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The IRMTNZ Strategic Plan

By John Drummond

Agreed by the Council on 17 January 2016, this provides a blueprint for the renewal of IRMTNZ as an effective and well-placed organisation.

The plan has four goals.

Goal 1: an open, user-friendly organisation that facilitates membership and supports its members

The Key Performance Indicators here (the results that tell us we are achieving the goal) are an increase in membership and an increase in member involvement in organization activities.

In order to achieve this goal we must carry out four identifiable tasks.

Each task will be carried out by an Action Ensemble, led by a Council member and with other members drawn from the Council and the wider membership.

The Talkfest Ensembles identified areas where work is needed, and offered thoughts and ideas.

The reports from those discussions have been passed on to the Action Ensembles.

1.1 Review our processes in relation to membership and registration

Keywords: flexibility, simplicity, user-friendly, rural/city, progression, diversity

Action Ensemble Leader: Olga Barrett – olgabarrettmusic@gmail.com
Report back to Council by mid-year 2016.

1.2 Review professional development opportunities including conferences

Keywords: cost, external recognition, linkage, centre-local relationship, template, rewards, diversity

Action Ensemble Leader: Andrew Buchanan-Smart – andrewbs@waikato.ac.nz
Report back to Council by January 2017.

1.3 Review the Code of Ethics

Keywords: Child Safety and Protection, plain English, availability, best practice, diversity

Action Ensemble Leader: Sian Williamson – sianw57@gmail.com

Report back to Council by mid-year 2016.

1.4 Develop mentoring and other member-support policies

Keywords: pastoral, business, participation

Action Ensemble Leader: Wendy Hunt – wendyhunt0@gmail.com

Report back to Council by January 2017.

Goal 2: an organisation that has a strong and visible place in the wider world of music education

The Key Performance Indicators here are profitable dialogue with other parties, and recognition by others of IRMTNZ's activities and contributions to music education. Three tasks have been identified to enable us to meet this goal.

2.1 Develop data on the importance of the organisation's and members' work

Keywords: careers of former students, national and international impact This task will be carried out by a Research Ensemble led by John Drummond – drummond_john@yahoo.co.nz

Report back to Council by mid-year 2016.

2.2 Develop strong relationships with other organisations providing music education

Keywords: inclusion, dialogue, mutuality

This task will be carried out by the IRMTNZ External Relations Group consisting of the President (margaret.maw@gmail.com), the Registrar (registrar@irmt.org.nz), and the Government Nominee (Drummond_john@yahoo.co.nz).

Report back to Council by January 2017.

2.3 Develop strong relationships with authorities responsible for education nationally

Keywords: recognition, respect, mutuality

This task will also be carried out by the IRMTNZ External Relations Group.

Report back to Council by mid-year 2016.

Goal 3: an organisation clearly visible to those seeking music education

The Key Performance Indicator here is an increase in the number of students learning from members.

Two Action Ensembles will carry out the tasks needed to achieve this goal.

3.1 Explore options for branding the organisation

Keywords: name, logo, byline, 'professionally endorsed'

Action Ensemble Leader: Margaret Whitworth – margaretwhitworth@gmail.com
Report to Council by mid-year 2016.

3.2 Develop marketing tools for prospective clients

Keywords: parents, schools, media

Action Ensemble Leader: Sarah Watson – wandswatson@xtra.co.nz

The Ensemble will try to produce results as soon as possible!

Goal 4: an organisation with a strong presence on the internet

The Key Performance Indicator is an increase in hits and traffic on our site(s).

Keywords: user-friendly, members section, news, promotion, use, moderator, webmaster

The Council has agreed to invest in improving its electronic capabilities and its internet profile(s). The task here will be to design a new website and other platforms with the facilities requested by the outcomes of the Action Ensembles' work. A professional website developer will be engaged to carry out this work.

John Drummond

IRMTNZ Government Nominee

Co-ordinator and Facilitator of the IRMTNZ Strategic Plan