throughout the state as frequently as staffing and budget will allow
	Advocate for the state's music industry and the New Mexico Music Commission	Foster legislative awareness	Lobby state Legislature	Hand-deliver copy of strategic plan to all state Legislators Write letters to state Legislators
		Cultivate interdepartmental awareness	Collaborate with state agencies	Network with Tourism's Statewide Calendar
			Partner with DCA divisions	Expand Cultural Collaborative with DCA and state Historic Sites
		Increase public awareness	Collaborate with the private sector	Support projects initiated under the <i>Collaboration and Partnership Goal</i>

Subcommittee Chair: Commissioner Huff