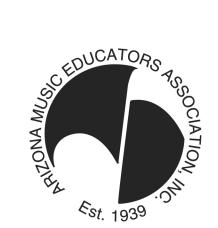
## 2010 Advocacy Goals

## **Arizona Music Educators Association**



- EDUCATE & INVOLVE: Offer advocacy resources, tools and training to AMEA members, music program parents and friends of music education in Arizona
- ADVOCACY CONFERENCE TRACK: Provide a variety of sessions at the 2010 and 2011 AMEA Annual In-Service Conference
- ◆ COLLABORATION: Open dialogue with other Arizona arts educations organizations to ignite statewide advocacy efforts
- **COMMUNICATION:** Use varied resources such as web-based social networking venues to rally support and further educate interested parties in advocating for arts educations programs in Arizona schools
- STATEWIDE ADVOCACY ACTIVISM: Email, phone, and physical interactions with district leaders and state legislators

## POSSIBLE ADVOCACY ACTIVITIES & TASKS (not limited to)

- SEPTEMBER 2009 ADVOCACY GATHERINGS (Flagstaff-Phoenix-Tucson): Education, involvement and database building
- **DATA COLLECTION:** Collect home contact information and areas of advocacy interest from AMEA members and fans of music education
- **COMMON COMMUNICATIONS:** Generating and distributing email, phone and personal visitation scripts to advocacy volunteers
- LOCAL MEDIA BLITZ: Using MENC's created public service announcements on local radio, television and newspapers
- MUSIC IN OUR SCHOOLS MONTH PROCLAMATIONS: Encourage members to present proclamations to local school boards and enhance publicity in March
- TRACKING LEGISLATORS VOTING: Tracking methods through social networking venues
- SEEK PARTNERSHIPS IN MUSIC EDUCATION: Engage in relationships with external factors; i.e.: NAMM, National Endowment for the Arts, businesses and corporations
- AMEA CONFERENCE ADVOCACY SESSIONS
- ENCOURAGE PARTICIPATION IN ARIZONA ARTS CONGRESS (February annually)