



Connect 4

Practical Music Advocacy Communication Strategies



The Midwest Clinic

December 20, 2018

10:00 AM - 11:00 AM

Meeting Room W187

Moderated by the Vice President & Chief Operating Officer of Music for All, this interactive session will include a panel discussion with the Band Director, Principal, and Superintendent of the City of Baker, Louisiana School System. This session will focus on positive communication connecting **1.** directors, **2.** administrators, **3.** parents, and **4.** students – in support of a growing scholastic music program. In addition, practical tools will be shared for advocating at the local level via the newly created *Advocacy in Action Awards* and developing lessons from the *I-65 Corridor Project* – an initiative in support of urban music education – from Music for All.

Panel Discussion

Dr. Jeremy L. Earnhart

VP & COO, Music for All – Moderator – jeremy@musicforall.org

Mr. William J. Earvin

Director of Bands, Baker High School, Baker, Louisiana; Urban Education Advisory Committee & Advocacy in Action Committee, Music for All – wearvin@bakerschools.org

Dr. Herman Brister

Superintendent, City of Baker School System, Louisiana

Ms. Traci Morgan

Principal, Baker High School; Baker, Louisiana

Topics and Prompts

- I. Why is communication important?
 - Developing a clear concept of program vision, expectations, and desired outcomes
 - Consistent solicitation of support from all stakeholders

- II. Common examples of effective communication
 - Band Booster/Parent Meetings
 - Weekly/Monthly Newsletters
 - Phone Calls (no hiding)/Messaging Apps/Email

- III. Best Practices in Communication Method
 - The Earlier, The Better
 - Consistency - Let's do what we said we are going to do
 - Bad news does not smell better with age

Director and Administrator

- Begin with the End in Mind
 1. Prepare detailed goals
 2. Lists are your friends

- Golden Rule
 1. Relationships, communication, respect and trust
 2. Pleasant, brief meetings produce better results

- Actions Over Promises
 1. Develop a product worth fighting for
 2. Become involved in multiple school initiatives

Director and Parent

- Over-communication a key to comfortable and engaged stakeholders
- Parent perspective: Invest in my child, and our family will respond
- Paint a vision for the future for their student

Director and Student

- The Three R's: Relationships, Relationships, Relationships
- ABR - Always Be a Recruiter - Including the students already in your program
- Voice & Choice - Ownership is key

IV. Communication and Advocacy

- Music Advocacy is an exercise regimen, not an emergency room visit
- Advocacy in Action Awards & I-65 Corridor Project
 1. Decision-Maker Interaction
 2. Recruitment & Retention
 3. Community Engagement
 4. Marketing & Promotion
 5. Parent & Booster Involvement
 6. Fundraising & Sponsorship

Closing Panelist Remarks

Travel and lodging for Dr. Brister and Ms. Morgan courtesy of the DevMusic Company