

Adopted December 12, 2009



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 education 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 education 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)**