



**CANADIAN FEDERATION OF MUSIC TEACHERS' ASSOCIATIONS  
FÉDÉRATION CANADIENNE DES PROFESSEURS DE MUSIQUE**

*Providing leadership in music education across Canada*  
*Chef de file de l'éducation musicale au Canada*

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2012 – 2013

**STANDING COMMITTEE REPORTS  
&  
AD HOC COMMITTEE REPORTS**

Halifax, NS

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## THE CANADIAN MUSIC TEACHER MAGAZINE

It has been a very good year for The Canadian Music Teacher Magazine – sales are good, content is great, members are using the magazine for info as well as getting some questions answered. For our members The Canadian Music Teacher is the main connection they have with CFMTA/FCAPM and I am committed to publish a helpful and informative magazine that they can benefit from.

The reports are coming in on time which is making it easier to get the magazine out a little quicker this year. We still have questions about the reports for each issue – which I will try and clarify.

### **2013 - 2014**

Fall issue	Ask your students – What does Canada Music Week mean to you?
Winter issue	Canada Music Week Events Coast to Coast
Spring issue	Branching Out Events Coast to Coast

There have been a couple of misprints in the magazine which have been addressed and been rectified. The errors in the Spring issue will be included in the next issue.

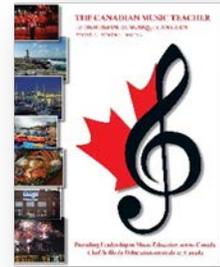
The printer we use has implemented an ordering policy and a number of copies needed must be included at the time the file is submitted for prepress. I had to estimate twice this year and for one issue we had too many extras copies. To correct this problem I would like to suggest that all provinces have a deadline for submitting the mailing list for each issue. I would request it be the same as the deadline for the magazine.

I would like to request the following directive - *The Canadian Music Teacher magazine requests all submissions and mailing lists to be submitted by the deadline for each issue – Fall (August 15<sup>th</sup>) Winter (December 1<sup>st</sup>) Spring (April 1<sup>st</sup>).*

I would like to thank Lorna, Charline, Darlene and Bernadette for all of the help you give me to finish each issue.

Thank you to the members that volunteer to help with the book reviews, I know this takes time and energy to write these but I know the members do enjoy reading them. I also want to thank my editorial committee: Leslie Linton, Helene Lord, Marilyn Harrison and Lorna Wanzel for all the help and suggestions. You are making my job easier.

THANK YOU!!



**FALL (CMW)**

72 Pages		
Printing	\$	7,002.76
Mailing	\$	698.94
Postage	\$	<u>2,177.46</u>
Total	\$	9,879.16

**Revenue \$ 8,106.99**

**WINTER**

64 Pages		
Printing	\$	6,568.01
Mailing	\$	689.43
Postage	\$	<u>1,933.27</u>
Total	\$	9,190.71

**Revenue \$ 7,436.65**

**SPRING**

56 Pages		
Printing	\$	5,642.54
Mailing	\$	640.12
Postage	\$	<u>1,974.39</u>
Total	\$	8,257.05

**Revenue \$ 7,851.65**

Total Production costs:

Printing	\$	19,213.31
Mailing	\$	2,028.49
Postage	\$	6,085.12
Total	\$	27,326.92

Total Revenue \$ 23,395.29

Submitted by,

Dina Pollock,  
CMT Editor

## BYLAWS AND POLICIES AND PROCEDURES

I welcome this opportunity to offer further suggestions for revisions to the previously proposed 2012 by-laws.

The first important matter is to thank each and every one of you for your input into this proposal in the form of letters, e-mails and phone calls from coast to coast to coast. Very special thanks go to the By-Law Committee: Henry Klassen who is still speaking to me in spite of a 6 a.m. phone call in May (I had been up since 5:30 NS time) and totally forgot about the time change in the Yukon. To Lorna, our president, who encouraged me to keep swimming when the muddy waters became deep, to Barbara Long for her keen eye to detail, the executive officers who understand much more than I did at the beginning of this long journey, and to everyone across the country for their wishes and concerns. By-Laws are by nature rather unexciting, but in practice is just the reverse.

Hopefully, we are nearly at a point of understanding the process of filing with the government NFP requirements while maintaining the original intent of the Canadian Federation of Music Teachers Associations.

Recommendations:

- 1) Extend the time for AGM and Executive meetings over 1 ½ or 2 days. This would ease the pressure on discussions and policy making.
- 2) To consider having separate delegates as Sec/Tres who are elected or appointed. The present Sec/Tres would become the Chief Ex Officer. The duties would be carefully worded so that there isn't an overlap. The Admin officers would continue to be a paid position and not have a vote. This arrangement would allow an increase at the table of officers. (Past Pres, Pres, Vice Pres, Sec, and Treas.) Duties could be shared to relieve the load on the President.
- 3) Timeline for By-Laws: Basic by-laws should be submitted with A & C because: As a federation, we cannot continue with the old 2008 set. Neither can we offer a new or revised set of by-laws which have not been approved by the delegates.

By-Laws are never "finished" no matter how many times we revise, another idea will be presented. It is therefore necessary for us to make continual updates since there is no cost by government, it does make it possible for us to do so. "By-Laws are always written after the fact. They describe the 'way we were' and 'the way we want to be' rather than 'where we are right now'"

These present By-Laws will not make everyone jump for joy, but will enable us to move forward with a timeline for further revision as necessary.

**The objects of the federation shall be:**

- a) To encourage and assist all movements designed to improve standards of music education and training of teachers of music, to encourage and assist in the organization of music teachers' associations in the provinces and territories of Canada and to stimulate the acquisition of all-round musicianship and wide general culture among those who intend to qualify as teachers;
- b) To encourage and promote the knowledge and appreciation of music among teachers and the general public and in the schools and universities of Canada, and to encourage a definite ethical standard of professional conduct among teachers of music;
- c) To promote the extension of music credits in the schools and universities of Canada; and
- d) To promote and maintain the status of professional music teachers in the community.

Policy and Procedures can be amended easier than by laws can be changed. Both should agree on basic principles.

To amend the old letters patent "the articles" we file with Industry Canada, if the minister considers it appropriate, he would grant the application. To change the articles requires a 2/3 vote of members, then a one page form is required. To file the Articles of Continuance still requires a 2/3 vote to file the first time plus \$200.00, but thereafter we only file the amendment. No ministerial approval is required.

Amending the By-Laws is identical under both the old and new legislation – a majority vote of the Executive is required first, followed by a 2/3 majority ratification vote of members, then the amended By-Laws are required to be filed with Industry Canada. Presently we require a majority vote of 51%, however the appropriate threshold is 2/3 of your executive.

Articles and By-Laws should be filed together.

Officers may receive an income or honorarium if approved by the board (s. 143 of the new legislation specifically permits this. Amounts are taxable)

We must file By-Laws within 12 months of filing the Articles. Any further By-Law amendments must also be filed within 12 months of the amendment being adopted and ratified. There is no fee for this.

There is an annual fee for updating the Executive return of \$40.00.

To file Articles of Continuance the fee is \$200.00.

The filing fee for amendments to the articles of continuance is \$200.00.

There is no charge to file the By-Laws.

Henry has designed a chart re updating the By-laws and he will guide us through it to fully understand all changes.

Respectfully submitted,  
Marilyn Harrison,

Chair  
Bylaws Committee  
Policy and Procedure

## CANADA MUSIC WEEK®

I would like to thank the CFMTA for the opportunity to serve as Canada Music Week Chair. It has been a busy year, with new promotional initiatives for all programs and also the introduction of the Essay Competition.

The inaugural Essay Competition for high school and university undergraduate and graduate level students was launched this past year. Prizes of \$1,000 each will be awarded to graduate and undergraduate level first place winners, and \$500 to second place winners. High school students will receive \$500 and \$250 for first and second place respectively. The original deadline of January 30, 2013 was extended to May 1, 2013 to allow more time for promotion and a national mailout to universities and music schools. We received 14 submissions at the university level and four from high school students.

The 2013 Call for Compositions received 37 entries, consisting of seven elementary choral pieces, and 14 grade 3-4 piano and 16 grade 5-6 level piano works. The winning scores, will be posted on the CFMTA website for download at no charge until November 30. The deadline for submissions is March 1.

The 2012 national Student Composer Competition was adjudicated by Canadian pianist and composer, David McIntyre. The 2013 adjudicator will be Jamie Hillman. CFMTA awards \$1,350 in scholarships each year to promising young composers from across Canada. The deadline for the Student Composer Competition is June 1.

William Andrews generously donated awards of \$250 each to the Kitchener-Waterloo Branch and New Market Branch in support of their Canada Music Week 2012 projects. Seven branches submitted applications, and three delegates from the non-participating provinces, participated on the panel to select the winners. The deadline for the William Andrews award is September 30.

Thank you to the provincial Canada Music Week coordinators and delegates for their continued support and assistance in promoting Canada Music Week in their provinces. Many thanks also to the CFMTA Executive and Administration for all their assistance and support.

Submitted by,

Po Yeh,  
Canada Music Week® Chair

## AWARDS & COMPETITIONS

2012 was the year for choosing a winner for the Biannual Memorial Pedagogy Award. This Award covers a two year period for all applicants finishing the highest level pedagogy exam from a nationwide examining conservatory. The winner was Karen King of Saskatoon, SK and her teacher is Lynn Ewing. Karen's information, including a picture and "press release", was sent to Dina Pollock for inclusion in The Canadian Music Teacher.

The last year has been an active one for redesigning the entry form , updating the Rules and Regulations and proofing new pages for the website. This process is somewhat ongoing as "tweaking" seems to be the order of the day.

Reworking the forms has brought certain issues to the fore.

Could the board please discuss and consider the following additions/clarifications/changes to the rules of the National Piano Competition:

1) Timing for the 30-45 minute limit will be determined by the length of the pieces only, not stage time. (Timer monitors are utilized at the competition)

This is only a clarification of the rule as the question is asked every year. I took a poll of several provinces and their policies. Should a competitor go overtime, a method indicating this to the performer should be in place. ie ringing of a bell, stopping the performer etc. Please note that going over the allotted time does not disqualify the competitor but the performance will be ended at this point.

2) Determination of level of piece should a competitor choose to play their own composition. Again from a poll I took the consensus seemed to be that the province and the teacher entering the student should be responsible for determining if all the criteria for application had been met, including: citizenship, age, level of repertoire, program requirements, timing of pieces.

This statement may need to be clarified in the current regulations.

By the end of a competition I have the list of provincial coordinators but it seems to change for each competition. If possible it would be very helpful to have the names of the provincial coordinators prior to the competition deadline so that more adequate communication and support is available to the provinces.

I have created a help sheet to assist the Provincial coordinators in preparing the application for the National Piano competition. It can be found on the website. (The vocal competition was able to use the same document for their purposes with a few changes to wordings etc).

In addition I have been compiling the list of how each province arrives at their competitor and who's responsibility it is to handle the application. I now understand why there is such confusion about this process, as every province is different and it is not even necessarily the same from competition to competition within a province! In addition the provincial coordinator is very often different for each competition. It is my goal to create better communication between the provincial coordinators and the chair of the competition(s) so that there is less confusion.

I make a recommendation that the board compile a list of the provincial coordinators for the National Piano Competition, to be updated every year.

Preparations are currently in progress for the National Piano Competition to be held in Halifax in July 2013. I am in contact with the convention chair regarding the competition facilities, volunteer requirements, scheduling, competitor's requirements and providing information regarding the competition for their website. Once the entries are received, (May 1 deadline) then the intense and detailed work of coordinating all the travel, schedules, competitor requirements, venue requirements etc begins.

The convention committee is working towards live French translation of the competition. To that end, I have been writing scripts to be used for all portions of the competition that will need to be done in live translation.

Unfortunately given the deadline of the competition, the competitors and their programs are not able to be promoted in the Spring Canadian Music Teacher. This information will be posted on the website (CFMTA/FCAPM and convention websites) as it becomes available.

I look forward to seeing you all at the convention in Halifax and to the staging of a third competition as Chair. Thank you for the opportunity to serve CFMTA/FCAPM in this capacity.

Respectfully submitted,  
Heather Blakley

## **NOMINATIONS**

On odd numbered years, elections are held for the officers of CFMTA, in accordance to the Bylaws and Policies and Procedures of CFMTA.

At the Executive Committee Meeting held in July in Halifax, there will be an election for:

President

- Charline Farrell of Ontario has been nominated

Vice President

- Cynthia Taylor of British Columbia has been nominated
- Henry Klassen of Yukon has been nominated

Further nominations may be accepted from the floor, with the consent of the nominee. Each nominee may have someone speak briefly on their behalf or speak on their own behalf.

I would like to thank those who let their names stand for these important positions.

Respectfully submitted

Darlene Brigidear  
Nomination Chairperson

## YOUNG ARTIST

Our Young Artist Tour Program is one of the most important projects of CFMTA. It began in 1946 by Lyell Gustin of Saskatoon, Saskatchewan, who felt the importance of inspiring gifted young performers by giving them the opportunity to give a Young Artists Concert Tour. We currently have five tours across Canada.

The Atlantic Tour includes the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland-Labrador. Violinist Heemin Choi was chosen to be their Young Artist and Lynn Stodola was the Collaborative Artist. They held a very successful fall tour, with concerts in Sackville, New Brunswick on Oct. 4, Charlottetown, Prince Edward Island on Oct. 5, Yarmouth, Nova Scotia on Oct. 14<sup>th</sup>, Halifax, Nova Scotia on Oct. 15<sup>th</sup> and Fredericton, New Brunswick on October 21<sup>st</sup>.

The Young Artist Tour of Ontario featured pianist Nam Hee Kim. Concerts were held in Sarnia on September 23<sup>rd</sup>, Kingston on October 21, Kitchener-Waterloo on November 27<sup>th</sup>, and Etobicoke- Mississauga.

The 66<sup>th</sup> Season of the Western Young Artist Tour, in Saskatchewan and Manitoba, was represented by Young Artist Jinsung Kim, pianist, who had an eight concert tour: Swift Current on September 15<sup>th</sup>, Saskatoon on September 16<sup>th</sup>, Humbolt on September 28, Rosetown on September 29<sup>th</sup>, Prince Albert on September 30<sup>th</sup>, Yorkton on October 12<sup>th</sup>, Brandon on October 14<sup>th</sup> and Winnipeg on October 21st.

The Alberta Young Artist pianist Peter Krejcar was chosen in Red Deer on March 9<sup>th</sup> and gave concerts in Calgary, Grande Prairie and Edmonton in April/May.

The British Columbia Young Artist was represented by pianist Paul Williamson of Mission BC. He presented concerts in Campbell River on April 13th, Nelson on April 22nd, and Penticton on April 28<sup>th</sup>.

During the year, I have sent out several informational packages, including the forms for financial statements for branches and expense forms for both Young Artist and Collaborative Artist. In September, the Advertising Committee made Young Artist Posters available to all tours. These were designed to accept both vertical and horizontal high definition photos and were available in both English and French. I would like to thank Barbara Long and Po Yeh, who worked with Indesign to produce these beautiful posters.

There were difficulties in communications. Having the co-ordinators first email [publicrelations@cfmta.org](mailto:publicrelations@cfmta.org) to access Joni, who was hired to design the posters and add tour information was not efficient. There were complaints from several tour co-ordinators. Once Joni was contacted the process was very smooth. My suggestion would be to streamline the contact to work directly with Joni or through the office of CFMTA.

I would like to thank Barbara Long for her work on designing press releases and certificates for competitors and winners of both local and tour competitions. These are available on our website under Resources for Provincial Chairs, using the password ---- provinces10ter1.

As outgoing National Co-ordinator, I wish to thank those who spent many hours on the Young Artist Programs. These tours could not happen without the co-operation of the amazing

Convenors both at the Branch level and especially, at the Provincial level. I especially give my heartfelt thanks to Lynn Johnson, Atlantic Tour; Mimi Spencer, Ontario Tour; Cathy Donahue, Western Tour; Deborah Gallant, Alberta Tour; and Susan Schleppe, British Columbia Tour for your diligence in organizing the tours and your enthusiasm in giving these gifted young performers the opportunity to experience a concert tour.

I feel the program is very worthwhile and has been very well-received across Canada.  
Submitted by

Darlene Brigidear  
National co-ordinator,  
Young Artist Tours

## **PUBLIC RELATIONS AND MARKETING**

As CFMTA continues along the path of partnership building it raises its profile and that of its members on the local, national and international scene.

A great deal of email communication occurred throughout the year in preparation for face to face meetings. UPDATES of my work were provided to the officers in October and January. For the benefit of new delegates I have included some back ground information in this report.

The following is an over view of my work this past year.

*The recommendations below will need to be addressed at the July meeting.*

### **MTNA CONFERENCE /MEETINGS**

On behalf of CFMTA, I attended this event in mid-March and had two days of very successful meetings that include the following:

**MEETING #1- MTNA Nationally Certified Teacher of Music(NCTM)  
- FAST TRACK for CFMTA members  
PRESENT: Gary Ingle( CEO,MTNA), Ken Christensen(President MTNA)  
Brian Shepherd(COO, MTNA) Pat Frehlich (CFMTA)**

This initiative has been in the works for several years with the intent of introducing a less labour intensive process for CFMTA members who wish to become nationally certified in the USA. In June, 2012, I was directed by the delegates to continue to pursue this. It was noted during last year's meetings that RMT membership require more performance based criteria while NCTM has more pedagogy based criteria. The NCTM performance standards DO NOT meet the high RMT standards in performance and so any kind of reciprocal membership is not possible.

This year I provided the MTNA certification committee with a complete list of ALL provincial membership requirements as well as documentation of comparative standards between CFMTA and MTNA members in performance and pedagogy.

#### **RECOMMENDATION:**

***MTNA agreed that CFMTA members more than meet the requirements to become Nationally Certified in the US and will recommend that documents be drawn up to present to their Board in July requesting "rubber stamp " approval for any FULL MEMBER of CFMTA wishing to apply! It was noted that CFMTA members have already been vetted by the Provincial organizations with due process.***

I will continue to work with the MTNA Certification Committee as the process for membership is developed and it is my hope that this initiative is finalized by July, 2014.

**MEETING #2 - RCM College of Examiners Pre -approval, RCM website  
new contacts**

**PRESENT: Jennifer Snow(RCM), Pat Frehlich(CFMTA)**

In an attempt to increase membership for CFMTA, several years of discussions have taken place with RCM and CC to find ways to encourage their College of Examiners to join CFMTA. Currently only about 35% of examiners are members. Several years ago RCM agreed to introduce "new criteria" for teachers wishing to become examiners by stating that "*applicants be a member of a professional organization such as CFMTA or MTNA*" (it can be found on their website). Since that time **CFMTA has acquired 22 new members** from the College of Examiners. This however, still leaves all the examiners who joined before the new criteria was introduced.

I had an opportunity to meet with Jennifer Snow in November when she was in Alberta and we discussed further the idea of a "pre-approved" invitation from the CMTA for this group. This however posed many problems, as each examiner's credentials would have to be reviewed by the RMT province of their residence and then said province would have to pre-approve them as members. RCM is unable to supply contact information due to privacy issues so contacting the examiners directly was also a problem. RCM offered to do a blanket mail out on behalf of CFMTA however, if by some chance an examiners qualifications did not meet the standards set by their province and they were actually not accepted it could cause "an awkward situation " between our organizations- something neither RCM and CFMTA wish for.

It was decided that this route may not be the best way to proceed.

**MARCH FOLLOW UP - RCM**

In the March meeting with Jennifer Snow, I shared the new developments regarding MTNA seeking to fast track CFMTA members wishing to become NCTM members. This could become an important "selling point" in encouraging the College of Examiners to join CFMTA because many of these examiners wish to examine in the USA where the designation "NCTM" is readily recognized. Jennifer agreed that this could be an exciting opportunity for CFMTA!

**RECOMMENDATION:**

***It is recommended that once this initiative is in place CFMTA provide RCM with a press release announcing this and RCM will distribute it to the College of Examiners.***

RCM has undergone numerous staff changes this past year, among them Dr. Snow is no longer affiliated in an administrative capacity. She provided me with contacts in the restructured organization (David Batchelor is now head of marketing and I have introduced myself and requested a meeting in the future).

The RCM website has been completely revised. ***I am pleased to inform you that ALL PROVINCIAL REGISTERED MUSIC TEACHER ASSOCIATIONS are now linked to the RCM site. We hope to include the Yukon soon.***

Go to [www.rcmusic.ca](http://www.rcmusic.ca) then to 'examinations' and click on 'finding a teacher' to view this. CFMTA and its provincial affiliates are the only groups currently listed under "teachers" . I thanked Jennifer for her cooperation with this initiative!

**RECOMMENDATION;**

***It is recommended that CFMTA produce an electronic version of our brochure that RCM could include in their packages sent to new teachers applying for an RCM teacher number.***

**MEETING #3 -Wellness Symposium Review**

**PRESENT: Gail Berenssen (MTNA), Brian Sheperd (MTNA), Pat Frehlich (CFMTA)**

The committee discussed the 2012 Wellness Symposium held in New York City. The attendance was somewhat disappointing and it was felt that perhaps this was due in part to the fact that the MTNA March conference was also in New York .

Once again the venues and reception were offered to us free of charge. The 3 day event ran smoothly and received very positive comments from participants.

\* the financial statement for the Symposium is provided in my 2013 Professional Development Report.

**RECOMMENDATION:**

***MTNA is willing to continue this collaboration with CFMTA on our non-conference years -perhaps with other subject matter. I will report back to them as to the wishes of CFMTA after our July meeting.***

**MEETING # 4 - Marketing Strategies, Professional Development Opportunities**

**PRESENT: Olivia Riddell (MYC), Pat Frehlich (CFMTA)**

I met with Olivia Riddell, CEO of Music for Young Children (MYC), an international organization which offers quality early childhood music education, originally founded by ORMTA member Francis Balodis. Because of her vast experience in marketing and professional development I wanted to discuss strategies that could perhaps be implemented by CFMTA for building membership or creating new professional development opportunities. This preliminary meeting was very informative and we will meet again in May.

**MEETING #5 MTNA/CFMTA Conference Registration Rates**

**PRESENT: Brian Sheperd(MTNA), Pat Frehlich(CFMTA)**

In promotion of the 2007 Collaborative Conference in Toronto, MTNA offered CFMTA the MTNA member rate to register for the 2006 Seattle MTNA conference. This year, the Halifax Conference Committee extended the same offer to MTNA members who wished to attend .Currently 14 MTNA members have registered at the CFMTA member rate. I feel this initiative could greatly increase CFMTA conference attendance!

**RECOMMENDATION:**

***It was suggested that this become a "PRESEDENT' and that the "member registration rate" be offered to members of both CFMTA and MTNA from now on. It was decided that this suggested initiative be brought to the Boards for further discussion. I will inform MTNA of the CFMTA decision after the July meeting.***

## **MEETING #6- CFMTA/MTNA add swaps**

**PRESENT: Brian Sheperd (MTNA), Pat Frehlich (CFMTA)**

This past year, in efforts to promote our conferences, an add swap was arranged between CFMTA and MTNA in the fall editions of their magazines. While the MTNA would not normally advertise in a magazine such as CMT due to small readership (3500) they have agreed that this initiative should continue. The American Music Teacher, with a readership of 24,000 could greatly assist CFMTA in promoting its events and raising its profile!

### **RECOMMENDATION:**

*It is recommended that CFMTA and MTNA continue with an add swap with the purpose of promoting each other's events.*

*It is requested that the number of add swaps per year be confirmed with each others organizations.*

## **MEETING #7- Future Collaborative Conferences**

**PRESENT: Gary Ingle (MTNA) Brain Sheperd (MTNA) Jennifer Snow (RCM) Pat Frehlich (CFMTA)**

This was a follow up meeting from discussions that took place March, 2012 regarding the possibility of another collaborative conference.

Because of the flux at RCM their participation in planning such an event at this time was seen as problematic.

MTNA would consider hosting an CFMTA/MTNA Collaborative Conference in the USA sometime in the future.

### **RECOMMENDATION:**

*It is recommended that the perspective Boards discuss this further to determine the interest and feasibility of such an event.*

### **OTHER MTNA CONFERENCE DUTIES:**

- CFMTA DISPLY table was stocked daily. It included brochures, past editions of CMT magazines and 2013 conference promotional materials.
- TRADE FAIR- I visited the exhibit hall and distributed information about the Halifax conference and its trade fair to the exhibitors.
- Represented CFMTA at the opening ceremonies and at the Gala fund- raising banquet

### **FINANCIAL REPORT:**

**The breakdown of expenses to attend the 2013 MTNA Conference is as follows:**

<b>FLIGHT:</b>	<b>\$621.40</b>
<b>HOTEL:</b>	<b>\$461.46</b>
<b>MEALS:</b>	<b>\$128.06</b>
<b>TOTAL:</b>	<b>\$1210.92</b>

## **OTHER BUSINESS:**

### **INTERNATIONAL MUSIC EDUCATORS SOCIETY (ISME)**

This is the second year that CFMTA has been a group member of ISME. Being a group member of ISME helps keep us informed of music education worldwide!

The new CFMTA website now includes a link to ISME under “professional development” and ISME *announcement postcards* offering information on upcoming events as well as the ISME *online magazines* are now posted and available to all CFMTA members.

Other benefits of ISME group membership include discounted conference registration rates for CFMTA members at ISME regional conferences.

This past year ISME advertised the CFMTA 2013 conference to its members. The CFMTA Research Committee also hopes to access potential researchers through our ISME connection.

### **NATIONAL LEADERSHIP SUMMIT**

Conference call meetings were held in September and November, 2012 and March, 2013 and another is scheduled for late May. This group consists of representatives from twelve music educator groups and is chaired by CMEA past president, Ed Wasiak. These meetings include a sharing of information about each organization including updates on projects and programs. A highlight this year was the Coalition for Music Education project “Fill the Skies with Music” which saw Astronaut Chris Hadfield and Barenaked Ladies front man Ed Robertson collaborating between earth and space with an official song for Music Monday in May. Information about this and how to be involved was included in the January 2013 CMT. Participating in these meetings provided CFMTA an opportunity to publicize our new website, the Halifax Conference (with its piano and voice competitions), the National Essay Writing Competition and our newly formed Research component with a Call for Papers and Literature.

### **DATA BASE of MUSIC EDUCATORS**

The CFMTA data base of all post-secondary institutions and instructors in Canada that offer music programs was updated this year. I wish to thank Bernadette for assisting with this. This data base has been used to promote CFMTA and its programs to those teachers and students. It is available to the provinces if they wish this information.

### **ARTICLES FOR CANADIAN MUSIC TEACHER**

The following articles were prepared for the CMT during the 2012/2013 term:

*September Edition:*

Wellness Symposium -conclusion

Research Committee- intro and committee introductions

*January Edition:*

Focus on Research

*May Edition:*

Focus on Research/peer review process

## Building Partnerships

It has been my privilege to serve as Public Relations and Marketing Convenor for the past year. I wish to thank Barbara Long and Po Yeh for the exceptional work they did on the Advertising and Marketing subcommittee and Bernadette for all her assistance in updating files.

Respectfully submitted  
Pat Frehlich

## ADVERTISING AND MARKETING SUB-COMMITTEE

Committee members: Pat Frehlich, Chair  
Barbara Long  
Po Yeh

At the 2011 Executive Meeting, the following was recorded:

***New initiative: Banner and Advertising***

***Motion 26*** I move that an advertising committee be created to investigate & explore the advertising and branding of CFMTA. Moved by: Audrey Watson. Seconded by: Sandra Kerr. Approved.

*Chairperson: Peggy L'Hoir*

*Members: Carol Schlosar*

*Barbara Long*

*Po Yeh*

*Suzanne Campbell*

***Motion 27*** I move that if funds are required to explore future advertising, our Advertising Committee may use monies from the new Initiative fund with approval of the Finance Committee. Moved by: Charline Farrell. Seconded by: Judith Ammann. Approved.

***Directive 10*** Be it directed that any use of the official CFMTA logo or branding be formally approved by the Executive officers or their designate.

In February 2012 the following motions were approved by the officers and delegates in an e-vote.

***Motion #1:*** That up to \$4,000 from the New Initiatives money in the 2011-2012 budget be used for Po Yeh to work with a graphic designer for the creation of the templates for printed materials.

***Motion #2:*** That up to \$2,500 from the New Initiatives money in the 2011-2012 budget be used for a re-design and expansion of the CFMTA website to include French content, professional development content, additional links, information and a forum.

***Motion #3:*** That up to \$1,000 from the New Initiatives money in the 2011-2012 budget be used to add a search engine to the CFMTA website that would allow visitors to the website to type in their geographical location and/or postal code and receive a list of registered teachers in their area.

At the 2012 Executive Meeting the following motions and directives were made:

**Motion 20** I move that the current ad hoc Advertising & Marketing committee be changed to a permanent sub-committee of the Public Relations & Marketing Committee, currently chaired by Pat Frehlich. Moved by Barbara Long. Seconded by Rémi Lefebvre. CARRIED.

**Directive 7** That Po Yeh and Barbara Long continue to work with Joni and Don to finish the projects that will complete this stage of the advertising & marketing strategy.

Recorded by Barbara Long

**Directive 8** That the Advertising sub-committee investigate creating a Facebook page for CFMTA after the design template has been formulated. Members would be invited to “like” the page and post their events or news on it. Consideration needs to be given to controlling appropriateness of posts.

Recorded by Barbara Long

**Directive 9** Be it directed that a series of Power Point Presentations be prepared and distributed to local branches as a tool for members to use to reach out. These tools should be created after the development of the design templates. Some ideas for the presentations are:

“What we do for you” geared for branches and/or university teachers

“Why join CFMTA” geared for presentation to university students

“Celebrate CMW” geared for branches and/or school teachers [to be presented at their PD days]

One for parents of prospective students

Recorded by Barbara Long

Rationale: Personal contact is one of the best ways to reach people. Having these tools would make it easier and less intimidating for a member to present CFMTA to their university students or public school colleagues. These tools help ensure a consistent and accurate message is presented across the country.

We have been busy this year overseeing the creation of new resources for CFMTA members. Everything has taken longer than expected for a variety of reasons, many of them beyond our control.

- A brand new website with lots of new information and features. Visit [www.cfmta.org](http://www.cfmta.org) to check it out. Still to come in 2013-14 is the French side of the website.
- National and provincial media release form templates
- National and provincial letterhead templates
- Business card templates
- Canada Music Week bilingual posters and certificates; press release for William Andrews award; pre and post event press release templates to be used at the local and provincial level to advertise your events.

- Student Composer Competition poster template in both French and English, bilingual certificate templates as well as pre and post event press release templates for provinces to use for their events.
- Call for Composition national poster and press release template for provinces to use to highlight their winners with local and provincial media.
- Essay Competition national poster in French and English, as well as press release template for provinces to use to highlight their winners with local and provincial media.
- Young Artist provincial/regional poster template in French and English; pre and post event press release template, bilingual certificate template, ticket and program template.
- Provincial Rounds of National Piano and Voice Competitions poster templates in two sizes, bilingual certificate templates, pre and post event press release template.
- National Piano and Voice Competitions posters in French and English, bilingual certificate template, pre and post event press release template.
- Branching Out poster in French and English, pre and post event press releases for local and provincial associations to use for their events.
- Memorial Pedagogy bilingual certificate template, national press release template, provincial/local press release template to highlight a recipient from your area.
- Hugheen Ferguson Distinguished Teacher Award bilingual certificate template, national press release template, provincial/local press release template to highlight a recipient from your area.
- Prepared article for January issue of CFMTA announcing the website.

We still have more to do:

- The French side of the website, and French press release templates are on-hold waiting for word on a government grant for translation.
- Continue to inform delegates on the new features of the website such as the forum, resources and search engine.
- On-going updates for the website so that it remains current.
- On-going updates for posters etc.
- On-going communication with national and provincial chairs and delegates regarding what resources are available for their use and offering assistance where needed.
- Creation of Power Point Presentations for promoting CFMTA in different venues as discussed and directed at the 2012 Executive Meeting.

- Continue to look at new ways to promote CFMTA and advertise our programs to music teachers across the country and the general public.

Recommendations:

It is the goal of the Advertising and Marketing for CFMTA is that eventually all communications from national officers and chairs, local and provincial/territorial associations have a consistent presentation.

To that end we recommend that The Advertising and Marketing sub-committee

1. Remain a part of the Public Relations Committee.
2. Be responsible for
  - Creating a growing list of resources in both French and English that are available to delegates, local and provincial/territorial associations.
  - Assisting the chairs and webmaster with monitoring the website for currency and accuracy.
  - Assisting national, provincial and local chair persons and their committees with the use of marketing materials [print, web-based, social media] and advise on branding guidelines.

Finances:

The work that has been done has been paid for out of the 2011 New Initiatives Fund.

We are pleased to report that

- The new website was designed by Don Welshman at Media Smart for \$1,858.85 which is \$641.15 under budget.
- The forum and search engine features were added to the website at a cost of \$370.74 which is \$629.26 under budget.
- The posters and other work done by graphic designer, Joni Millar was done for \$2,974.13 which is \$1,025.87 under budget.

We would like to thank the Translation for their cooperation in helping us start the journey of offering resources in both official languages and the allotment of \$85.60 for some urgent translation.

When the original funding for a website was made in early 2012, the plan was to have a partially bilingual website. At the 2012 Executive Meeting in July, the decision was made to form a translation committee to assist CFMTA/FCAPM in becoming a bilingual organization.

**Recommendation:** That we have a French website designed to parallel the English one. The estimated cost \$1,600 - \$1,800. This is primarily the cost to have the website built to match the English one. Most translation expenses for this website will be covered from the government grant and translation funds that were approved in 2012. Some translation costs are expected and allowed for in this estimate.

In the past, the expense of updating/creating posters and resources for projects and competitions has come out of individual committee budgets.

**Recommendation:** To aid in consistency of branding, we are recommending that the Advertising and Marketing Committee oversee the development and updating of resources and that \$1,800 be allotted to the Advertising and Marketing Committee for these resources for 2013-2014 rather than having each individual competition and project chair cover the costs from their budgets. This expense is mostly a transfer of monies, but there is some new money allocated for new resources.

Submitted by,

Barbara Long  
Pat Frehlich  
Po Yeh

## RESEARCH COMMITTEE BOARD

This has been a very productive year for the Research Committee as it determined its goals and laid all the ground work to introduce a world class research component to members of the CFMTA.

The CFMTA Research Committee strives to differentiate itself from other Canadian research groups by accommodating “private studio teachers” and recommends that the topics of papers should be relevant, but not necessarily specific to them, including such items as pedagogy, wellness, early childhood music, and group teaching. These papers will be made available not only to members of CFMTA, but to the entire music community through the CFMTA website [www.cfmta.org](http://www.cfmta.org). They will also be published in the Canadian Music Teacher journal.

2012-2013 Conference Call Meetings for the committee occurred: July 11, Sept. 13, Sept. 24, Oct. 22, Dec. 11, and March 4.

Currently the committee consists of: Gilles Comeau, Pat Frehlich, Maureen Harris, Elaine Keillor, Leslie Linton, Louise Mathieu and Dale Wheeler.

Gilles Comeau, who arranged these through the University of Ottawa, chaired the meetings and agendas and minutes were prepared by Pat Frehlich. There was also a great deal of email correspondence amongst the Board between these meetings.

UPDATES of the committees progress was provided to the CFMTA officers by Pat Frehlich in October and January.

### ACCOMPLISHMENTS:

The following boards have been established:

Editorial Board: Gilles Comeau, Pat Frehlich, Maureen Harris, Elaine Keillor, Leslie Linton, Louise Mathieu and Dale Wheeler.

International Advisory Board: The following people have agreed to assist in the peer review process: Midori Koga, Jennifer Snow, Thomas Green, Jane McGrath, Janet Scot Hoyt

An evaluation document has been produced and will assist those persons peer reviewing papers. It provides clarity and continuity in the assessment process and ensures that a consistent and high standard be maintained. There will be a minimum of two, preferably three evaluators for each peer review.

Website:

Construction of the Research Homepage is now complete in both ENGLISH and FRENCH. It includes the following documents:

- an introductory page
- approved peer reviewed papers, both the abstract and full papers
- review of literature
- criteria for papers
- application process for submitting a manuscript
- peer review process

Canadian Music Teacher:

The newly created "Focus on Research" in the CMT was established to promote and encourage scholarly work in music pedagogy and to provide a forum for the dissemination of research on music teaching and learning. This has become a regular addition in the CMT. Articles regarding the Research Committee and its work were prepared by Pat Frehlich and can be found in the past three editions of the CMT (Sept. 2012, Jan. 2013 and May 2013).

Call for papers:

Having completed all the necessary documents regarding protocol and procedures the "official" Call for Papers has begun. Through Gilles and the committee a list of over 300 contacts has been created and relevant material has been sent to them announcing this CFMTA initiative. The Call will include two types of papers; the traditional research papers and the review of literature papers. We have had several inquiries from presenters at the Halifax conference and anticipate papers being submitted from them.

CFMTA Essay Competition:

Members of the Research Editorial Board have volunteered to act as jurors for the newly created 2013 CFMTA Essay Competition. Their work will be completed by June 1st.

#### **RECOMMENDATIONS:**

CFMTA/ BCRMTA Conference 2015:

Call for Papers/Poster Sessions

Pat Frehlich has contacted the Chair of the 2015 Conference to offer the assistance of the Research Committee, should they wish to include a "Call for Papers and Poster Sessions" as part of their conference. The Research Committee would ensure that proper protocol and procedures are followed for any presenters wishing their papers be peer reviewed. To date, BCRMTA has not made a decision in this regard.

Student Registration Rate

The Research Committee wishes to recommend to BCRMTA that a Student Registration Rate be set for students wishing to attend or present at this conference. The recommended amount is set between \$50.00 to \$100.00, as is the norm at other conferences, and would NOT include meals or banquets.

Respectfully submitted on behalf of the Research Committee

Patricia Frehlich, Chair

## PROFESSIONAL DEVELOPMENT BOARD

One of the primary goals of CFMTA/ FCAPM is to provide leadership in music education and promote and support high standards of education among our provincial and territorial members.

By exploring instructional techniques, refining professional practices, and broadening ourselves, both as educators and individuals, we as teachers continue to discover and expand the pathways to improve our professional practice.

To this end the Professional Development Committee, along with direction from the officers and delegates, strives to provide information and programs to assist our members in their journey of lifelong learning.

UPDATES of the committees progress was provided to the CFMTA officers by Pat Frehlich in October and January.

This committee currently consists of Peggy L'Hoir, Greg Chase, Olivia Riddell and Chair, Pat Frehlich.

### ACCOMPLISHMENTS:

#### Website:

A great deal of thought, time and energy went into creating the Professional Development pages for the new CFMTA website.

It includes the following : an introductory page

- resource links for teachers
- information on partner organizations
- ISME communications
- past editions of CMT magazines
- links to free online journals
- resource links for students
- links to online pedagogy books
- information on examination systems
- links to a variety of music apps

#### Networking:

A new initiative called "Forum" has been introduced on the website. An internet forum is designed to create online communication with other members as they read, post, and respond to discussions. It provides an opportunity for teachers to draw on the vast experience of their colleagues across Canada.

#### 2012 Wellness Symposium:

The Wellness Symposium- Empowering the Whole Musician: Mind and Body took place in New York City June 27-29, 2012. It was planned and co- chaired by Gail Beresen (MTNA) and Pat Frehlich (CFMTA).

There were 37 registrants in total from the US and Canada. Pat Frehlich provided an overview of the event in the fall CMT and at the request of CMT editor Dina Pollock two Canadian attendees offered articles sharing their thoughts and experiences- both were extremely positive !

Partnering with MTNA to host this professional development opportunity provides CFMTA

with a great financial saving as seen below:

GIFTS in KIND:

Promotional material- courtesy of MTNA (Graphics, advertising, bookmarks)		- NO CHARGE TO CFMTA
Rental Yamaha Recital Hall (3 days)	\$5000.00	- NO CHARGE TO MTNA/ CFMTA
Rental Steinway Recital Hall (including main foyer, museum and security)	\$3000.00	- NO CHARGE TO MTNA/CFMTA
Reception at Steinway Hall	\$2500.00	- NO CHARGE TO MTNA/CFMTA
<b>TOTAL</b>	<b>\$10,500.00</b>	

Symposium Financial Statement:

INCOME

37 registrants x \$150.00	
<b>TOTAL</b>	<b>\$5550.00</b>

EXPENSES

Postage	\$56.50
Supplies	\$18.29
Honoraria for presenters	\$4000.00
Brian Shepard- coordinator flight, hotel, meals	\$1564.05
Registration expenses	\$555.00
<b>TOTAL</b>	<b>\$6193.84</b>

Net loss \$643.84 (split between CFMTA and MTNA totalling \$321.92 each)

\*Please note that CFMTA did NOT cover any expenses for Co-Chair Pat Frehlich to attend this event\*

This was the second such collaborative event between the CFMTA and MTNA. The first occurred in 2008 and made profit of approximately \$250.00.

MTNA would entertain collaborating on another such event with the same location and similar format but perhaps a different subject matter. It was suggested that it could be held during the CFMTA non-conference year ( 2014) and has asked CFMTA to respond to that suggestion.

Respectfully submitted on behalf of the Professional Development Committee

Pat Frehlich, Chair



**CANADIAN FEDERATION OF MUSIC TEACHERS' ASSOCIATIONS  
FÉDÉRATION CANADIENNE DES PROFESSEURS DE MUSIQUE**

*Providing leadership in music education across Canada*

*Chef de file de l'éducation musicale au Canada*

2012 – 2013

## AD HOC COMMITTEE REPORTS

Halifax, NS



## STRATEGIC PLANNING COMMITTEE

Committee Members:

Rémi Lefebvre, Chair (NS)    Henry Klassen (YK)  
Pat Frehlich                      Po Yeh  
Stephanie Cole (PE)

**Motion 25 That a Strategic Planning Committee be formed Chaired by Rémi Lefebvre with Stephanie [Cole], Pat [Frehlich], Henry [Klassen] and Po [Yeh] as members.**

**Moved by Rémi Lefebvre Seconded by Kilby Hume CARRIED**

This committee will work with the "10 year plan" so that it can be revised and turned into a concrete action plan to help the association move forward. It was suggested that the Strategic Planning Committee look at whether or not we need to add additional time for our executive meeting.

**Directive 13 Be it directed that the ad-hoc Strategic Planning Committee investigate different procedures for succession of chairs & bring proposals back to the 2013 executive meeting.**

Recorded by Barb Long

Directive 14 Be it directed the ad hoc Strategic Planning Committee investigate "Ideas for more equal rep" with input from the delegates.

Recorded by Rémi Lefebvre

General Overview:

The Strategic Planning Committee began their meetings and discussions in October of 2012. Early meetings consisted of brainstorming and discussing the strengths of CFMTA as an organization, as well as key aspects that require focus moving forward.

Early on in discussions, it became apparent that there was "a whole lot more going on" that anyone had originally thought, and that the committee would have much to consider before developing a concrete, written out, 10-year plan.

Original discussions pointed out that the organization has slowly been distancing itself from the original mandate. The Committee assessed that the original goals of

The Association will have to be revisited and considered when developing the 10-year plan. Another point that was mentioned was that, at times, there seems to be a breakdown in communication both at the Officers' level and at the Delegates' level.

Considering other aspects of the organisation, the Strategic Planning Committee identified a number of opportunities to our organisation as well as a number of threats that can make development and growth difficult.

Opportunities available to the organisation include options to increase revenue by assisting provinces in reaching out to new members, approaching corporate sponsors and through public funding campaigns. The Committee also saw clear opportunities to develop educational materials for the membership, most likely through partnerships with other organisations. CFMTA also has the opportunity to reach out to its members using a variety of technologies, including social media.

One of the biggest perceived threats to the organisation is a lack of communication, at every level. This makes it difficult to reach the membership and promote the work we do and the programs we offer. There was also mention of personal agendas and feelings as well as history affecting the development of the organisation. It was discussed that at times, there appeared to be levels of “clickishness” in the leadership of the organisation that included a lack of transparency as well as receiving mixed or conflicting directions (conflicting with others, or with our current P&P and Bylaws) from the leadership.

After these initial discussions brought up so much thought and information, the Committee decided to launch a survey that would be distributed on the national level to help determine how our members see CFMTA and to help determine our direction. The survey was created and has been released in the most recent CMT Magazine. It will also be forwarded to the Delegates via email.

Discussions regarding our organization and the 10---year plan are ongoing and will be continued as survey results start to filter in.

**Directive 13 Be it directed that the ad---hoc Strategic Planning Committee investigate different procedures for succession of chairs & bring proposals back to the 2013 executive meeting.**

**Recommendation 1:** Despite the importance of this issue, Strategic Planning feels it necessary to finish our work with the By Laws and Articles of Continuance before strategizing this item. We need to get our internal documents clear and up to date and then discuss methods.

**Recommendation 2:** Chairs should be allowed to speak on any and all issues at the executive meeting. They have valuable opinions and insight. Not being able to vote should not be an issue as the Secretary Treasurer contributes to all discussions and does not hold a vote. For healthy growth, we must foster a positive, open, collaborative attitude to the work we do.

**Recommendation 3:** To properly discuss and assess our programs, it is vital that the delegates be given the opportunity to ask questions to the Chairs of each program as discussion arises during the Executive Meeting. For this reason, it is important for Chairs to attend, regardless of delegate or voting status. In camera sessions can be used for confidential matters and other sensitive discussions.

**Recommendation 4:** Since our paid employee occupies two positions which in the past were filled by delegates and were Officer positions, be it resolved that CFMTA create an Administrator position to replace the present Secretary/Treasurer position.

**Recommendation 5:** After creating an Administrator position, be it resolved that the redefined Secretary and Treasurer positions be filled at the Executive Committee Meeting in 2014 from among the delegates adding their number to the Officers.

**Recommendation 6:** Be it resolved that most of the duties of the present Secretary/Treasurer position be transferred to the new Administrator position and that the new Secretary and Treasurer positions be redefined as to administrative duties.

**Recommendation 7:** Be it resolved that the Executive Committee strike an ad hoc committee to redefine the duties of the new Secretary and Treasurer positions in time for the positions to be filled in 2014 for a one year term, after which the positions would revert to the usual two (2) year terms.

**Directive 14** Be it directed the ad hoc Strategic Planning Committee investigate “Ideas for more equal rep” with input from the delegates.

Strategic Planning felt that it was up to the Delegates to step forward and offer their names for committees that are of interest to them. Delegates are also permitted to contact committees after the meeting and request to join.

More equal representation could be achieved by requiring each Delegate to sit on a minimum number of committees. This would need to be added to the Delegate job description in the Policy & Procedure manual.

## **Advertising & Marketing**

Strategic Planning consulted with the Advertising and Marketing Committee to source a number of recommendations on moving forward with, and maintaining the new Advertising and Marketing initiatives. These recommendations, from the Advertising and Marketing Committee are included below, with notes from the Strategic Planning Committee where applicable:

### **#1 – Updating Press Releases**

The Chair of the event should be responsible for updating the press releases related to their event because they are the ones with the knowledge and information. Chairs may need to request some reporting form the local/provincial levels. The press release should be proofed by the Public Relations and Marketing Committee for consistency in presentation, and then forwarded to the President for final approval.

### **#2 – Distributing Press Releases**

Whenever possible, the national chairs should send the prepared press releases to their Provincial and local counterparts for distribution in the local and provincial papers.

Rationale: Newspapers and radio stations are much more likely to feature the report if submitted by someone local about a local person/event. Example: Canada Music Week would send press

release to the provinces of the Student Composer Competition winners and ask them to forward to local media.

### **#3 – Maintaining a current database of contacts**

Databases of current contacts should be maintained by the Secretary---Treasurer in consultation with the Public Relations and Marketing Committee. These databases should be made available to the chairs to use. The contacts will need to be personalized for each distribution depending on the event, its target audience and the person sending the letter. Example: for distribution in a university, the Young Artist convenor may know someone personally to contact that may be more effective in getting the materials distributed.

### **#4 – Responsibility for on---going translations**

The Public Relations and Marketing Committee should include an estimate of their translation costs for posters and press releases in their annual budget submission. Chairs should budget for translation of competition guidelines etc. in their budgets.

### **#5 – Updating, personalizing and mailing of certificates**

The Secretary---Treasurer should be responsible for updating, personalizing, applying signatures, seal and mailing of certificates for all events. The new bilingual certificate templates should be used and should be proofed by the Translation Committee.

### **#6 – Signing of certificates**

All certificates should be signed by the CFMTA President, the Chair of the project and the adjudicator if applicable. The Secretary---Treasurer should keep the digital signatures of the President, chairs and adjudicators on file.

### **#7 – Updating and creation of posters**

Public Relations and Marketing Committee will work in consultation with chairs and the graphic artist on the creation of new posters. Public Relations and Marketing Committee is responsible for ensuring guidelines for use of logo etc. are followed.

### **#8 – Poster budget**

The Public Relations and Marketing Committee should solicit a yearly estimate from the graphic designer that includes marketing materials for all projects, and translation costs and submit it as part of their annual budget request to the Finance Committee.

### **# 9 – Creation of French website**

The Public Relations and Marketing Committee should solicit quotes for the creation of the French website using the same layout and graphics as the English. The Translation Committee should be consulted in the review and selection process. The recommended designer should be submitted to the Officers for final approval.

### **#10 – Maintenance of website content**

Both the Webmaster and the Public Relations Committee should monitor the website to make sure it is current, contacting the chairs as needed for updated content.

Committees and Chairs are responsible for updating their website content and getting approval for any changes from the President.

This material should be forwarded to the Webmaster for posting on the websites. French content should be proofed by Translation Committee before posting.

Rationale: Maintaining a current website is important but with so many projects and events, it is easy for something to get out of date. There is wisdom in spreading the responsibility for being current three---ways.

### **#11 – Social Media**

During the July 2013 Executive Meeting, the delegates should revisit the issue of how and when CFMTA should have a presence in Social Media.

- Strategic Planning feels this will require discussion amongst the delegates due to the complexity of this particular issue.

### **#12 – Survey**

The Strategic Planning Committee is requested to include some general questions about Public Relations and Marketing [website, CMT, posters etc.] on their upcoming survey.

- Strategic Planning has decided to put these aside for the present, as the survey being created is to gather a general overview of the association. Introductory questions will(have) been placed in the Strategic Planning Survey.

### **#13 – Ad swaps**

During the 2013 Executive Meeting, the delegates will need to discuss CFMTA entering into ad swaps with interested organizations who have requested such swaps – Music Teachers National Association, Federation of Canadian Music Festivals. If approval is given, policy guidelines should be drawn up.

- Strategic Planning agrees that this needs consideration and discussion. One potential option is for the executive to have a set number of pages reserved in each issue to publish notices and ads that they deem of value to the membership. A strategy needs to be developed so that these free ad swaps will not infringe on the Editor's ability to generate income from the issue.

### **Final Recommendations:**

After a year of thoughtful discussion, the Strategic Planning Committee would like to present the following recommendations to the Delegates:

- CFMTA should recommend to each Province/Territory that they request their Delegates serve for a term of no less than 4 years.
- CFMTA needs to investigate ways to inform the entire membership of the services and resources it has to offer.
- CFMTA should continue to grow and develop new and existing relationships with partnering musical and educational associations and organizations.
- CFMTA should conduct an annual or biennial review of all paid positions.
- CFMTA should establish contract terms for all paid positions. The contract could be negotiated after the review process. (a standard industry practice in the arts)
- The Strategic Planning Committee be made a standing committee for the following reasons:

- Directive 13 will require further discussion after the 2013 meetings.
- Survey results will need to be analyzed, discussed, and presented.
- The Fundraising Committee will need to be consulted in order to include fundraising in the developing 10--year plan.
- The 10--year plan will need to be completed and presented once survey results and further discussions have taken place.

In conclusion, the Strategic Planning Committee would like to thank the Officers and the Delegates for the opportunity it has been given to examine our organization. We hope to be provided with a chance to continue the work and complete the directives that have been given, in addition to any others that may be presented.

I (Rémi) would like to thank the Committee for their tireless work and dedication. It has been a great honour and adventure to serve as Chair for this ad--hoc committee. Should Strategic Planning be made into a standing committee, I look forward to remaining on the team, despite being unable to be its Chair.

Respectfully submitted on behalf of the Strategic Planning Committee,

Rémi Lefebvre, RMT  
Chair of Strategic Planning

## **Community Relations Committee**

The CFMTA Community Relations Committee was formed last year to start thinking about building relationships in our different stakeholder communities and establish a longer-term financial sustainability for programs.

As we started looking at the possibilities, it quickly became apparent that this is a huge area of both opportunities and challenges.

CFMTA is an established organization with a strong national base of committed membership in communities across Canada. Our members are involved in the education and mentorship of young people, and our programs support Canadian musicians and composers. This provides the opportunity to appeal to our members for fundraising initiatives as: annual campaigns, crowd funding projects, or an endowment campaign.

To approach other corporate funders, it will take time to introduce CFMTA to companies who are not familiar with the organization. CFMTA is little known outside the music industry, and most activities are annual and take place at the local level. Many of our programs are for the benefit of our members and their students, or take place during the bi-annual convention. This poses a challenge, as government, foundation and corporate funders generally exclude funding for conventions, travel, membership organizations or activities that are competitions. The funding process is very competitive and most applications are made online. Large corporations have specific interest areas and mandates for community investment, and are usually also looking for brand and media exposure, client entertainment opportunities, ways to engage their employees in the communities where they have business, and measurable results over the longer term.

As CFMTA is new at fundraising, the next steps should involve establishing structures and procedures to guide the process. Many applications and approaches are made at the local, city, provincial or regional levels. We recommend that there be provincial and national contacts to assist with proposals and to ensure provincial and national fundraising interests are complimentary; and identify individuals to represent the organization at the local, provincial and national levels with the authority to enter into discussions with possible funders and determine benefits for sponsors/donors.

Respectfully submitted,

Annie Avery  
Po Yeh  
Community Relations Committee Co-chairs

## TRANSLATION COMMITTEE

### Committee Members:

Rémi Lefebvre, Chair  
David Coté  
Pat Frehlich

Barbara Long  
Lynn Gagné

### Directive 12: June 2012

**Be it directed that an ad hoc committee will be formed to prioritize the order in which CFMTA materials will be translated with Rémi Lefebvre as Chair and David Cote/Lynne Gagne/Barbara Long as members.**

The Translation Committee compiled a list of documents that required translation. This document included (but is not limited to) press releases, website materials, posters, P&P and Bylaws.

A word count was established (33,340) and Bernadette Bullock began working on the government grant.

Quotes were sourced from a variety of translators and the Committee decided on working with Annick Philibert.

Meanwhile, the Committee accessed some of its \$3,000 to translate President Letters, and a few other documents that were urgent, primarily promotional materials. This was all kept in line with the budget and knowing what work lay ahead.

It was decided that the P&P Manual, as well as the Bylaws would not be translated right away as these documents are undergoing extensive changes. They will be translated once they become a little more solid.

The grant was completed and sent out on April 1<sup>st</sup> of 2013. We are currently awaiting results.

Once the grant is approved, we will launch into translating the website (which is considered a main priority as it is often our first point of contact with members and potential members, as well as the public) and we will then move through the other documents.

In conclusion, the Translation Committee recommends the following for the Delegates' consideration:

**RECOMMENDATION 1:**

That the Translation Committee be made into a standing committee, which will continue to work with CFMTA Officers to ensure all public materials, moving forward, are available in both National Languages.

Should the Committee become a standing committee, the current members would like to nominate Barbara Long as Chair of the Translation Committee.

**RECOMMENDATION 2:**

That a recurring budget line called Translations be created and that it be allocated the amount of \$1,500 every year. These funds will be used to translate communications and other working documents.

**RECOMMENDATION 3:**

That the grant process be reinitiated for a second time, with additional funds (to be calculated), once we are done the work on our P&P Manual and By Laws. These two documents, central to our organization, should be translated as soon as they reach a level of certainty.

Respectfully submitted on behalf of the Translation Committee:

Rémi Lefebvre, RMT Translation Committee