

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 NMCC 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</i> Goal	

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<p>Music Industry Clearinghouse</p> <p>Provide a centralized listing of music events, venues, artists, and music-related businesses for the state’s rich and diverse music industry.</p>	<p>Provide a statewide listing of music activities and events</p>	<p>Create an online music calendar and publish on the Music Commission Web site</p>	<p>Collaborate with Department of Tourism to incorporate functionality of their online arts calendar</p> <p>Collaborate with public sector to incorporate various independently owned music calendars around the state</p> <p>Create a graphical calendar interface</p>	<p>Utilize Department of Tourism’s calendar for queries and inputting new events</p> <p>Research and identify the most robust music calendar in each major city or region throughout the state</p> <p>Coordinate with calendar owners for permission to link to their calendar; provide promo on the Commission Web site as sponsor</p> <p>Work with DCA IT to develop a graphical interface of the state of New Mexico that will activate various local calendars when clicking on a specific geographic area on the map. Launch calendar on NMMC Web site</p>
	<p>Provide a statewide listing of music venues</p>	<p>Create a sub-directory of music performance venues in current New Mexico Music Directory</p>	<p>Collaborate with state agencies and private sector to identify venues</p>	<p>Compile information and input into Music Directory</p> <p>Consider selling ad space on web site as fundraiser</p>
	<p>Provide a statewide directory of artists and music-related businesses</p>	<p>Upgrade currently existing statewide Music Directory</p>	<p>Collaborate with DCA IT to migrate current database to up-to-date technology, with input and query capability.</p>	<p>Integrate music directory into Music Commission Web site.</p>

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Events and Activities Expand Music Commission's existing events and develop a new high profile signature event to recognize and serve the state's music industry.	Promote the ART2ART program	Expand the ART2ART program from Santa Fe only venues to various venues throughout the state	Create template document outlining the program and its processes Collaborate with NM Arts Music grantees Collaborate with State agencies, museums, etc.	Produce a minimum of four ART2ART events per calendar year
	Solidify the Platinum Achievement Award in the state's vernacular	Elevate awareness of and interest in the Platinum Achievement Award throughout the state	Codify Platinum Achievement Award nomination, vetting, and selection process Solidify branding of the Award Promote the Award	Select a minimum of one Platinum Achievement Award winner per calendar year Partner with existing music-related event to present award in a public ceremony
	Promote the Cultural Collaborative / Historic Sites Concerts.	Expand the State Historic Sites Concerts	Collaborate with DCA, NM Arts, and Historic Sites Collaborate with fiscal agent	Assist in production, and hosting, of at least four concerts each year
	Establish in the next two years a high profile Music Commission signature event in a large population center that does not conflict with any existing events or programs around the state, as a means of raising awareness of the state's Music Industry and the Music Commission.	Collaborate with community partners	Involve at least one event producer in the community	Assemble a broad-base gratis support committee, which could include public officials, to guide event development, budget, spending, etc.
		Promote New Mexico musicians, venues, and event sponsors	Create a list of performers willing to be part of a start up Create a list of venues willing to be part of a start up Create a list of event sponsors willing to be part of start up	Select artist(s), venue, and sponsors for event that ensures a successful fundraiser
		Organize event to serve as a fundraiser for the commission	Involve at least one event producer and community volunteers in process	Execute event

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Music Education Support the expansion of music education that does not conflict with any existing events or programs around the state.	Investigate current music education programs throughout the state to identify needs not being currently being met	Pre-K, K-12, and Secondary Music Education programs	Expand coordination with school music programs in an effort to facilitate sharing of resources, strategies, and volunteerism from the professional music sector	Align resources, strategies, and volunteers based on the investigation
	Coordinate a centralized clearinghouse of music education programs statewide	Explore possible connections between sources and needs in educational programming	Populate Web site with all known sources	Facilitate connections between sources and needs
	Create a plan to assist in filling identified gaps in music education programs aimed at continuing education and career development for adults throughout the state	Explore the needs and resources currently available in the state for professional development and continuing education for amateurs	Design programs to fill the identified gaps in continuing education and professional development	Implement programs

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<p>Collaboration and Partnership</p> <p>Develop and coordinate collaboration and partnership with complimentary organizations throughout the state to increase and enhance Music Commission’s activities and visibility that promote the state’s Music Industry.</p>	<p>Establish new collaborations and partnerships</p>	<p>Collaborate with the Film Industry and various private/community partners and state agencies on new projects</p>	<p>Explore and propose a joint activity with the Film Industry and various private/community partners</p> <p>Advocate for New Mexico musicians</p>	<p>Raise funds for activities and raise visibility of the NMMC and its activities</p>
	<p>Endorse and support ongoing activities, collaborations and projects as they evolve</p>	<p>Collaborate with the Film Industry and various private/community partners and state agencies on existing projects</p>	<p>Establish a co-branding campaign to endorse existing events</p>	<p>Raise funds for activities and raise visibility of the NMMC and its activities</p>

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<p>Development</p> <p>Create a comprehensive and sustaining funding campaign to assist in the implementation of Music Commission events and projects.</p>	<p>Procure funding from the Music Commission Foundation and other sources for Music Commission projects and events, as identified in the Strategic Plan</p>	<p>Seek Donors and Benefactors</p>	<p>Research potential donors and benefactors Solicit funds Identify fiscal agent Develop means to acknowledge donors & benefactors</p>	<p>Funds to be used primarily for ART2ART and other activities</p>
		<p>Write Grant Proposals</p>	<p>Research possible grants applicable to commission projects Write proposal(s) Identify fiscal agent Create report(s) as required by grant sponsor and to music commission</p>	<p>Obtain a minimum of three grants each fiscal year Funds to be used as specified by grant(s) criteria</p>
		<p>Seek Sponsors and Underwriters</p>	<p>Research potential sponsors and underwriters Solicit funds Identify fiscal agent(s) Develop means to acknowledge sponsors and underwriters</p>	<p>Funds to be used for signature event, other events as required, and annual operations</p>
	<p>Procure funding from the Music Commission Foundation and other sources for Scholarships and Music Commission General Operating Funds</p>	<p>Produce Fundraisers for music scholarships and the Music Commission's General Operating Funds</p>	<p>Research potential use of scholarships Solicit funds & identify fiscal agent Develop application, nomination, & distribution</p>	<p>Number and amount of scholarships to be awarded are dependent on surplus of funds raised each year</p>
	<p>Obtain General Operating Funds</p>	<p>Identify general operating needs</p>	<p>Procure funds</p>	<p></p>