

Making an Advocate of Your Principal: The Top 10!



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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

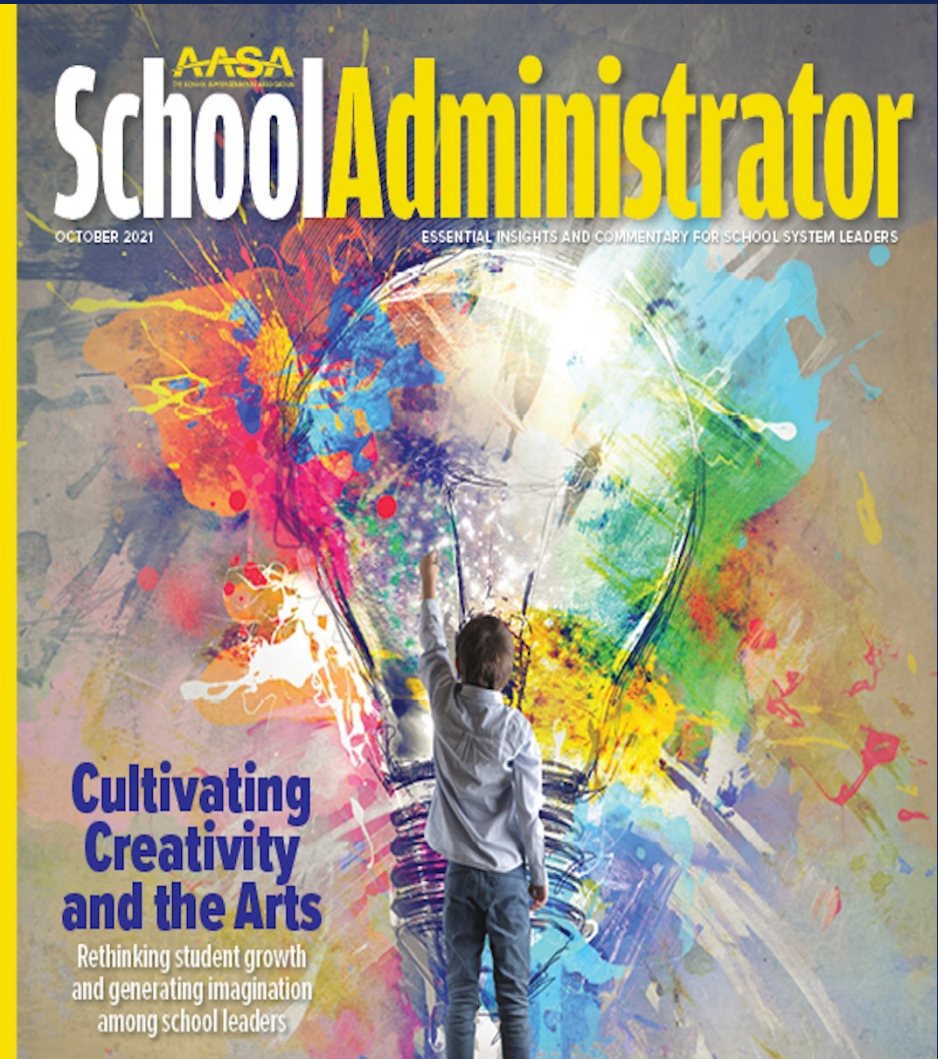
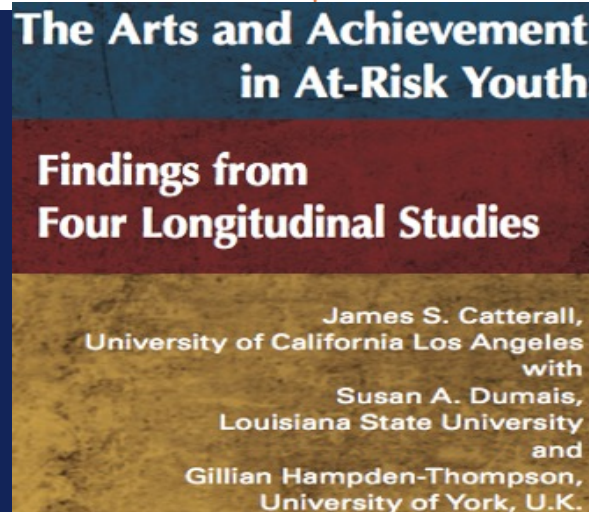
A Team Player

Organized



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

“I communicate and keep my principal informed.”



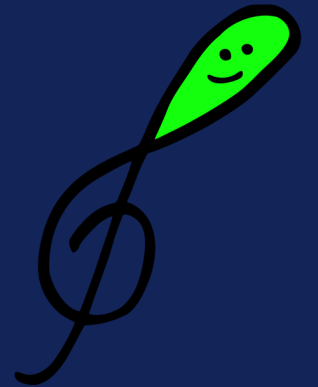
What Have You Done to Make an Advocate Out of Your Principal?

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

Sometimes though -- Doesn't it seem as if principals TRY to trip us up???



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



Do we have a Communication Problem?

Watch Video on YouTube: <https://youtu.be/H8xNj8mfcCU>



1.
*Create a UNIFIED
Message
with a Vision!*

*What is your
destination?*

*Can you see it
from where you
are now?*



1. Create a Unified Message with a Vision

Great Examples of Visions (Destinations)

A. Life Is Good T-Shirts: *A world where all children grow up feeling safe, loved, and joyful.*

B. National Education Assoc. (NEA):
A great public school for all students.

1. Create a Unified Message with a Vision

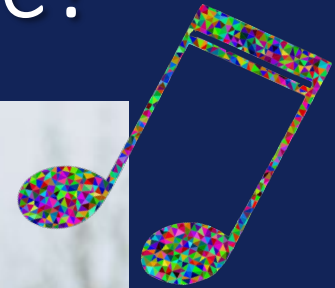
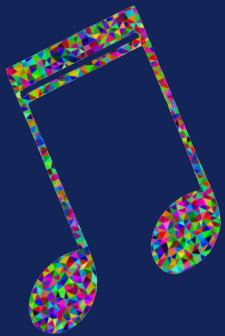
Work as a District-wide Music Education TEAM

What is “Our” Vision?

The Mozart Unified School District Music Program envisions a community where all citizens are actively engaged in life-long, music-making activities.

1. Create a Unified Message with a Mission

What is our Purpose?
Why do we teach music?



1. Create a Unified Message with a Mission

Great Examples of Missions (Purpose):

A. Google: *To organize the world's information and make it universally accessible and useful.*

B. NAFME: *To advance music education by encouraging the studying and making of music by all.*

1. Create a Unified Message with a Mission Work as a District-wide Music Education TEAM

What is Our Mission (Purpose)?

The Mission of the Mozart Unified School District Music Program is to enhance the overall quality of life for all children by inspiring in them the desire to experience the joy of music-making throughout life.

1. Create a UNIFIED Message with a Tag Line

Work as a District-wide Music Education TEAM

Serves as an EXTERNAL expression of
your purpose

AWESOME Example of a Tag line. . .

1. Creating a UNIFIED Message with a Tag Line



1. Create a UNIFIED Message with a Tag Line



1. Create a Unified Message

1. Establish a school-wide Vision/Mission/Tag Line that promotes unity.
 - A. Vision: *A community where all children grow up experiencing the joy of active music-making.*
 - B. Mission: *To prepare all students for fulfilling, life-long music-making experiences.*
 - C. Tag Line: *What happens in Music. . .
Lasts for a Lifetime!!!!*



2. Engage Your Principal Directly by Involving Them in our Joys!

Come on down...

“Help me pass 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/help me thank 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 for their support.
- Have students present a signed, framed print.

3. Ask your students to complete the sentence, “*Music makes the difference because. . .*” then use/share 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
- d. As copy for your state’s MEA publications
- e. As copy for a publication about your school’s FANTASTIC music program

4. SHARE with your supervisor. Retrieve information about the value of studying music - quote it whenever possible but especially on recruitment information!

One of the Most Comprehensive Resources:

bit.ly/MusicEdFacts



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 available from ***NAMMFoundation.org***



6. 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!!!!

7. Create a website, Twitter account, Facebook page and communicate, communicate, communicate.

Share the GOOD NEWS ABOUT THOSE
KIDS WHO ARE DOING THE RIGHT
THING!!!!!!



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

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



Website Videos Could Include:

Performance Videos: with Permission

Watch Video on YouTube: <https://youtu.be/iI9ZRf1dYng>



8. 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 SWAG!

9. Host a “We Love You” Teacher Luncheon on Valentine’s Day or Teacher Appreciation Day on May 2, 2023

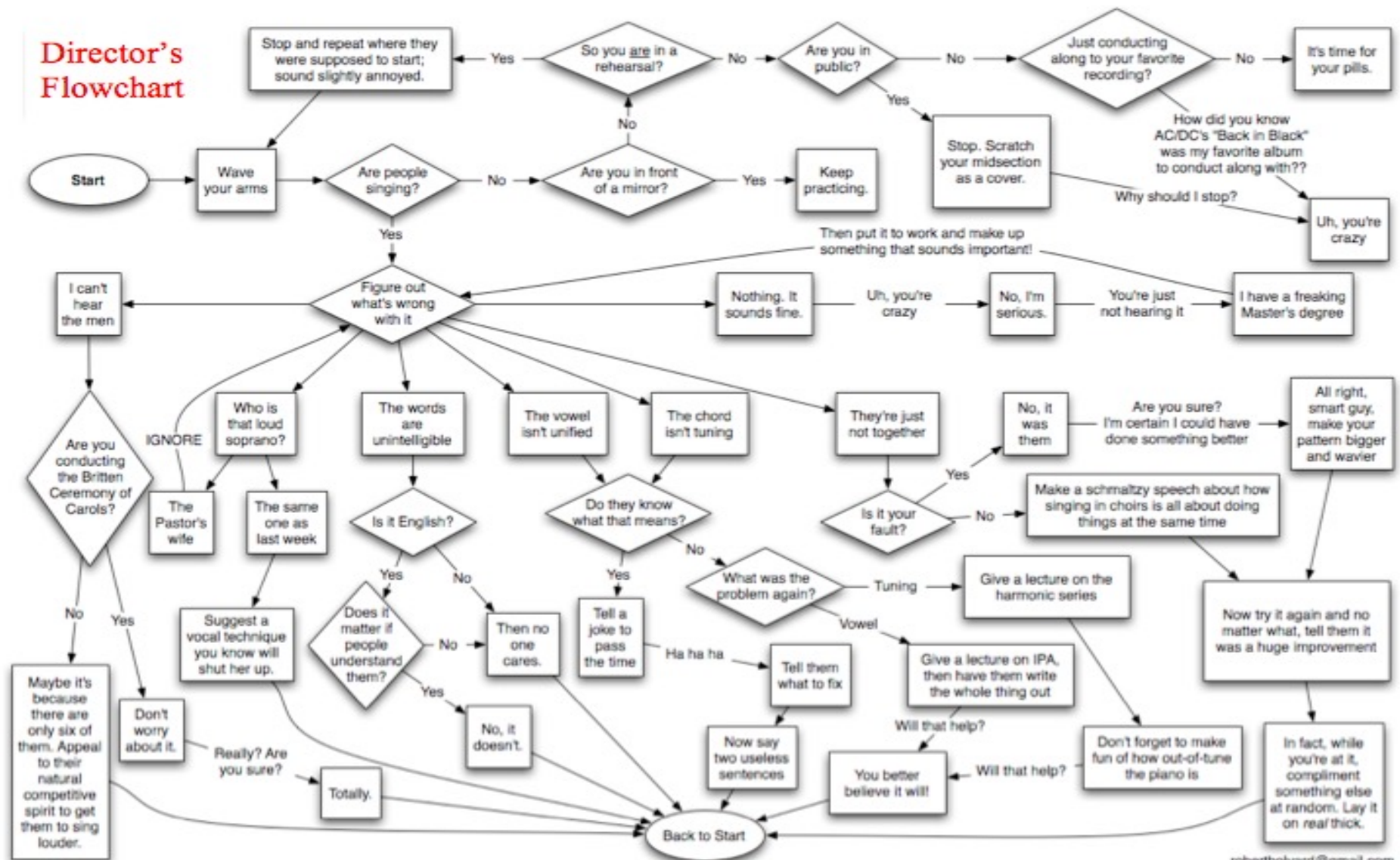


10. Remember. . .*Your principal needs YOU!*

- Be an active, involved member of the faculty.
- Take part in as many school activities as you can.
- Volunteer to help even when NOT needed.
- Organize faculty functions, school food drives, etc. (at least one each quarter)
- Ask how you/your program can help build school spirit.
- Take care of your classified staff too!

How Can I Do All of This?

Director's Flowchart





- Dr. Martin Luther King Jr.



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Community



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