



AMTA Stakeholder Survey Summary May 25, 2018

Overview

The transition of a long-tenured executive is a pivotal period for an organization. The most successful transitions pay attention to the strategic opportunities and challenges on the organization’s horizon and consider how these strategic and near-term priorities inform the experience, skills, and personal attributes desired in the new executive. As AMTA prepares to launch the search for its next executive, the organization values the opportunity to integrate input from many sources. AMTA established a Stakeholder Committee and launched a survey to gather broad-based input.

AMTA’s social media and direct email to MT-BC’s generated a tremendous response to the Stakeholder survey. The survey received 1,687 responses from professional members, nonmembers and students with representation from all regions, including international. The aggregated results reflect significant alignment across all stakeholders.

85% of respondents agree/strongly agree that the work AMTA is advancing is relevant to the music therapy profession.

ABOUT THE ORGANIZATION		
AMTA Work Most Valued	Opportunities	Threats
<p>Advocacy</p> <p><i>Educational Materials/ Publications Conferences</i></p>	<p>Licensure/Recognition of MT-BC Status</p> <p><i>Public Awareness of Music Therapy Legislative Presence.</i></p>	<p>Limiting Work <i>(lack of recognition of MT- BC in healthcare/public education systems)</i></p> <p><i>Concerns Within the Music Therapy Community</i></p> <p><i>Economic Sustainability.</i></p>

PRIORITIES for the NEW EXECUTIVE		
Music Therapy	Impact	Operations
<p><i>Understand & represent music therapy</i></p> <p><i>Increase public awareness & value</i></p> <p><i>Identify legislative “hot topics</i></p>	<p><i>Build relationships across the broader music therapy community</i></p> <p><i>Continue & grow member services</i></p>	<p><i>Develop rapport with AMTA staff</i></p> <p><i>Manage AMTA as a business</i></p> <p><i>Diversify revenue streams</i></p>

ABOUT THE NEXT EXECUTIVE		
Experience	Skills	Personal Attributes
<p>Advocacy</p> <p><i>Fiscal Management</i></p> <p><i>Member Association Management</i></p> <p><i>Understanding of Therapy/Music Therapy</i></p>	<p>Communication <i>(strong written & verbal)</i></p> <p>Interpersonal Skills <i>(relationship building & multidisciplinary)</i></p> <p>Strategic Planning</p> <p>Organizational Management</p> <p>Budget Management</p> <p>Board Development.</p>	<p>Passion for AMTA's Work</p> <p><i>Belief in the Intrinsic Therapeutic Value of Music</i></p> <p>Transformational Leadership <i>(able to make changes given new information)</i></p> <p>Innovative <i>Thinks Outside the Box</i></p> <p>Open-Minded <i>Willingness to Learn</i></p>

Conclusion

Overall, professionals, students, and nonmembers align in their perspectives regarding strategic opportunities and challenges, near-term priorities, and the experience, skills, and attributes for the next executive. To review a summary of the full summary, please go to <insert link here>.