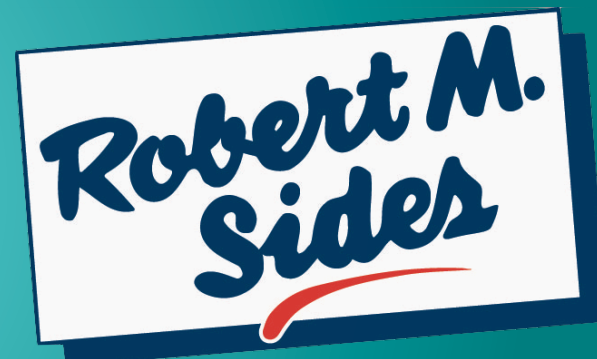
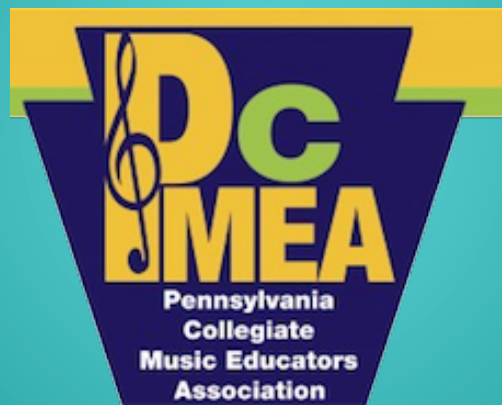


# *Making an Advocate Out of Your Principal: 10 Easy Strategies*

PENNSTATE  
SCHOOL MUSIC

UPAC

University Park  
Allocation  
Committee



Family Music Centers  
Peter Sides

*Marcia Neel*

*November 15, 2015*

## 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 (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. on Class Sizes)  
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?

“I communicate and keep my principal informed.”

**The Arts and Achievement  
in At-Risk Youth:**

**Findings from  
Four Longitudinal Studies**

James S. Catterall,  
University of California Los Angeles  
with

Susan A. Dumais,  
Louisiana State University  
and

Gillian Hampden-Thompson,  
University of York, U.K.





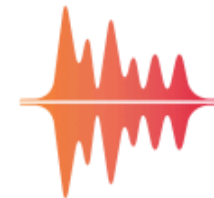
“I communicate and keep my principal informed.”



Metropolitan Nashville Public Schools

*prelude*

## Music Makes Us Baseline Research Report



**MUSIC MAKES US**  
*inspire. create. perform.*



- 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
- Took him Golfing . . . ***He Won!!!!***

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



# It's a Team Effort!



# 1. Engage Your Principal

Come on down. . .

“Help me give out  
instruments to the kids!”





# 1. Engage Your Principal

Come on down. . .

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



# 1. Engage Your Principal

Come on down. . .

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



# 1. Engage Your Principal

Come on down. . .

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



- Praise your administrator in front of the parents for their support.
- Have students present a signed, framed print.



**2. 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 helps me express my feelings into something other than words.

Music makes you want to dance, and sing out loud; it can cheer you up, even on the gloomiest days.”

## *Music Makes the Difference Because...*

“...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.”

“...it gives you a feeling; a feeling that makes you think you can do anything whether it’s doing chores, finishing your homework, or even reaching your goals in life.”

## 2. Ask your students to complete the sentence, *“Music makes the difference because. . .”*

### Use their responses. . .

- a. In your upcoming concert programs
- b. In your school newspaper’s “music corner” (Don’t have a “music corner?” You know what to do!)
- c. As copy for making banners/posters to display around the school
- d. As copy for recruitment fliers and posters at feeder schools
- e. As copy for PMEA publications
- f. As copy for a publication about your school’s FANTASTIC music program

3. 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.

*HINT:* Start by visiting:

[musiced.nafme.org/resources](http://musiced.nafme.org/resources)

[supportmusic.com](http://supportmusic.com)



## 4. 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 available from ***SupportMusic.com***

6. In your next concert program, include an insert designating each attendee as a member of the newly-formed Mozart Middle School Coalition for Music Education/Music Boosters Club/Committee to Promote Music Education

- a. To help make the program better for those they love
- b. To help establish the program as a school-wide entity using a positive approach
- d. To feel invested -- i.e. “*buy-in*”

*continued. . .*



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FOR PROGRAM INSERT: (Thank-you to the state of New York!)

**Mozart Middle School  
Music Department**

Congratulations!

You are now a member of the Mozart Middle School (Coalition for Music Education/ Music Boosters Club/Committee to Promote Music Education).

Because of your intense interest in the development of this program, we would like to add your name to our brand new mailing list so that you can be kept informed about all of our music news and department activities.

Simply complete this form and pass it over when the students come down the aisles to pick them up from you.

Thanks for your interest in the Mozart Middle School Music Program. We look forward to seeing you at all of our events.

Sincerely,

Name  
Director

-----

Name \_\_\_\_\_ Phone (H) \_\_\_\_\_

Preferred E-mail \_\_\_\_\_ FAX \_\_\_\_\_

Street Address \_\_\_\_\_ Zip \_\_\_\_\_

Place of Business \_\_\_\_\_ Phone (W) \_\_\_\_\_

Name of Contact (Student) in Music Program \_\_\_\_\_

most  
HEIR  
  
eded.

## 7. Let the Information Come Directly to YOU!!!

Get on Twitter and start following!!!

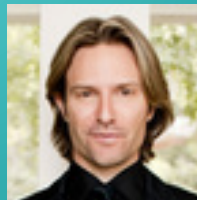
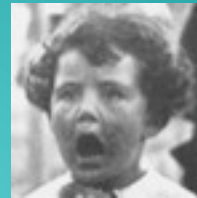
@NAfME

@MaryLNAMM

@MusicEdConsult

@MusicAchCouncil

@EricWhitacre



8. Arrange for a performance for the principal's meeting, school board, city council, state legislature, etc. *They will appreciate the “good news” for a change.*

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

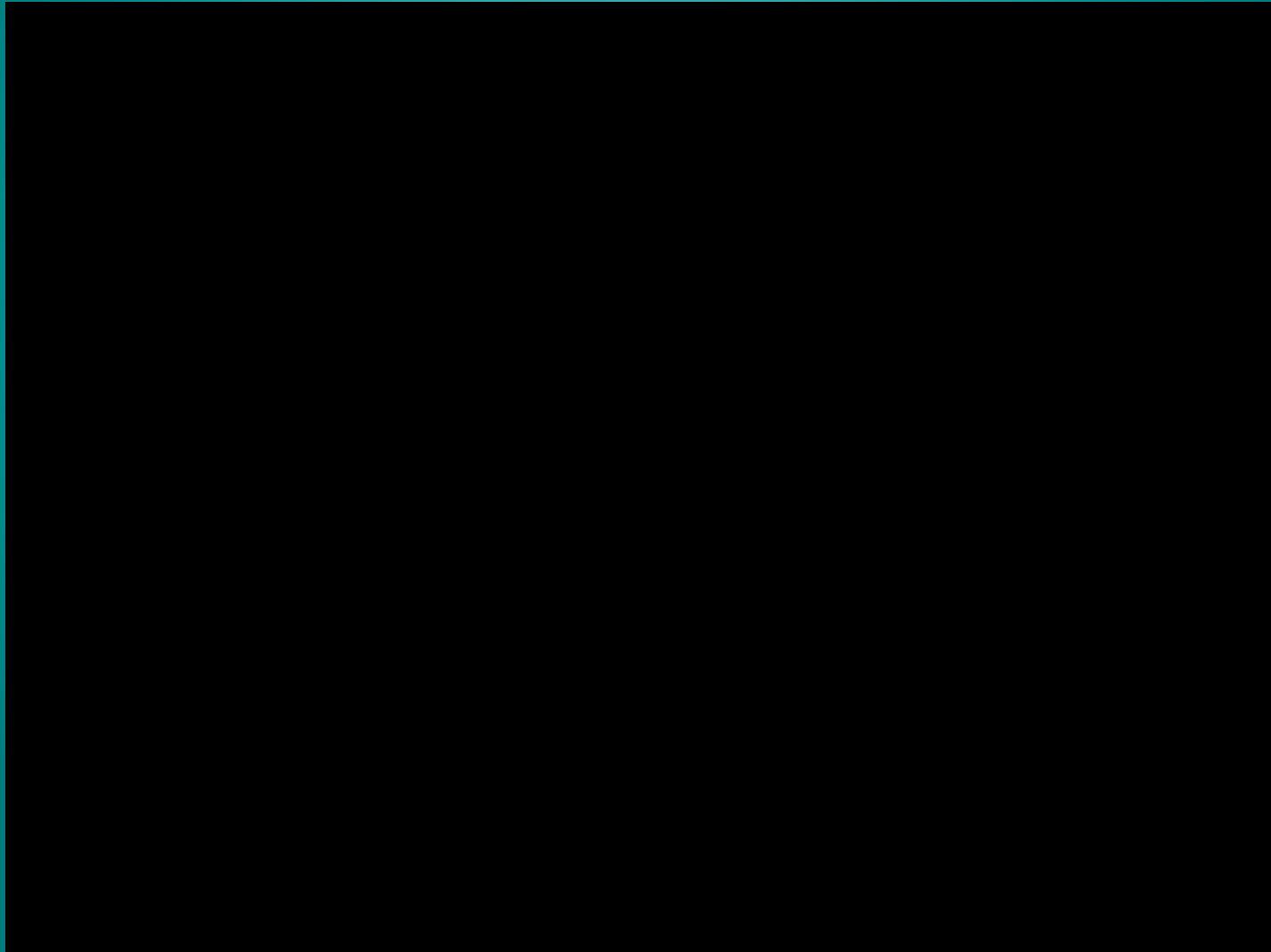


9. Create a website, Twitter Account, etc. and  
communicate, communicate, communicate.  
Share the GOOD NEWS!!!!



Website Videos Could Include:

Student Projects: *with Permission*



# Website Videos Could Include:

## School Announcements





# 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 away FREEBIES!



## 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.



# ***11 Leadership Truths from “Dr. Tim”***

*(From: Leadership, Vision, Commitment, Action)*

1. If you let other people do it for you, they will do it to you.
2. The harder I work, the luckier I get.
3. 99% responsibility doesn't work.
4. Yesterday was the deadline for all complaints.
5. Good leaders are scarce so I'm following myself.
6. The things that come to those who wait,  
may be the things left by those who get there first.

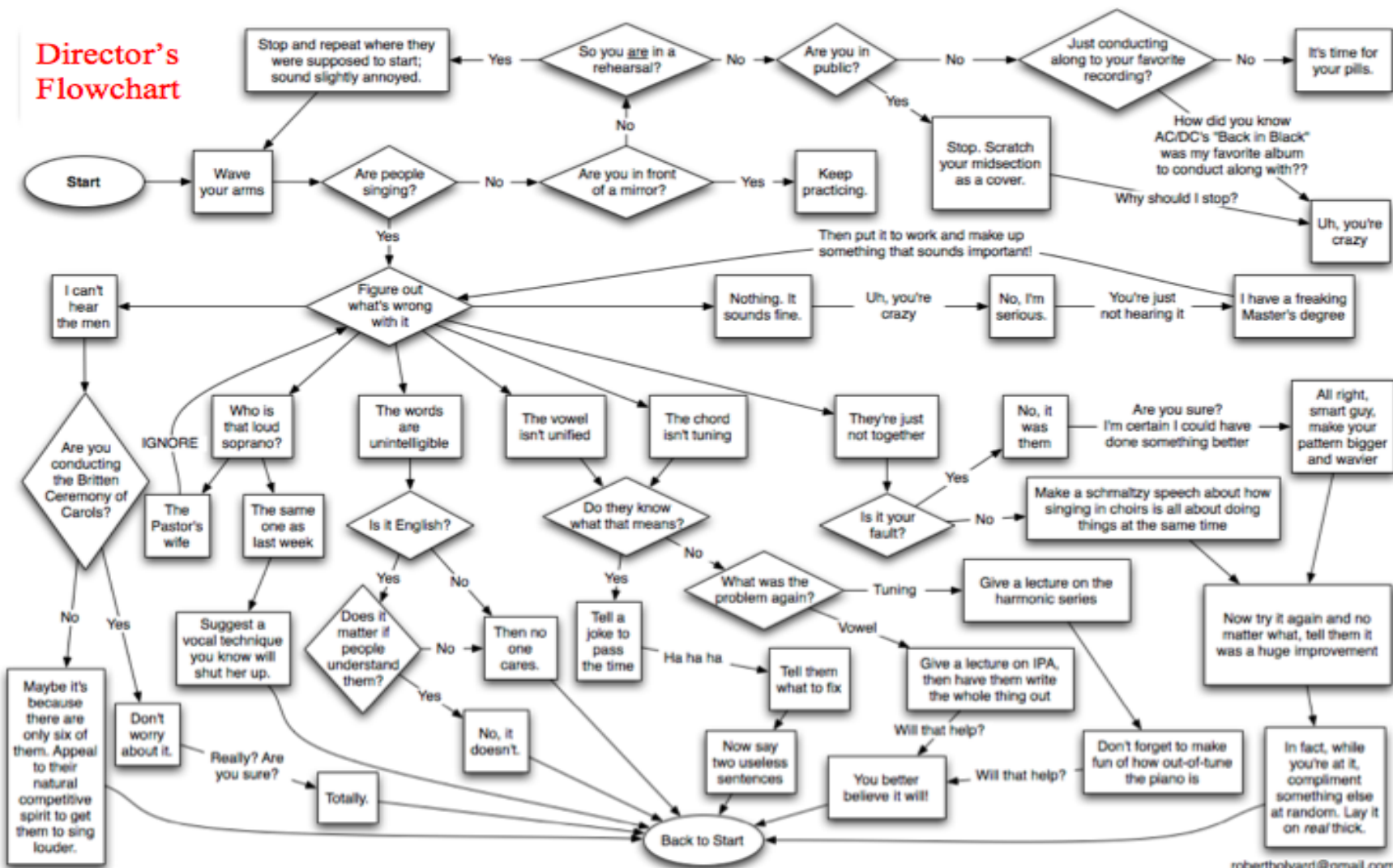
# ***11 Leadership Truths from “Dr. Tim”***

*(From: Leadership, Vision, Commitment, Action)*

7. There is no growth without discontent.
8. We move toward what we picture in our minds.
9. People who believe things can't be done will go out and prove they are right!
10. Real leaders are the cause, NOT the effect.
11. Learn to create, NOT to compete.

# How Can I Do It All?

## Director's Flowchart



*How Can I Do It All?*

Stay Focused  
on the “Why!”

*We are ALL in this  
for the Kids!*



# ***ALWAYS SAY, “Thank You!”***

## ***Contact Information:***



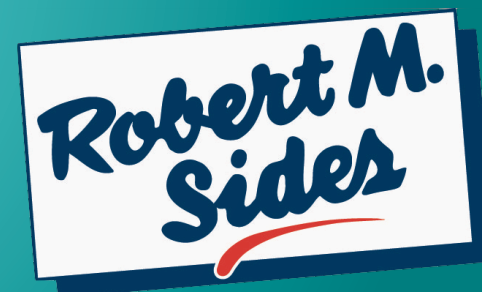
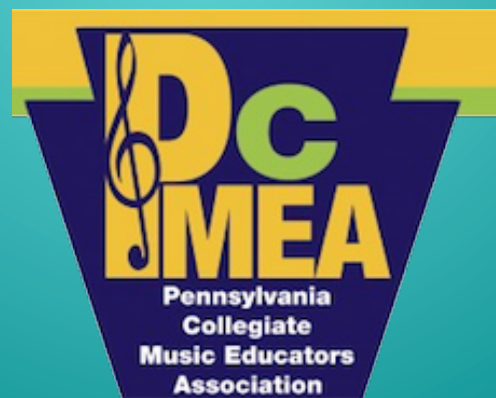
[marcia@musicedconsultants.net](mailto:marcia@musicedconsultants.net)

@MusicEdConsult on Twitter

PENNSTATE  
SCHOOL & MUSIC

**UPAC**

University Park  
Allocation  
Committee



Family Music Centers  
Peter Sides