

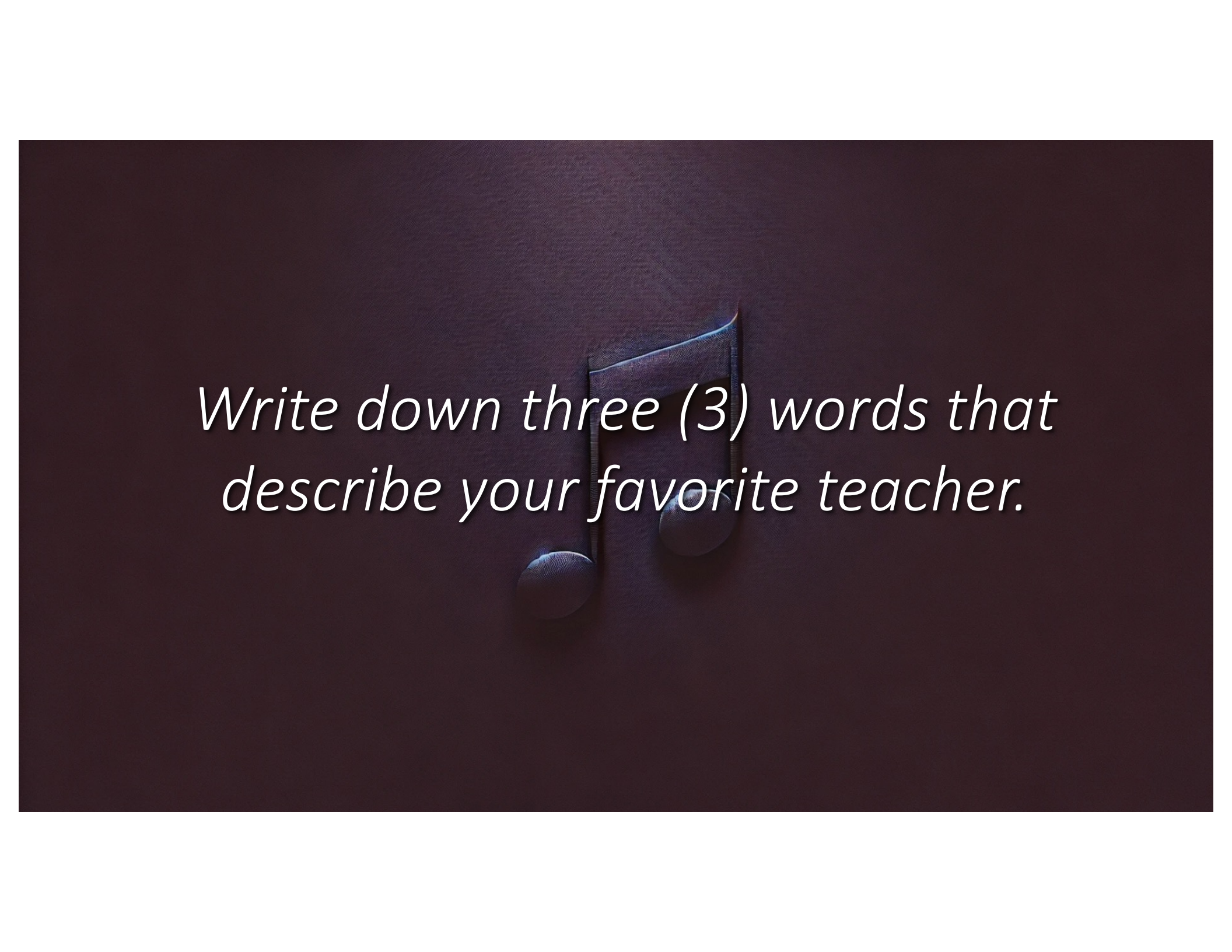
Making an Advocate
of Your Principal:
*10 Tips to Use
Starting Monday*

Marcia Neel



Master Educator





*Write down three (3) words that
describe 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 Identity

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!!!!***

View Video: https://youtu.be/5K8UON_V5hU

Sometimes Though -- It Seems As If
Principals TRY To Trip Us UP!



View Video: <https://youtu.be/Flya6xaWDWo>

In order to survive,
we must ALL be on the same TEAM!



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



ESSA and Some Terms to Look for:

“Well-rounded,” “Music,” “Arts”

The “Well-Rounded Education” provision lists courses deemed critical when providing students a broad and enriched educational experience.

It includes “music” and “arts,” which articulates the importance of music as a part of every child’s education.

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

4. Retrieve information about the value of studying music - quote it in any of the above outlets but especially on recruitment information! Share with your supervisor.



Best Resource:

[www.nammfoundation.org/
projects/music-research](http://www.nammfoundation.org/projects/music-research)

5. Recruit 24/7



5. Recruit 24/7 – *Keep Music Education Strong* *GREAT FOR PARENT NIGHTS!!!!*

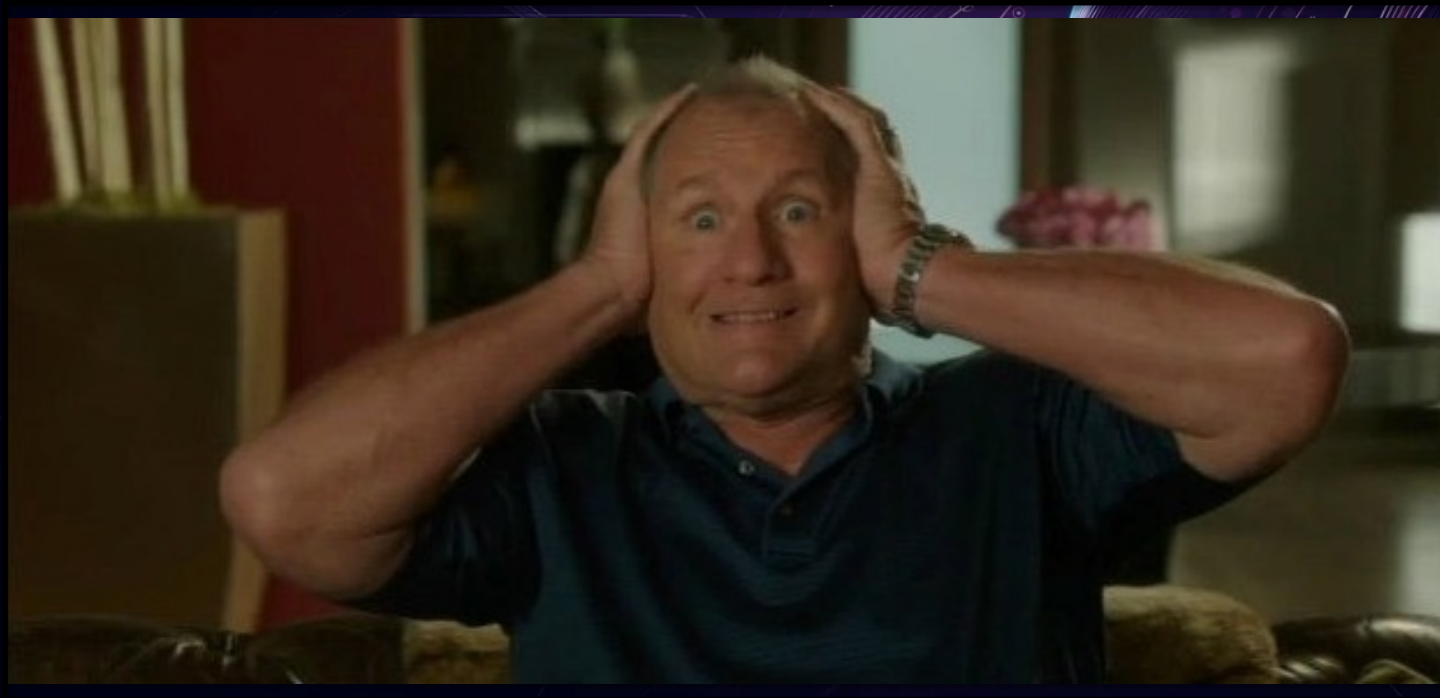


Recently revised to include the very latest research and statistics on the **Benefits of Music Education**.

FREE COPIES of assorted brochures

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-mythalize” Classical Music

Address Student Interests/Needs/ Cultural Backgrounds

Guitar

Steel Drum

Drumming

Bluegrass

Music Technology

Gospel Music

Mariachi

Hip Hop

Modern Band

Ukelele

View Video: <https://youtu.be/ioFuHBdRBeA>

Langley HS Ukelele Ensemble from B.C. Canada



Teach So That Students Can Go On Without Us!

- A. Use conceptual teaching methods

Give them the tools



Teach So That Students Can Go On Without Us!

- A. Use conceptual teaching methods

Give them the tools

- B. Teach fulfillment

*Instill them with passion
for music*



Teach So That Students Can Go On Without Us!

- A. Use conceptual teaching methods
Give them the tools
- B. Teach fulfillment
*Instill them with passion
for music*
- C. Allow students to experience
your joys of music-making
Give them the power



View Video: https://youtu.be/4lfw6l_RL-w



Make Music Without Us!
Cleveland Heights HS Gospel Choir

View Video: <https://youtu.be/5dVVNyAMDnQ>



Tucson High School Steel Drum Ensemble

View Video: <https://youtu.be/HkLniskx2ck>



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!

8. Arrange for a performance for the principals' meetings, school board, city council, state legislature, etc.

They will appreciate the “good news” for a change.

BE READY!!!!!!!
PERFORM WELL!!!!

9. Share the GOOD NEWS ABOUT YOUR STUDENTS ON SOCIAL MEDIA

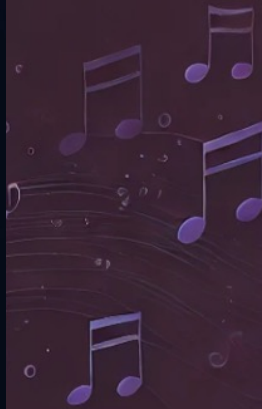


View Video: https://youtu.be/II_znS7pbRE



Website Videos Could Include:
Student Projects: *with Permission*

View Video: <https://youtu.be/il9ZRf1dYng>



Website Videos Could Include:
Performance Videos

10. Come up with a clever version of a “Happy Birthday” song to serenade your school staff on their special day.



THEY WILL LOVE YOU FOR IT!

Give them SWAG!

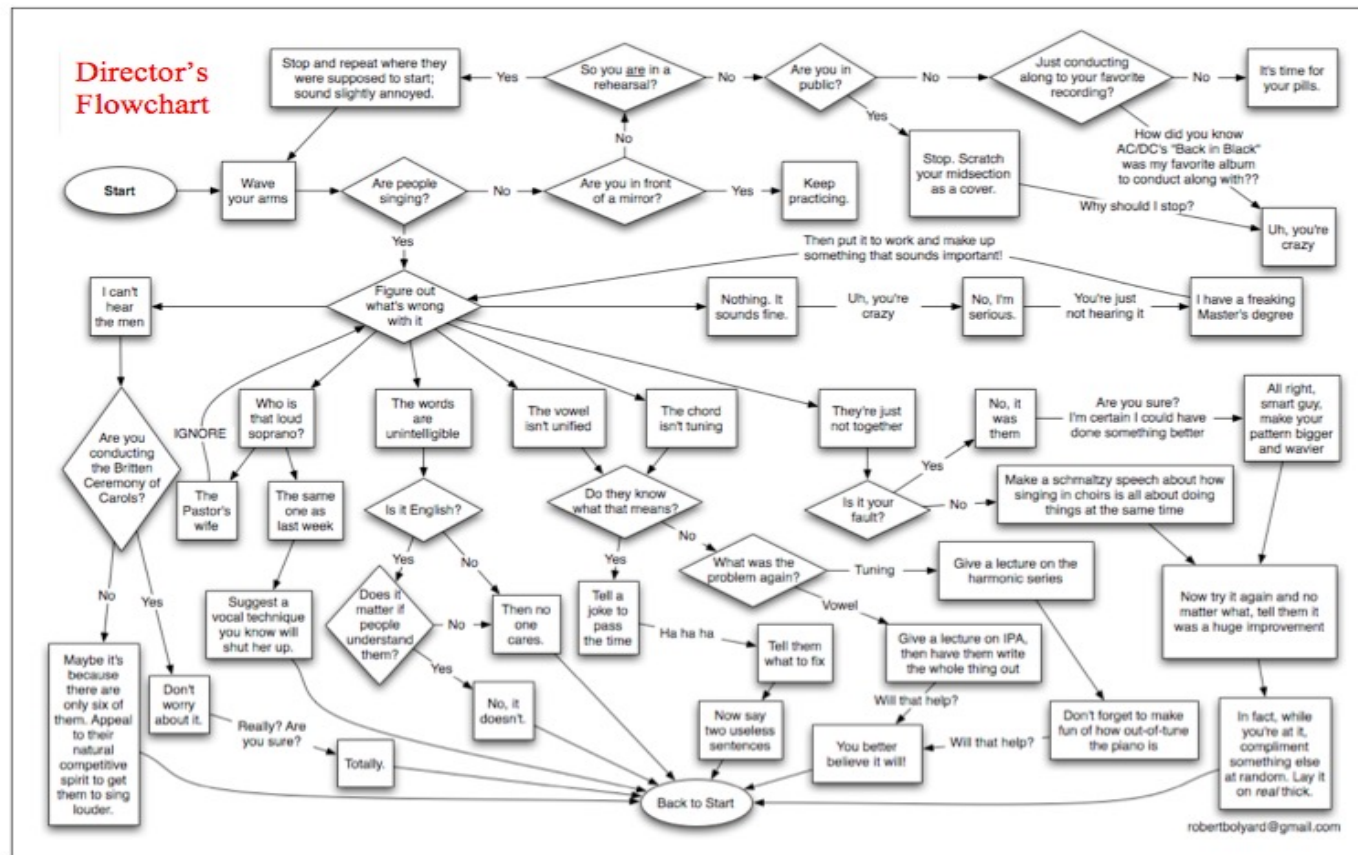
Remember. . . *Your principal needs YOU!*

- 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?*



How Can I Do It All?



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*
- 5. YOUR STUDENTS ARE THE PROGRAM*

There Is a Place. . .

View Video: <https://youtu.be/MMdHJHX7Xa4>



Session Will Be Posted:
www.musicedconsultants.net/conference-materials



Master Educator Program

Our Mission

To provide inspiring professional development opportunities
and artistic music collaborations for music educators at the local, state and national levels.

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