



Gaining Community Support to Advocate for your Music Program



**More music for more kids
via education, collaboration
and community.**





What do you need to advocate for your music program?

- Set Your Goals
- Get the Facts
- Understand Your Audience
- Ask for Help
- Work as a Team



Set Your Goals

What changes do you want to see?



Celebrate Your Past Successes

- What have been your greatest successes?
- What do you want to do next?
- What do you want to improve, abandon or change?



Your Goals

- What are your dream goals?
- What do you need to reach those goals and be successful?



Common Challenges

- Admin
- Teaching colleagues
- Parents
- Students
- Instrumentation
- Funding
- Comparisons



Potential Future Outcomes

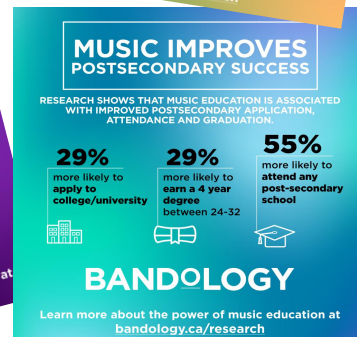
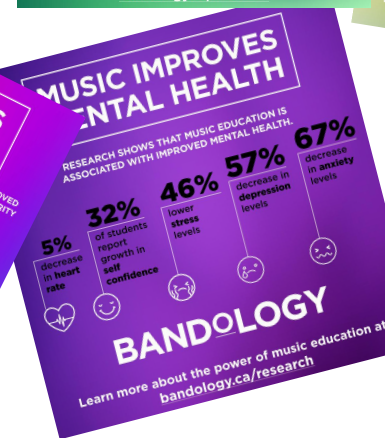
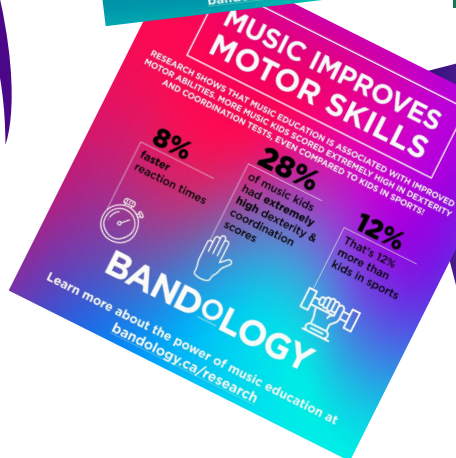
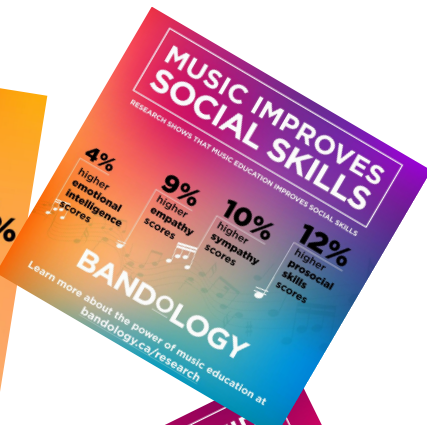
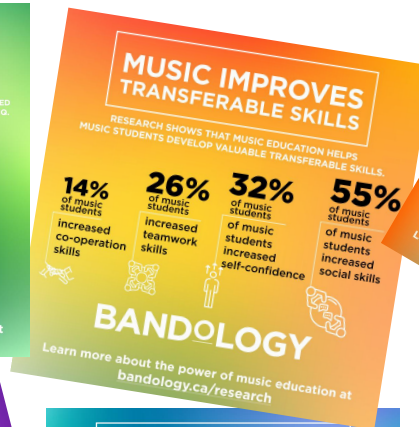
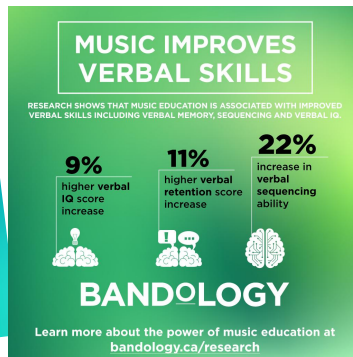
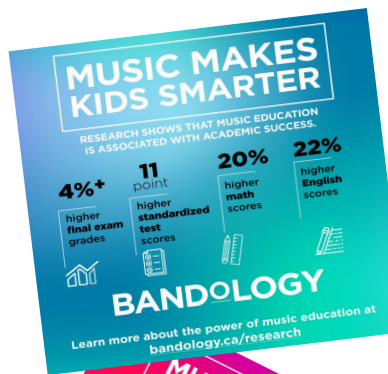
- Parents - a helpful resource
- Students - they take home the excitement
- Teaching colleagues - engage with them to offer your support and solicit theirs
- Other music teachers across your district - strength in numbers
- Admin team and school district - garner support



Get the Facts

What are the actual, proven benefits
of music education?

The Data Shows The Why



MUSIC MAKES KIDS SMARTER

RESEARCH SHOWS THAT MUSIC EDUCATION IS ASSOCIATED WITH ACADEMIC SUCCESS.

4%+

higher
final exam
grades



11
point

higher
standardized
test
scores



20%

higher
math
scores



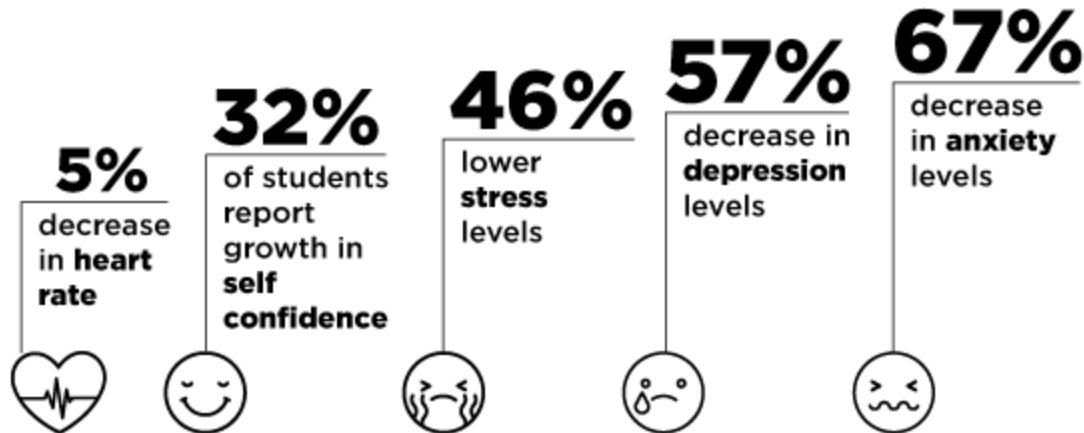
22%

higher
English
scores



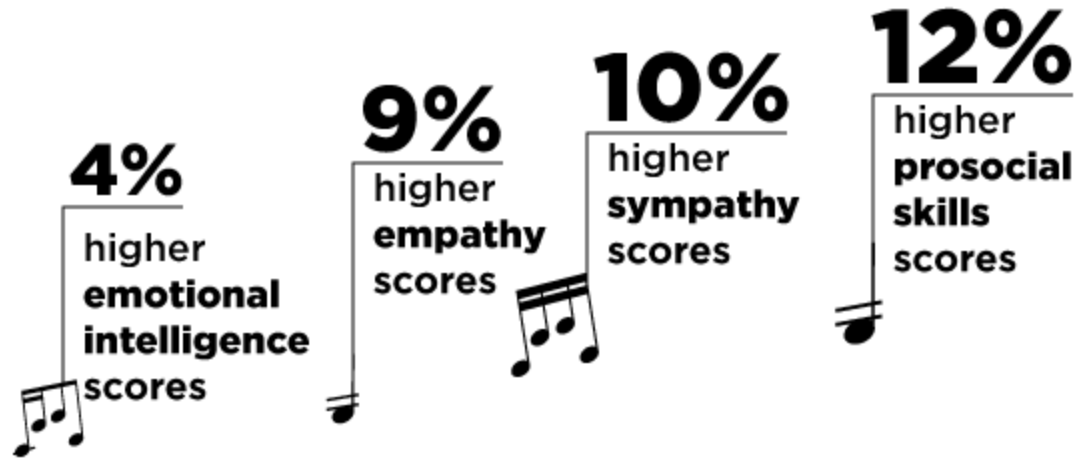
MUSIC IMPROVES MENTAL HEALTH

RESEARCH SHOWS THAT MUSIC EDUCATION IS ASSOCIATED WITH IMPROVED MENTAL HEALTH.



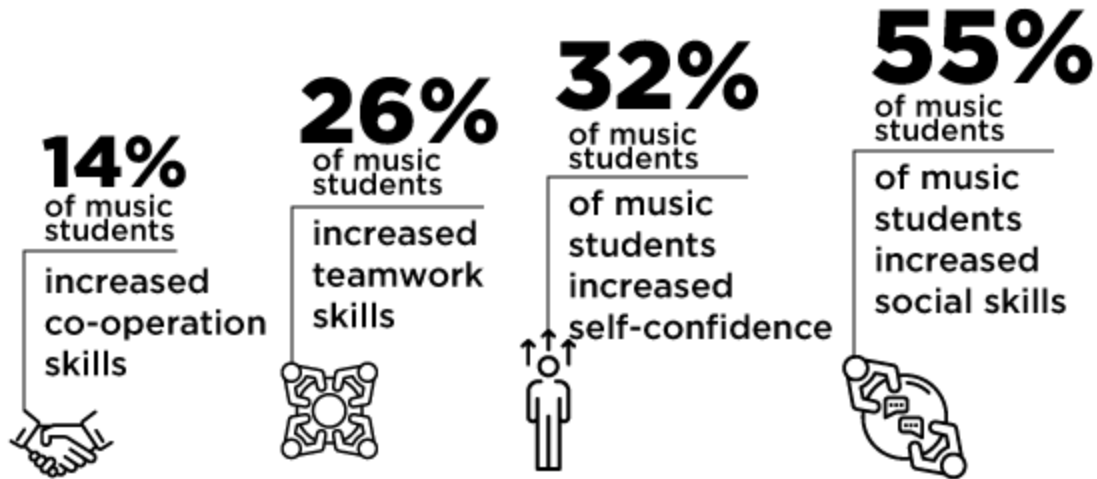
MUSIC IMPROVES SOCIAL SKILLS

RESEARCH SHOWS THAT MUSIC EDUCATION IMPROVES SOCIAL SKILLS



MUSIC IMPROVES TRANSFERABLE SKILLS

RESEARCH SHOWS THAT MUSIC EDUCATION HELPS
MUSIC STUDENTS DEVELOP VALUABLE TRANSFERABLE SKILLS.



MUSIC IMPROVES POSTSECONDARY SUCCESS

RESEARCH SHOWS THAT MUSIC EDUCATION IS ASSOCIATED
WITH IMPROVED POSTSECONDARY APPLICATION,
ATTENDANCE AND GRADUATION.

29%

more likely to
**apply to
college/university**



29%

more likely to
**earn a 4 year
degree**
between 24-32



55%

more likely to
**attend any
post-secondary
school**





Understand Your Audience

Who are you talking to?



Know Your Audience - Admin

Know what your administrators want to hear:

- Fit their vision for the school
- STEM focused school? Incorporate music into STEAM
- Want high test scores? Music helps students get higher grades in all subjects

**Investing in the
Music Program
=
Benefits for the
Entire School**



Communicate the Benefits

The whole school benefits from a successful music program:

- Higher marks increase the school's standing in the community
- Contributes to positive mental health
- Creates a sense of community
- Great way to show off the school



Know Your Audience - Colleagues

Engage other teachers in your school:

- How does your program affect theirs?
- Are there opportunities to collaborate
- High test scores? Music helps students get higher grades in all subjects

Parents!





Know Your Audience - Parents

What do parents want?

Parents want the best for their children

Parents are your best advocates - tax-payers have influence!

Parents are ready to advocate alongside you



Ask for Help

It always pays off to ask



Talking to Music Parents

How do you encourage parents to participate?

- Explain
- Share
- Solicit feedback
- Encourage
- Collaborate
- Ask for help



Things Parents Can Do

- General help
- Coordinate small programs
- Fundraise
- Chaperone
- Supervise
- Speak at concerts and events
- Take photos and videos
- Support a student music council



Skills Parents May Have

- Leadership and project management skills
- General labour
- Event planning
- Fundraising
- Grant writing
- Social media postings
- Photography and videos



Work as a Team

Team work makes the dream work

Creating a Support Team

- Which parents to approach?
 - The ones you see at rehearsal and music nights
 - They are already involved and interested
- Parents of really keen students
 - They must get it from somewhere
- Friends of parents who are already interested



Your Next Steps

- Reach out to parents
- Host an info night
- Set up lines of communication
- Engage support
- Review how things went and do it again



You've Got This!

- The best time to get started is now
- You'll be pleased and surprised at how many parents will want to be involved
- Many hands make light work
- Your parent community will thank you!
- You are the greatest resource your school has - they just don't know it yet!

**FROM
THIS**



**TO
THIS!**



Thank You!

Lisa Michaels, B.A., M.A. Community Music

Bandology Founder and Executive Director

lisa@bandology.ca