

State Music Education Association

Advocacy Grant Program

The most important advocacy actors for music education at the state level are the state music education associations (MEAs) affiliated with the National Association for Music Education (NAfME). MEAs are active in all 50 states and the District of Columbia (as well as in support of the Department of Defense schools and India), and work with NAfME toward the general goal of advancing music education by promoting the understanding and making of music by all.

The 2015 passage of the Every Student Succeeds Act (ESSA) has moved much of the decision-making for education policy to lawmakers at the state level, while encouraging stakeholders to be actively involved in the process. Most states across the country have adopted new state music standards, and more are in the process of doing so. With the emphasis on the important role of states in educational policy, along with new state action to support standards-based music education, now is the time to advocate at the state level to advance music education.

The Country Music Association (CMA) Foundation understands the need to create advocacy resources at the state level. Guided by the generosity of the country music community, the CMA Foundation focuses on improving and sustaining music education programs everywhere while supporting worthwhile causes important to the Country Music Association. Since its inception, the CMA Foundation has given more than \$25 million to organizations enhancing the lives of students through the power of music.

CMA is partnering with NAfME to administer State Music Education Association Advocacy Grants to support the work of our state MEAs with the goal of augmenting existing advocacy initiatives and creating new advocacy opportunities.

GRANT DETAILS AND TIMELINE

- NAFME will begin collecting applications on March 26, 2019.
- The application deadline is May 15, 2018.
- CMA will select five award winners and will announce them at this year's NAFME National Assembly held on June 19 through June 22, 2018, in Washington, DC.
- Grants will be distributed for work to be accomplished between July 1, 2019, and June 30, 2020.
- Grant awards will range between \$3,000-\$5000, though exceptions may be made for innovative ideas with a cost above this range.
- The purpose of these grants is to provide seed money to either enhance advocacy initiatives or start new initiatives. They are not available to serve as funding for existing initiatives.
- Applications are to be submitted to both NAFME and CMA Foundation by emailing Tooshar Swain at tooshars@nafme.org and Falon Keith at fkeith@cmaworld.com.

CRITERIA FOR SELECTION

Only projects in the area of advocacy will be considered. Innovative ideas tailored to a state's advocacy needs are strongly encouraged. These may include, but are not limited to:

- Enhancing an MEAs Advocacy/Hill Day or helping facilitate an MEA's inaugural Advocacy/Hill Day
- Helping advance legislation, initiatives, or policies that promote diversity and that are culturally proficient and responsive
- Providing guidance that promotes music education examples for ESSA and other supplemental funding opportunities for music education
- Enhancing, implementing, or creating state music and arts standards
- Building coalitions with traditional and non-traditional groups
- Advocating for stronger certification and licensure requirements
- Promoting access to the music teacher profession for candidates with diverse backgrounds
- Grassroots efforts using traditional methods and/or digital media
- Professional development sessions on advocacy for music educators, music education parents, and/or other stakeholders at state conferences or other events

*All activities must follow your state's lobbying laws and regulations. Read more on the next page.

RESTRICTIONS

- No grant money can be used to acquire professional lobbyists or additional staff.
- All grant money must be used for advocacy efforts for the federated state organization applying. No grant money may be used for an affiliate or other organization.

COMPLIANCE WITH STATE LOBBYING LAWS AND REGULATIONS

All U.S. states and territories regulate “lobbying activities” – this can include attempts to influence legislative decisions and/or executive branch decisions regarding existing or proposed laws, rules, regulations, policies, or other government actions. State lobbying laws vary significantly across the country. In some states, only the lobbyist, the person actually communicating with public officials, must register and file disclosure reports. In other states, the lobbyist and the person or entity compensating the lobbyist – often called a “lobbyist principal” or “lobbyist employer” – must register and file reports. Many states also regulate “grassroots lobbying” – efforts to encourage members of the public to communicate with officials about issues. In addition, the amount and type of information that must be provided in a lobbying registration or report can vary from state to state.

Each applicant is responsible for determining whether the activities to be performed as part of their project will constitute regulated lobbying. The applicant is also responsible for complying with all lobbying registration and reporting requirements, including ascertaining who must register, the applicable registration fees, and the information that must be disclosed in the registration and periodic reports.

Application

STATE MUSIC EDUCATION ASSOCIATION NAME:

STATE MUSIC EDUCATION ASSOCIATION APPLICANT CONTACT:

EMAIL:

PHONE NUMBER:

ADDRESS:

What have been some of the biggest obstacles in your state that prevent access to music education for all students?
What work has your MEA done to try to address these obstacles?

What are your advocacy goals for the 2019-2020 school (fiscal) year?

How has your MEA advocated for music education at the state and local level, and how have you demonstrated a commitment to the broader cause of advocacy for music education?

How do you anticipate using the State Music Education Association Advocacy Grant to improve your advocacy efforts in FY2020?

How will you know you were successful at the end of the granting period? What will you have done as a state MEA?
What metrics will you use to determine success? What will have changed because of your work?

What (if any) challenges do you anticipate along the way?

Provide a brief budget outlining how you will spend the State MEA Advocacy Grant program dollars if awarded. Please provide a timeline for grant execution.

Provide an estimate of the funds you currently spend on advocacy-related activities.

What additional information would you like to share to help us better understand your vision for your State MEA Advocacy Grant application?