

SVSD Music Coalition

Advocating for Music Education

Assumption

- ▶ Access to a quality music education is the right of every student and the responsibility of every school district and community

Music Boosters vs. Coalition

- ▶ Boosters main function is fundraising
- ▶ Coalition function is to:
Ensure equal access to music
for all students K-12

Do we need a Coalition?

Assumptions:

- We can't take for granted current support for music education – we need to stay visible and make the case for being in the curriculum
- The goal of the School Board and administration is to balance the budget

Do we need a Coalition?

- Presenting a UNIFIED, ORGANIZED, DATA BASED campaign will be effective
- It's about Music EDUCATION – not individual jobs, programs or schools
- Developing a positive relationship with decision makers will benefit us in the long-run

3 Keys to Effective Advocacy

- Accurate Information
 - Data based
 - Focused at the appropriate decision makers
- Clear Communication
- Long Range Strategies

8 Strategic Errors to Avoid

1. Limiting the scope to one school, curricular component or single year
2. Limiting the organization to fund-raising activities

8 Strategic Errors to Avoid

3. Limiting advocacy activities to music teachers or control by music teachers
4. Limiting advocacy efforts to reactive strategies

8 Strategic Errors to Avoid

5. Procrastinate

6. Suggesting alternative cuts or compromise

8 Strategic Errors to Avoid

7. Becoming involved in a battle of music vs. athletics

8. Resorting to personal attacks

Remember

1. Beware of hidden cost cutting
2. Don't let administration divide and conquer
3. The largest single factor affecting decision makers is their perception of prevailing public opinion

Remember

5. Make it easy for people to do the right thing
6. Be student centered
7. The decision belongs to those who show up
8. Never suggest a cut or compromise

What Do We Do Now?

1. Attend School Board meetings
2. Get to know the School Board, Superintendant—find out if they have kids in music, if they were in music

What Do We Do Now?

3. Get educated on the financial and decision processes from the district to school to department level

What Do We Do Now?

4. Start data gathering –
 - a) be able to calculate FTE at each school and across the district
 - b) Find those success stories—not necessarily your star players

What Do We Do Now?

5. Decide what we are asking for
6. Build up our support:
parents, teachers, community
leaders, politicians
7. Determine best
communication process

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Resources

Music Advocacy by John L. Benham

MENC.org

Supportmusic.com

Aep-arts.org

SVSD Music Coalition on Facebook

Contact your Senator:

http://www.senate.gov/general/contact_information/senators_cfm.cfm

Contact your House Representative:

<https://writerep.house.gov/writerep/welcome.shtml>