



Making an Advocate of Your Principal: *10 Tips to Use Starting Monday*

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**MUSIC & ACHIEVEMENT
COUNCIL**

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*What one word describes
your favorite teacher?*

The Two Queries...

1. *What Do Principals Really Think?*
2. *What Have You Done to Make an Advocate out of Your Principal?*

1. What I love best about my music teacher is that he/she is. . .(here we go!)

Caring
Dedicated
Passionate
Committed
Success-oriented
Organized
Dynamic
Positive



A Team Player/Builder with Students, Staff and Parents

1. What I love best about my music teacher is that he/she is. . . (cont.)



Communicative
Encouraging
Flexible
Professional
Creative
Talented (Performer)
Intense (In a Good Way)
Effective with Pedagogy

1. What I love best about my music teacher is that he/she is... (cont.)

Responsible

Collegial

Motivational

Inspirational

Helpful

Content-oriented

A Music Advocate (Recruiter)

Demanding (Of Self *and* Students)



2. To improve the music program, I would ask my music teachers to. . .

Communicate! Communicate! Communicate!
Coordinate/Collaborate with Colleagues
Articulate with Feeder Schools More
Recruit/Retain More
Focus on Building Group Culture
Promote More
Perform More



2. *To improve the music program, I would ask my music teachers to. . .(cont.)*



Help Administrators to Help Them
(esp: Class Sizes and Program Building)
Extend Learning Into the Community
Develop More Partnerships
Incorporate School-wide Objectives
Assess Their Own Programs More Often

3. What troubles me most is that he/she is not. . .

Passionate
Considerate of the “Big Picture”
Communicative
Demanding Enough
Managing the Classroom Well
Lesson-planning Effectively
Even-tempered
A Team Player
Organized



What Have You Done to Make an Advocate Out of Your Principal?

- Always Have Small Ensembles READY to Perform
- Invite Her (and Faculty) to PERFORM in the Holiday Concert
- Copy Him on All Correspondence
- Communicate Music Advocacy Information
- Help with Building Community within the School
- Took him Golfing . . . *He Won!!!!*

Why is Communication So Critical?



Why is Communication So Critical?



1. Speak the language of your principal
and teach them as well.



1. Workforce Development: <https://bit.ly/3NLxOD1>

In Tune Magazine, Teacher's Edition: Pages 6-7



The Top 10 Skills

Crucial for Effective Workforce Development...
and How They Are Developed in Music

and how they are developed in music
crucial for effective workforce development...

the top 10 skills

1. Workforce Development: <https://bit.ly/3NLxOD1>

In Tune Magazine, Teacher's Edition: Pages 6-7

The Top 10 Skills Crucial for Effective Workforce Development...and How They Are Developed in Music

Communication

Teamwork

Adaptability

Problem Solving

Leadership

Emotional Intelligence

Time Management

Critical Thinking

Work Ethic

Conflict Resolution

1. Workforce Development: <https://bit.ly/3NLxOD1>

In Tune Magazine, Teacher's Edition: Pages 6-7



CONSIDER
A CAREER
IN MUSIC!

What if EVERY Concert You Planned Became a Student Career Lab?





1. Workforce Development: The Concert as Career Lab... Expanding Access & Opportunity through Authentic Music-Making

*How a Single Concert
Can Open Doors
to Dozens of Careers*



**CONSIDER
A CAREER
IN MUSIC!**

Expand your Program into CAREER PATHWAYS that include:

- Arts and Media Production
- Marketing and Communications
- Event Logistics and Entrepreneurship
- Technology and Sound Engineering
- Leadership and Project Management
- Partnerships

All of these provide experiential learning
and genuine student agency!



Concert Role	Real-World Career Connection	Student Opportunities
Program Designer	Arts administration, event planning	Students design program layout, write bios
Stage Crew & Logistics	Production management, live sound, lighting	Students manage stage flow, cues, mics
Publicity Team	Marketing, social media management	Students create posters, social posts, press releases
Photographer/Videographer	Content creation, music journalism	Students shoot and edit media
Master of Ceremonies	Broadcasting, public speaking	Students script transitions and host
Community Liaison	Nonprofit engagement, donor relations	Students coordinate sponsors, volunteers
Recording & Editing	Audio engineering, music tech	Students capture, mix, and publish recordings

2. Engage Your Principal Directly



Come on down...

“Help me give out
instruments to the kids!”



2. Engage Your Principal Directly



Come on down...

“I need an audience
to help the students
prepare for...”



2. Engage Your Principal Directly



Come on down...

“Could you give a presentation to the Booster Parents?”



2. Engage Your Principal Directly

Come on down...

“Could you provide
Opening Remarks at our
upcoming concert?”



Praise your administrator in front of the parents.

Have students present a signed, framed print as a thank you!

3. Ask your students to complete the sentence, *“Music makes the difference because. . .”* then use their responses.

“...when you’re sad and then you hear music, it will cheer you up. And when you’re down, it will make you get up from where you are and start dancing. Music will always be there for you.”



“Music makes the difference because. . .”

“...it makes me feel free and like nobody is judging me.”

“...it’s a perfect way to tell and show how you feel.”

“...hearing music helps me work and helps me be the person I want to be.”

“Music makes the difference because. . .”

Use their responses. . .

- a. As copy for recruitment fliers and posters at feeder schools
- b. In your upcoming concert programs
- c. In your school newspaper’s “music corner”
- d. As copy for your state’s MEA publications
- e. As copy for a publication about your school’s FANTASTIC music program

Sign up for Band!



“I like to make friends and perform for my family. Just do it!”

Tony Wright
Mozart MS Band

See your music teacher or guidance counselor



4. Quote the value of Music Education in any of the above outlets but especially on recruitment information! Also share with your principal.

Best Resource EVER:

AskKarlB

www.musiciseducation.org/





5. Recruit 24/7

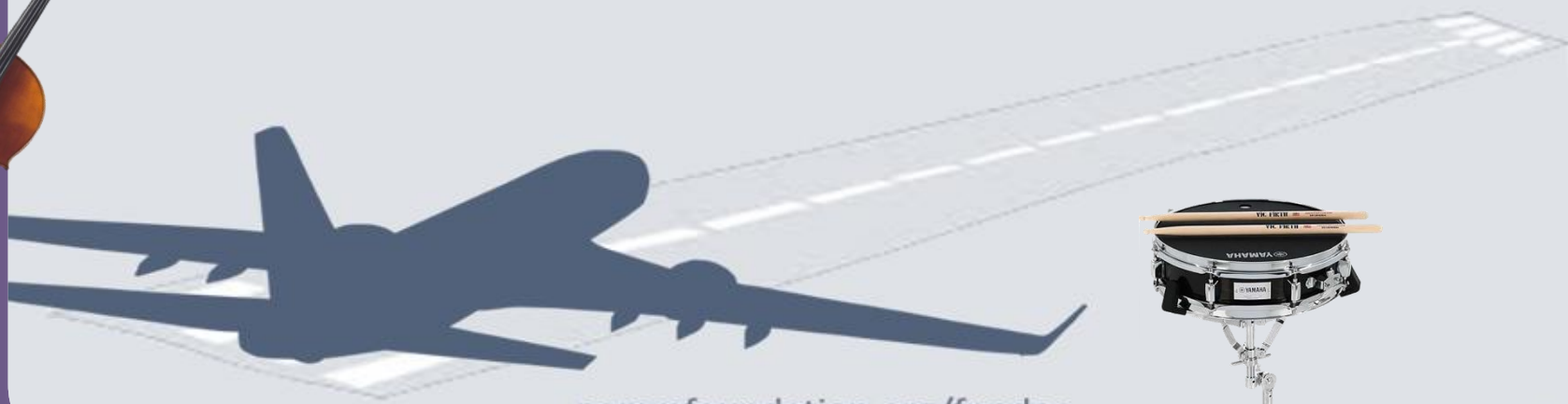




Taking Off This Fall in a
School Near You!



FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION



nammfoundation.org/fpndoc





FIRST PERFORMANCE

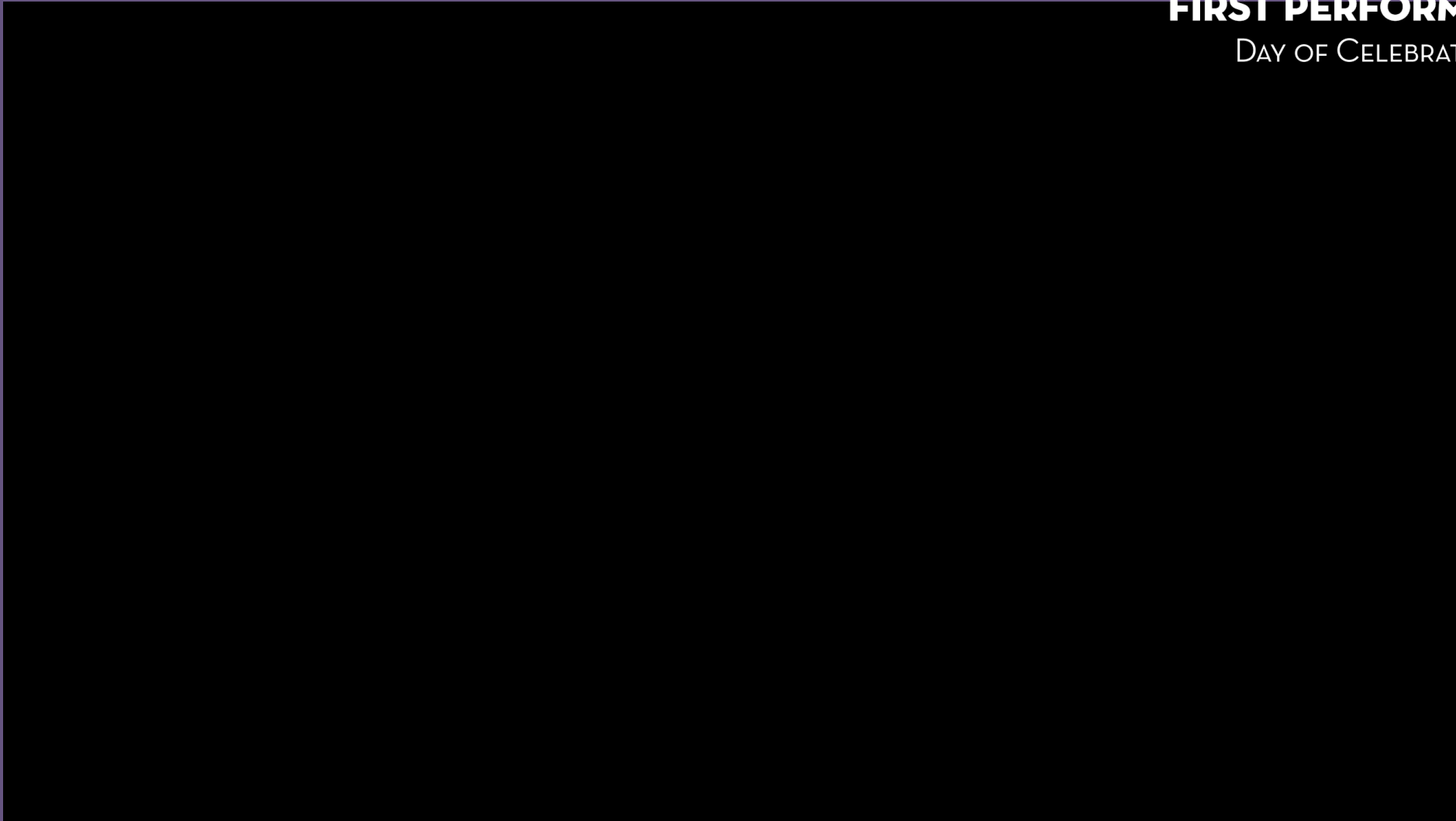
DAY OF CELEBRATION

View Video at: <https://youtu.be/lk0xiAjwaGU>



FIRST PERFORMANCE

DAY OF CELEBRATION





FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION
Celebrate Your Beginning Students

Presented By
**MUSIC ACHIEVEMENT
COUNCIL**
Music Teacher's Professional Development



First Performance Toolkit

www.nammfoundation.org/fpndoc

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MSFQ.org/guide

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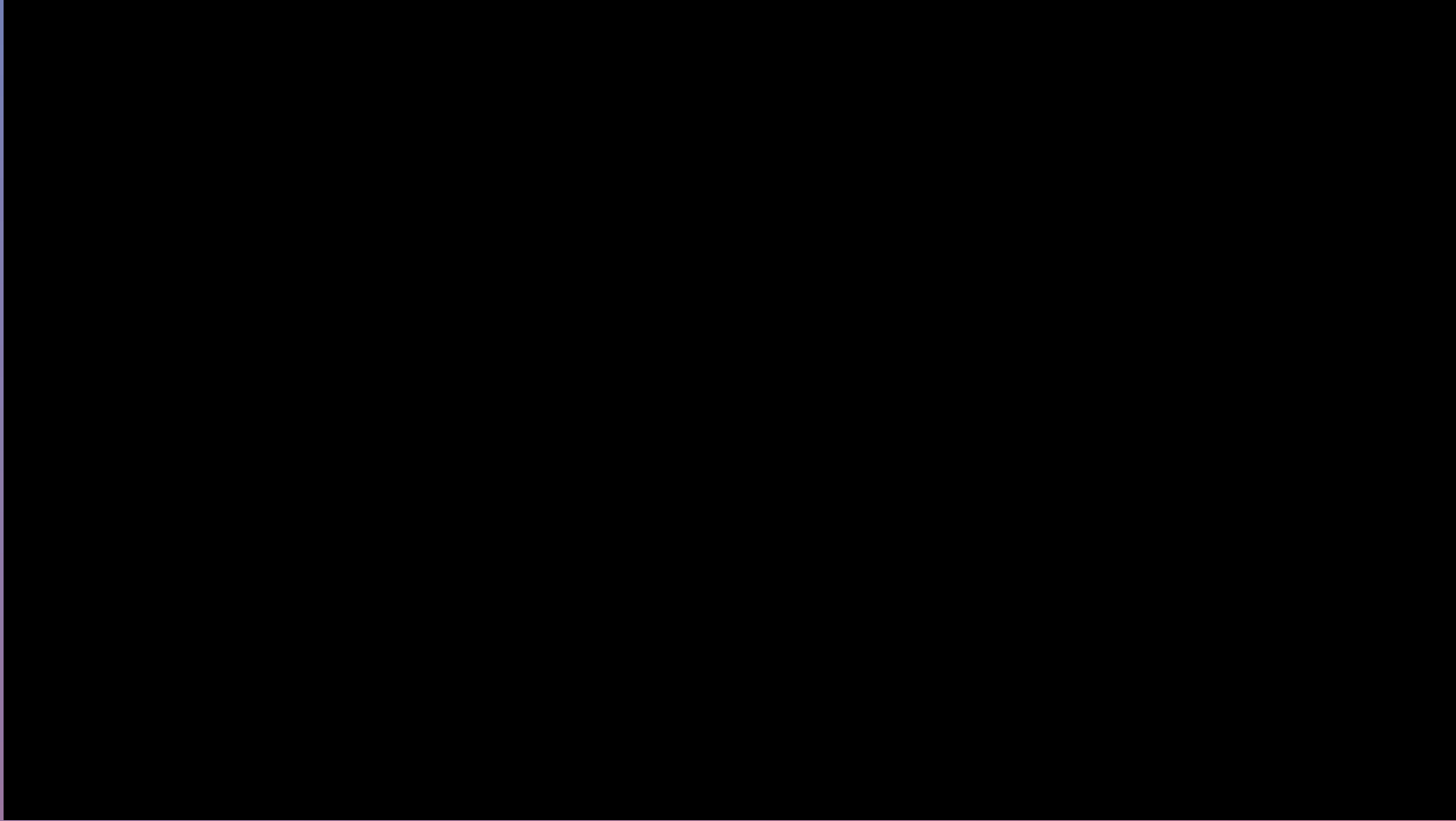
Choose to Teach Project: Words of Encouragement



<https://www.youtube.com/watch?v=OgW0jHvmMos>

MSFQ.org/guide

Choose to Teach Project: Words of Encouragement



<https://www.youtube.com/watch?v=OgW0jHvmMos>



Receive FREE
student
recruiting,
retention,
advocacy, and
teacher support
tips monthly

MSFQ.org/guide

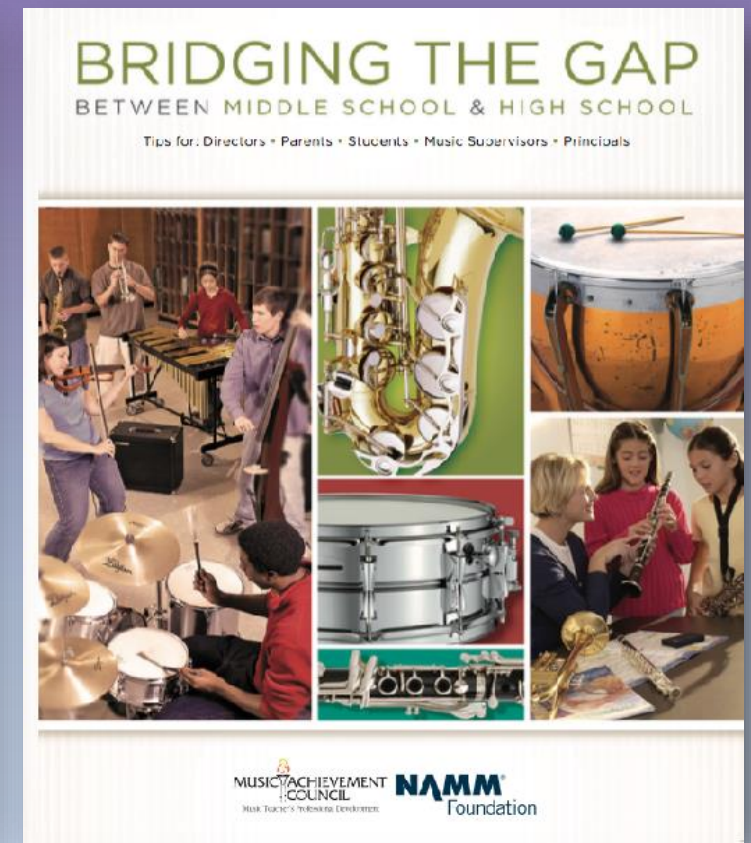
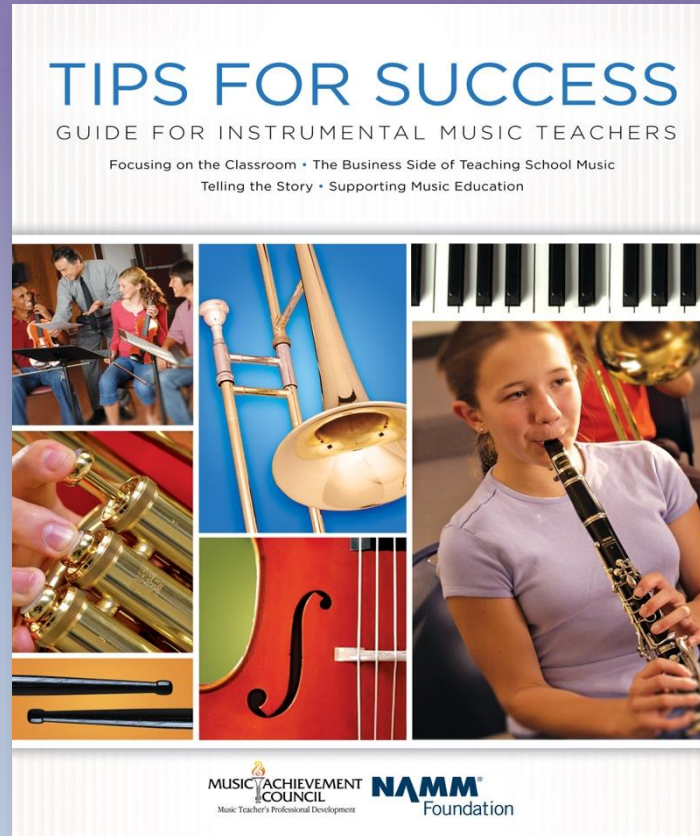
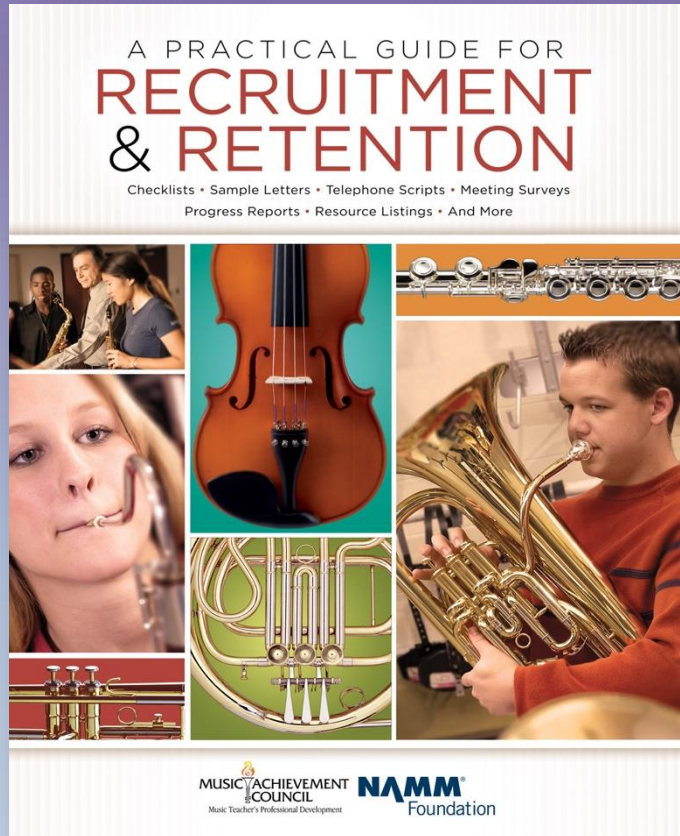


More to Start
Fewer to Quit



Additional MAC Resources

MusicAchievementCouncil.org



6. Expand: Broaden Your Base

OMG! Does this mean that I have to
Learn Something **New**???



6. Expand: Broaden Your Base

We Have the Power: *The Joy of Music-Making*

Expand your program

Teach so that students will be able to go on and DO music without us

Acknowledge and honor ALL music and ALL learners

Larry Livingston



6. Expand: Broaden Your Base

A. Consider **Who** We Are Teaching

Do our programs reflect our demographic?

Do our programs serve ALL students?

Are we maximizing the kids and music relationship?

Do we really need more kids in conservatories?

OLD SCHOOL:

If students wanted to be musicians, they had to play an instrument and take lessons

NEW:

If provided with an opportunity to study music through the exploration of the power of music in their lives, our classes would be overflowing

6. Expand: Broaden Your Base

“De-mythalyze” Classical Music

Address Student Interests/Needs/ Cultural Backgrounds

Guitar

Steel Drum

Drumming

Bluegrass

Music Technology

Gospel Music

Mariachi

Hip Hop

Commercial Music

Ukelele



0:04.22

Make Music Without Us!
Cleveland Heights HS Gospel Choir



Make Music Without Us!
Cleveland Heights HS Gospel Choir



Mission Valley High School
Steel Pan Ensemble, Anne Fennell





Mission Valley High School
Steel Pan Ensemble, Anne Fennell



2017 MARIACHI VARGAS EXTRAVAGANZA
MARIACHI COMPETITION
HIGH SCHOOL FINALS - DECEMBER 2, 2017



2017 MARIACHI VARGAS EXTRAVAGANZA
MARIACHI COMPETITION
HIGH SCHOOL FINALS - DECEMBER 2, 2017

7. SHOW UP and Make Your Program Visible

Chaperone a school dance

Arrange for a performance for meetings of principals, school board, city council, state legislature, PTO, open house, etc.

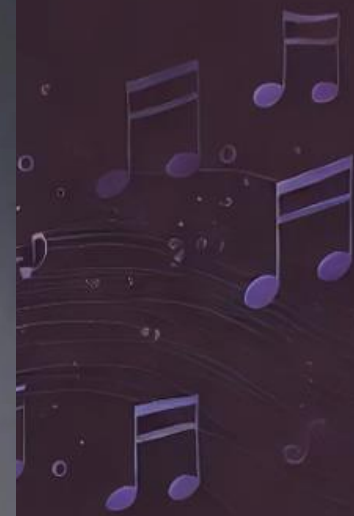
Invite percussion students to greet students through music at the entryway on the first day of school.

Offer to host a Teacher Appreciation Day luncheon.

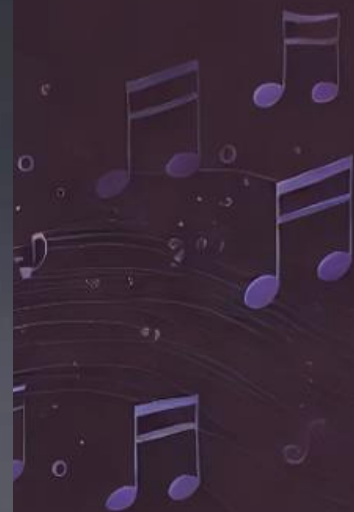
OFFER TO HELP !!!!!!!!

8. Share the GOOD NEWS ABOUT YOUR STUDENTS





Website Videos Could Include:
Individual Performance Videos



Website Videos Could Include:
Individual Performance Videos



Website Videos Could Include:
Ensemble Performance Videos



Website Videos Could Include:
Ensemble Performance Videos

9. Create a clever version of a “Happy Birthday” song to serenade your school staff on their special day.

THEY WILL LOVE YOU FOR IT!

Give SWAG!



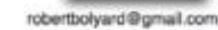
10. Remember. . . *Your principal needs YOU!*

- Be an active, involved member of the faculty.
- Take part in as many school activities as you can.
- Volunteer to help when needed.
- Organize faculty functions, school food drives, etc. (at least one each semester)
- Ask how you/your program can help build school spirit.

*What Kind of Relationship will YOU
Have With Your Principal?*



A decorative graphic featuring musical notes and a treble clef on a dark background. The notes are stylized and appear to be floating or moving across the frame. The background is dark with some subtle patterns.



Marcia's Advice

- 1. Create a Program that Students LOVE*
- 2. Make Your Program Their Family at School*
- 3. Recruit and Retain Large Numbers*
- 4. Serve your School*

Pablo Casals



Each second we live is a new and unique moment in the universe, a moment that never was before and will never be again.

And what do we teach our children in school?

We teach them that two and two make four and that Paris is the capital of France.

We should also teach them who they are!

View Video: <https://www.youtube.com/watch?v=KfDIYsEgE60>



View Video: <https://www.youtube.com/watch?v=KfDIYsEgE60>

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Fewer to Quit** 

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