

Jazz Education Network

Strategic Plan 2013-2016

The Jazz Education Network is dedicated to building the jazz arts community by advancing education, promoting performance, and developing new audiences.



JazzEdNet.org

JAZZ EDUCATION NETWORK STRATEGIC PLAN 2013-16



JAZZ EDUCATION NETWORK

Overview Document

EXECUTIVE SUMMARY

JEN was formed in 2008 to help bring together the jazz arts community. It hosts an annual conference with concerts presented by students and professionals, a student jazz festival, workshops, research presentations and an exhibition area with manufacturers, retailers, schools and other jazz related organizations. JEN also offers many educational programs, from an outreach program, to mentoring and scholarships. The Strategic Plan which follows is a "living document" that, beginning in 2013, will serve to guide and inform the organization's operational structure and ongoing activities over a three year period, through 2016.

MISSION

The Jazz Education Network is dedicated to building the jazz arts community by advancing education, promoting performance, and developing new audiences.

VISION

JEN will:

Advocate for the advancement of jazz as an art form, the inclusion of jazz pedagogy in all educational settings, and in jazz artistry and business

Promote jazz performance on a local and global basis

Lead the development of new and expanded jazz audiences worldwide

#1 Promote and advance jazz for all through the Annual JEN Conference and other Jazz Education and Networking programs and events

Goal #1.1: Present an Annual Conference and continue to develop its scope and reach

Goal #1.2: Expand the JENerations Jazz Festival and promote increased performance levels through ongoing evaluation

Goal #1.3: Offer an Honors Jazz Ensemble Program as part of the Annual JEN Conference

#2 Promote professional development and outreach opportunities

Goal #2.1: Enhance professional development for JEN members through an increased number of opportunities

Goal #2.2: Expand the JEN Outreach Program in person and online to be an ongoing, year round program.

Goal #2.3: Expand the reach of JEN offerings through increased online activities.

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#3 Increase membership in JEN through marketing, communication and advocacy initiatives.

Goal #3.1: Develop a comprehensive and strategic marketing and communications plan (includes website strategy)

Goal #3.2: Increase membership in JEN through a Membership Development Strategy

Goal#3.3: Increase strategic and operational partnerships through development of a partnerships strategy

Goal #3.4: Disseminate jazz research results and presentations to the membership for information and application

Goal #3.5: Raise awareness of JEN's mission by developing an advocacy program that addresses current issues in jazz education and the jazz music industry

#4 Promote leadership development at all levels of the JEN organization

Goal #4.1: Create a Leadership Development Strategy to address the needs of JEN Board members, committee members and members at large.

Goal #4.2: Develop leadership development within the JENerations Committee.

Goal #4.3: Promote and support "electronic meetings" where possible to improve efficiency, cost effectiveness and provide leadership toward "going green"

#5 Ensure the long-term financial stability of JEN

Goal#5.1: Ensure that financial procedures are transparent, clearly defined and operating efficiently.

Goal #5.2: Budget accurately for JEN's short term and longer term financial needs.

Goal #5.3: Invest JEN's funds prudently.

Goal #5.4: Ensure proper management of risk to JEN, across the organization.

Goal #5.5: Develop a comprehensive Fundraising and Development program.

#6 JEN will operate at the highest level of organizational efficiency and integrity

Goal #6.1: Create and regularly update a JEN Policies and Practices Manual.

Goal #6.2: Review JEN's organizational/governance and committee structure on an annual basis and update as required.

Goal #6.3: Continue to improve the process for election of JEN Board Members and Officers

Goal #6.4: Continue to enhance the current web-based electronic elections process.

Goal #6.5: Ensure up to date posting of organizational and financial documents on the JEN website