

**The Midwest Clinic
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Exploit the Power of Arts Education

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**You must participate in your own rescue. Why?
“Survival is optional.” Edwards Deming**

Arts educators have long experienced the competitive environment found in today’s educational reality. This session shares lessons and strategies that have proven successful in helping arts programs survive, if not thrive, in the most challenging of academic and financial circumstances. Today’s goal is to provide “tools” that should be in every director’s, and department’s, tool box.

1. How foolish it is to be timid!

- It is the “WOW” that grabs the community’s attention, enabling you to leverage the attention into community support. It is the “WOW” in arts education that compels.
- Tool: Tips for Success

2. Leverage what I know into what WE know.

- Everyone is part of arts education advocacy in your community.
- Advocacy is the pursuit of influencing outcomes.
- Tool: Financial Audit Tool

3. People only know what they are told, retold, and retold.

- “You are responsible for not only what you say, but also for what people hear and understand.” Michael Hayden, Former Director of the NSA and CIA.
- The arts are an essential component of effective communication. Why?
- The arts give us the context and an endless vocabulary to say things, verbal or non-verbal, with additional meaning, clarity and connection. That is why the arts provide the most effective tools of persuasion.
- Tool: “Expand Your Mission!”

4. Reinforce the academic standing of arts education curriculum.

- How does your program contribute to your school’s and district’s data bottom line?
- Tool: Academic data audit to track, analyze and share

5. You must think on more than one level.

- Dig deep. 5 levels of questions.
- Questions are the most effective way to support, deflect, or defeat an initiative.
- Tool: The Change Puzzle - Peter Senge

6. Use what we are good at: creativity, initiative and action.

- Inform - Persuade - Motivate – **Compel**
- Tool: Tom Peters, <https://tompeters.com/slides/topic-presentations/>

7. You will never have all the information.

- Keep moving forward by being a perpetual collector of wisdom, mentors, allies, and sources.
- Tool: The Art of War - Sun Tzu

8. Education at the national, state and local levels is a political process.

“Implementation of anything is all about politics. If you don’t like politics, forget about leading anything of any size at any time.” Tom Peters

- Budgets are a political document that reflect an organization’s “Priorities and Values”.
- If you are not at the table, you are on the menu!
- Tool: Politics of Music

Be the Victor, not the Victim, of circumstances!

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Resources:

Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership
Martin Dempsey-Ori Brafman - Missionday – 2018

Tips for Success is produced by the Music Achievement Council, www.musicachievementcouncil.org,
800.767.6266

Anything and everything written by Ed Lisk

The Art of War and Other Classics of Eastern Thought
Sunzi-Lionel Giles-James Legge- Laozi- Confucius- Mencius - Barnes & Noble - 2013

Anything and everything written by Tom Peters

ANNUAL FINANCIAL AUDIT TOOL

SCHOOL DISTRICT

EXPENSES

Salaries _____
 Staff salaries _____
 Benefits _____
 Extra curricular _____
 Program _____
 Supplies _____
 Equipment _____
 Contracted services _____
 Music _____
 Texts _____
 Transportation _____
 Other _____
 TOTAL _____

REVENUE

School district _____
 Concert revenue _____
 User fees _____
 Donations _____
 Grants _____
 Other _____
 TOTAL _____

OTHER FUNDING (Non-School)

EXPENSES

 Staff salaries _____
 Clinicians _____
 Supplies _____
 Equipment _____
 Contracted services _____
 Music _____
 Transportation _____
 Other _____
 TOTAL _____

REVENUE

 Parent Groups _____

 Concert revenue _____
 501(c)(3) _____
 Community groups _____
 Grants _____
 Other _____
 TOTAL _____

ANNUAL PARENT EXPENSES

 Instruments _____
 Supplies _____
 Music, Lesson books _____
 Lessons _____
 Shoes, costumes, uniforms _____
 Meals away from home _____
 User fees _____
 Other _____
 TOTAL _____

STATISTICS

 Student enrollment _____
 Ensemble enrollments _____
 Cost per pupil _____
 Total district budget _____
 % for Music _____
 Annual Real \$ change _____

INVENTORY

 Music _____
 Instruments _____
 Equipment _____
 Audio Video _____
 Texts-Classroom materials _____
 Other _____

Total value student
 owned instruments _____

Not included are thousands of hours and miles parents
 spend supporting schools and their children's
 education

Expand Your Mission!

Students are taught, not subjects
Instruction of curricula is linked
Teaching techniques are varied
Learning can no longer stop
Education has changed.

Until now, the delivery of
information hasn't changed since
the Gutenberg press. Today, the
Written word is no longer the source.
The "Media Center" is everywhere.

**Information is visual.
Information is voice.**

Media lives above the ceiling in
fiber optic cables. It jumps into the
classroom through a television
monitor. It's absorbed, discussed,
and manipulated in a hubbub of
activity. So who teaches it?

**The visual and
performing arts should
manage information.**

The arts teach quality graphic
communication techniques.
The arts teach effective
voice and scripting techniques.
The arts are the basis upon which
other curricula must rely.

Expand your mission!

**"Performing and Visual Arts – no longer the 'dessert' in the 'cafeteria line' of
curricula, but the 'serving tray'."**

Academic Data Audit

“One of the greatest weaknesses that exist with today’s music educators is the lack of information about the size and scope of their music programs. The failure to compile such data places a music program at risk through staff reduction, budget allocations, or program elimination. The collection of data is of critical importance for program credibility. Managing a music program requires careful planning when developing a rationale for program expansion relative to other disciplines.” Ed Lisk.

Design data forms for your school district-building/grade configuration. This is the most important form you will need for balanced instrumentation, staffing, and budget allocation. Modern services like Cut Time, Charms, etc. make collecting essential data very easy.

You need to know and track:

- Enrollment by numbers and percentages in every building at every level. This information is kept annually, tracked and used to spot enrollment trends (past, present and future).
- Instrument-Voice part/Gender
- Number of students enrolled at each grade level in school
- Drop outs, especially at transition points in the district
- Student load per teacher; average per class and total students assigned

Academic achievement of your students including:

- Honor role • Attendance • Failure lists • Credits earned
- Performance level on state tests (advanced, proficient, basic, below basic)

Graduation Statistics:

- Honors graduates • Graduation rate • Academic honors

STRING ENROLLMENTS 2013-2014						AS OF 11/15/13							
GRADE	VIOLIN	VIOLA	CELLO	BASS	H/P	TOTAL BY GRADE			A	H	D	E	Totals
12	18	5	6	2		31						31	31
11	22	5	8	3		38						38	38
10	17	6	2	5		30						30	30
9	31	2	6	3		42						42	42
8	34	10	5	3		52					52		52
7	43	7	12	5		67					67		67
6	45	14	12	2		73		30	43				73
5	55	25	8	8		96		50	46				96
4	75	10	19	9		113		54	59				113
3						0							0
2	1					1			1				1
1						0							0
	341	84	78	40	0	543	543	134	149	119	141	543	
	13-14	12-13	11-12	10-11	09-10	08-09	07-08	06-07	05-06	04-05	03-04	02-03	
Teacher a							169	189	205	197	211	219	
Teachers b & C	134	98	203	192	165	196							
Teacher d	119	236	105	105	126	142	132	137	156	153	153	181	
Teacher e	141	139	137	260	238	205	197	169	166	177	176	209	
Teacher f							0	0	0	0	0	0	
Teacher g				134	120	133	140	151	153	160	146	145	
Teacher h	149	223											
Teacher i (cu)			252										
TOTAL	543	696	697	691	649	676	638	646	680	687	686	754	

HS	141
MS	119
INT	283
	543

The Change Puzzle, Dr. Peter Senge, MIT Sloan School of Management

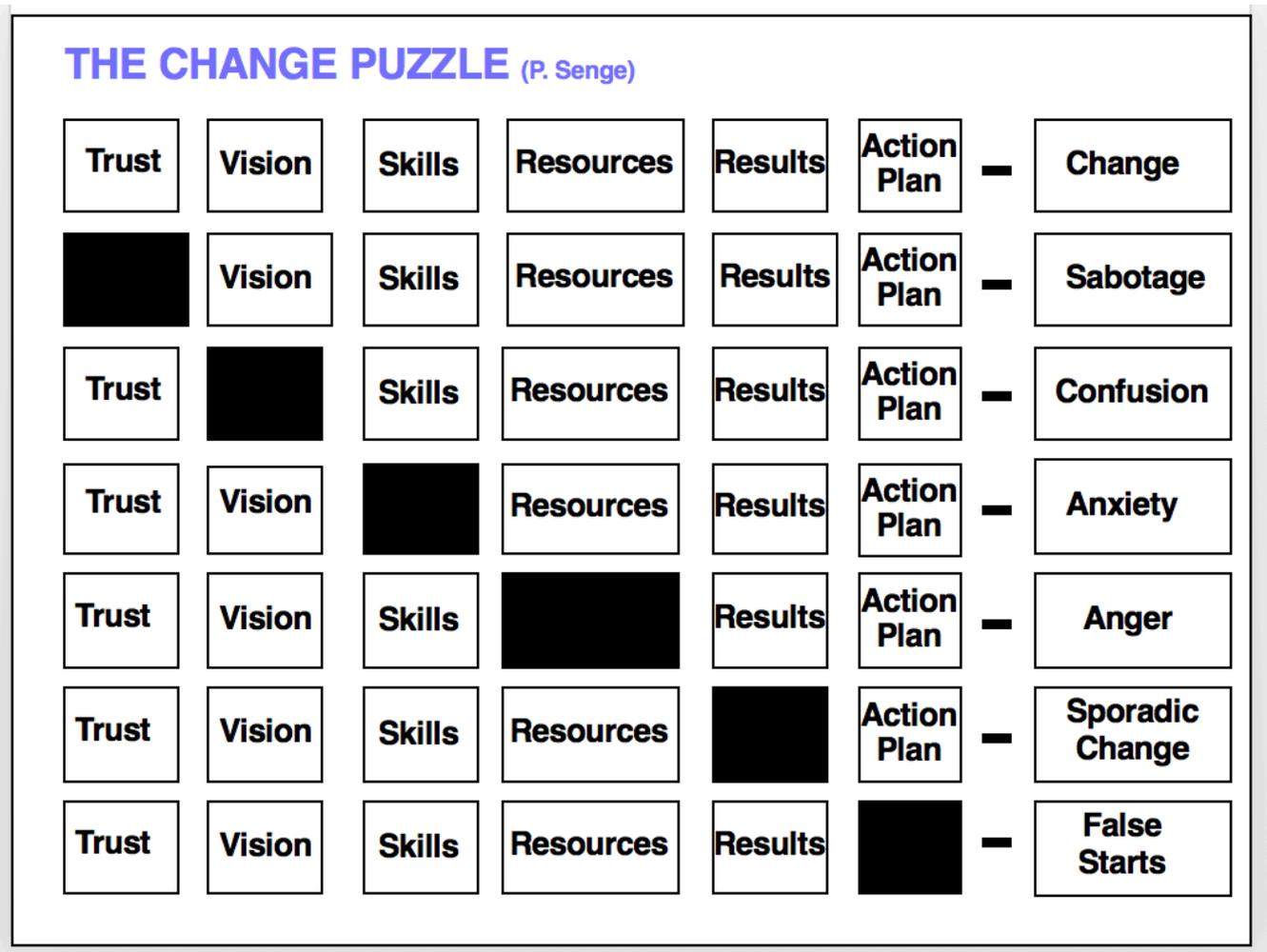
Dr. Peter Senge, a leading organizational researcher, identified the six essential elements that combine to bring about authentic change.

Here's the equation:

$$\text{TRUST} + \text{VISION} + \text{SKILLS} + \text{RESOURCES} + \text{RESULTS} + \text{ACTION PLAN} = \text{CHANGE}$$

Senge's change puzzle matrix cleverly illustrates how six critical elements combine to produce effective change within an organization, as illustrated on the top line of the matrix. However, leaving out one of the critical factors produces significantly different results as illustrated in the column on the right.

When one piece of the system is missing, the desired results are not achieved. For example, in the third row, when vision is missing, confusion is the result.



Politics of Music 101

1. **A political threat demands a political response**, not an emotional response.
2. **You will never have all of the information.** You see in others what you possess yourself. It may not always be the reciprocal case. You must do all that you can do to get the full story. Information is gold.
3. **You have to know all of the issues and where they are coming from.** Lots of pieces. Know your place-position. School budgets are public information.
4. **Politics is about numbers.** Numbers equal value. Numbers count.
 - 1 Parent = A fruitcake
 - 2 Parents = A fruitcake and a friend
 - 3 Parents = Troublemakers
 - 5 Parents = Let's have a meeting to discuss your concerns
 - 10 Parents = We'd better listen
 - 25 Parents = Our dear friends
 - 50 Parents = A powerful organization
 - 1000 Parents = We can move mountains (or Legislators)
5. **Things can get dirty.** Think horse and parade metaphor.
6. **Be willing to go the distance.** If you pull out, the next time they will say/expect that you will give in/up and "not go the distance."