



2022-2025 Strategic Plan

Adoption of Vision and Goals

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.

Per the New Mexico Music Commission Bylaws and Rules of Procedure, last updated 20 October 2011. The mission was created by the New Mexico Legislature and serves as the foundation of the commission's strategic planning.

Action

The Music Commission shall vote to approve the below-listed vision and goals of its 2022-2025 strategic plan.

Should the vision or goals require amending, the development, education, and production committees shall be tasked with providing edits to the executive committee by 11 May 2021.

Upon approval of the vision and goals for the 2022-2025 strategic plan, committees shall be tasked with creating strategic objectives, strategies, steps, and performance goals for their assigned goals, as follows:

- Development: Collaboration and Partnerships, Development
- Education: Music Awareness and Advocacy, Music Education
- Production: Music Industry Clearinghouse, Events and Activities

Vision

The New Mexico Music Commission will organize the most influential voices for music in the state to execute the goals and objectives of its strategic plan so it may serve as an authoritative source of information, advocacy, and programming for the state's music industry, its citizenry, and promoting the state beyond its borders.

Created by the Music Commission in 2008, adopted by the commission's Strategic Planning Committee in 2015, and approved by the commission 13 January 2015.

Goals

Music Awareness and Advocacy

Increate public awareness of the Music Commission and emphasize the quality, expertise, and professionalism, spanning all music genres, of the state's music industry.

Music Industry Clearinghouse

Provide a centralized listing of music events, venues, artists, and music-related businesses for the state's right and diverse music industry.

Events and Activities

Expand the Music Commission's existing events and develop a new high profile signature event to recognize and serve the state's music industry.

Music Education

Support the expansion of music education that does not conflict with existing events or programs around the state.

Collaboration and Partnership

Develop and coordinate collaboration and partnership with complimentary organizations throughout the state to increase and enhance the Music Commission's activities and visibility that promote the state's music industry.

Development

Create a comprehensive and sustaining funding campaign to assist in the implementation of Music Commission events and projects.

Created by the Music Commission's Strategic Planning Committee 19 May 2015, approved by the commission 13 January 2015.

Committee notes on proposed Goals and Objectives

Music Awareness and Advocacy

- *Education Committee* ~ Need to increase commission visibility. As programs are developed, advertise and publicize program offerings. Document roll outs with pictures or artifacts for promotional purposes.
- *Production Committee* ~ Discussion had as to the viability of a New Mexico True campaign, preferably with ad agencies based in New Mexico. The committee agreed that this should be a priority, with all hands on deck. Chair Abeyta mentioned that there used to be a Powerball commercial featuring local artists, and that maybe we can revive that campaign as well.

Music Industry Clearinghouse

- *Development Committee* ~ First, change the name. :-) This would be easy to update and make more compelling/useful, although it would require maintenance. A good example is here: <https://gov.texas.gov/music/page/resources>.
- *Production Committee* ~ Commissioner Whitney noted that the Clearinghouse is in desperate need of updating. Chair Abeyta agreed, and noted that it also needs to be made more user-friendly. Chair Abeyta will check with Commission Administrator Goodrich to see if the clearinghouse falls under the prevue of the Production Committee.

Events and Activities

- *Development Committee* ~ Art2Art: Innovative and strong and should be pursued and evolved. The collaborations could be expand to other art forms partnering with musicians: Dance, other visual arts (film, video, etc), poetry and other creative writing, etc. The signature event: We should brainstorm a new signature fundraising event that is not an awards program. something that would attract a broader-based audience. The Platinum Awards: Why not consider a partnership to make this a part of the New Mexico Music Awards? Too many awards shows for a small population.
- *Production Committee* ~ Chair Abeyta discussed Events and Activities as something that the committee could make a huge impact on, as well as Art2Art and Cultural Collaboration. Commissioner Zenobia volunteered to spearhead the re-launch of the Art2Art program. Chair Abeyta stated that the Santa Fe Bandstand and the City of Albuquerque downtown music events should be a priority for the Committee, especially as they preserve longstanding gigs and opportunities local musicians depend on. He stated that the Commission should once again take a role in the NM State Fair, and possibly launch a State Fair and New Mexico Music Commissions Presents stage at the fair, possibly in the Spanish Village, with signature/top tier local NM musicians. Commissioner Whitney was asked to spearhead communicating with the State Fair to see if they would consider a partnership. Chair Abeyta also brought up the possibility of partnering with the Santa Fe Opera, Santa Fe Symphony or NM Philharmonic with a cross-genre production. Commissioner Whitney mentioned that in her role as president of the Musician's Union, she works directly with these organizations, and will look into the viability of these types of partnerships. Chair Abeyta reiterated the need to protect existing shows (SF

Bandstand, State Fair, etc.), to make sure they continue to exist after Covid, and at the bare minimum the commission needs to advocate to keep those programs and performance opportunities alive. Comm. McCarroll mentioned that the Santa Fe tourism dept. has taken over the Santa Fe Bandstand, and is selecting performers. She expressed concern that SF and/or New Mexico based performers are not being featured as much as out of state performers and we need to once again be local. Chair Abeyta asked her to also put those concerns in an email. Tourism might fall under DCA, so he will check with them. Chair Abeyta proposed speaking with Chairman Medina about approaching the Mayor re. funds that have been made available by the City Council for the SF Bandstand. Chair Abeyta stated that we might want to consider doing a small singer-songwriter stage in partnership with a local brewery. Comm. McCarroll mentioned that maybe we should also partner with the Opera. This idea was brought up by Chair Abeyta at our last meeting. Chair Abeyta also wanted the committee to consider having a country/western night at the opera, “The Grand Old Opera”, as a fundraiser for the Music Commission. Comm. McCarroll bought up the idea of having a rooftop performance on the Cathedral or similar type of building in Santa Fe or Albuquerque.

Music Education

- *Education Committee* ~ Committee discussed the objectives and strategic plan for the educational outreach committee and all agreed they are still valid today. We will keep the goal and work on planning and implementing action steps to meet our objective. Support public schools across the state, especially districts that don't have music programs, or schools with only a small part of the school population involved in music. Target students who are not currently enrolled in traditional band, orchestra, choir programs. An action plan for educational outreach was discussed, which includes: 1. Lessons for teachers who are not music education certified, 2. Partnership with NMMEA collegiate chapters to use college students to create lessons, 3. Beatbox and similar activities, 4. Provide school assembly style presentations of concerts or instrument petting zoo, 5. Produce a student song writing program.

Collaboration and Partnership

- *Education Committee* ~ Consider partnerships with school districts, libraries, and other educational institutions.

Development

- *Development Committee* ~ This is an area that really needs direct involvement with NMMC Foundation as outlined in the document Key Relationship Points between New Mexico Music Commission Foundation (NMMCF) and New Mexico Music Commission (NMMC) that was created by Chair Medina and Commissioner Frouge.

Compiled from February 2021 committee meeting notes.

Reference Materials

2016-2018 Strategic Plan

- Planning Committee notes: 6 May, 13 May, 19 May, 1 July 2015
- Public input: The public provide input on the proposed strategic plan through an online survey and an in-person meeting with commissioners 8 September 2015.
- Forms: Action Plan, Budget Planning and Operating Budget, Committee Chair Goals, Committee Members, Committee Work Plan, Monitoring and Evaluation, Planning Process, Status Update, Strategic Analysis
- Goals and Objectives table

2008 Strategic Plan

- Strategic Plan