



MINNESOTA
PERCUSSION
ASSOCIATION

STRATEGIC PLAN 2022-2026

PREPARED BY THE 2022
MPA BOARD OF DIRECTORS



2022 BOARD OF DIRECTORS

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OVERVIEW

As one of the first and longest-running indoor circuits in the United States, the Minnesota Percussion Association (MPA) has enjoyed more than two decades of growth and success in leading this unique activity in Minnesota and surrounding areas. This has included growth in membership, an emphasis on ongoing educational and developmental opportunities available to its participants at all levels, increasing participation and success of MPA member groups on the national competitive stage, organizational and fiscal health and dependability, and a willingness to always push forward and improve the organization for the future.

This desire to constantly improve is the impetus for our strategic planning, which is a formalized and organized process for continuing and expanding the growth and advancement that have been hallmarks of MPA since its inception. In this process, the Board of Directors — working with the membership of MPA and all parties that have a stake in the organization's success — endeavors to lay out a plan for continuing the organization's history of growth and progressive vision for the next five years.

Our goals for 2022–2026 are organized under the following areas of focus:

- Growth and outreach
- Equity, diversity, inclusion, health, and safety
- Organizational sustainability
- Programs and experience



OUR GOALS: 2022–2026

GROWTH AND OUTREACH

Goal: Expand the number of participants in MPA activities, and grow awareness of MPA within the greater arts community in the region.

Strategies:

- Expand awareness and relevance of MPA in the greater performing arts community.
- Strengthen communication and relationships with band directors, other music educators, and school administrators in the region MPA serves.
- Expand the total number of participants in MPA competitive and educational events.
- Grow and support indoor winds ensembles in MPA.
- Grow and support more diverse performance opportunities and ensembles.
- Support creation and growth of participating groups.

Goal: Develop authentic partnerships with organizations to enrich the community.

Strategies:

- Form connections with organizations that share broad goals with MPA.
- Develop strategic partnerships that increase capacity for MPA and its partner organizations.

EQUITY, DIVERSITY, INCLUSION, HEALTH, AND SAFETY

Goal: Center equity, diversity, inclusion (EDI) in all our work.

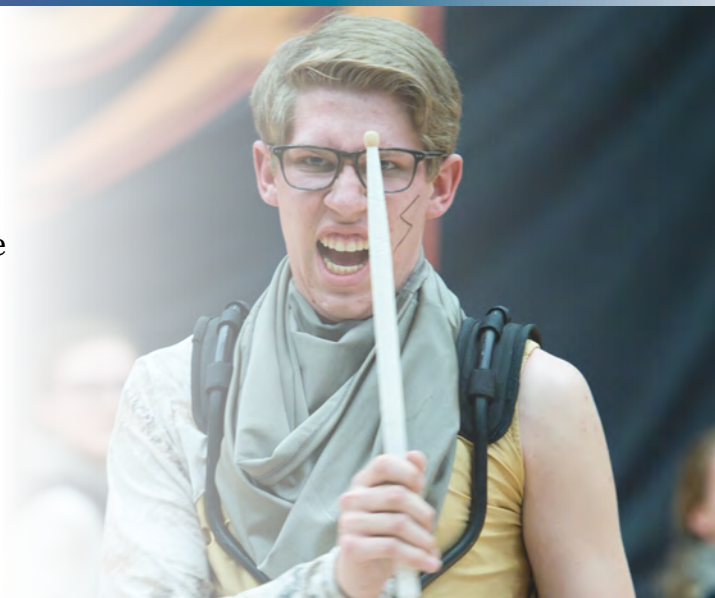
Strategies:

- Expand the work of the EDI Committee.
- Review our organizational policies, procedures, and all work we do through an EDI lens to identify opportunities for improvement.
- Identify opportunities to provide robust EDI training to MPA constituents.
- Actively work to increase the diversity of MPA leadership in terms of race, ethnicity, gender, experience, and other characteristics.
- Connect with other performing arts organizations throughout the United States and beyond to share knowledge and move EDI work forward.

Goal: Prioritize the health and safety of all participants in all decision-making.

Strategies:

- Identify and solve policy gaps.
- Center mental health awareness and education in policy-making and training.
- Review policies from national organizations and adopt as appropriate.



ORGANIZATIONAL SUSTAINABILITY

Goal: Evaluate and strengthen organizational structures.

Strategies:

- Strengthen committee processes.
- Actively work to recruit and retain a diverse pool of committee and board members.
- Evaluate organizational structure and responsibilities.
- Cultivate and maintain a ready pool of volunteers for MPA events.

Goal: Strengthen the fiscal health of MPA.

Strategies:

- Continue to balance the organization's budget.
- Expand revenue sources through donations, fundraising, sponsorships, and other avenues.
- Track net gain or loss at all MPA events.

PROGRAMS AND EXPERIENCE

Goal: Produce excellent events.

Strategies:

- Utilize our best venues and try to create an exciting, effective, and standardized experience for performing members, staff, spectators, volunteers, and personnel at MPA events.
- Maximize our investment in MPA adjudication, including through strategic training and other experiential learning opportunities.

Goal: Provide the MPA community with enriching educational opportunities that foster growth and leadership.

Strategies:

- Help expand the pool of instructors available to teach current and new groups.
- Provide beginning and ongoing professional development opportunities for instructors.
- Facilitate ongoing training opportunities and feedback mechanisms for adjudicators.
- Continue to invest in the Day of Percussion to expose MPA participants to the wide world of percussion beyond the indoor marching percussion idiom.
- Provide a quality Solo and Ensemble Contest experience.

