

## Making an Advocate Out of Your Principal: *Ten Things You Can Do Monday*

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Sponsored by Wenger, *Your Performance Partner*

1. Ask your students to complete the sentence, “Music makes the difference because. . .” (Students could be asked to come up with 5 responses) Use their responses as follows.
  - a. In your upcoming concert programs
  - b. In your school newspaper’s “music corner” (Don’t have a “music corner?” You know what to do!)
  - c. As copy for making banners/posters to display around the school
  - d. As copy for recruitment fliers and posters at feeder schools
  - e. As copy for your **Manitoba** MEA publication
  - f. As copy for a publication about your school’s FANTASTIC music program
  
2. Retrieve information about the value of studying music and quote it in any of the above outlets but especially on any recruitment information you may be preparing for next year. Parents love to read good things about programs they are considering for their children. (The MENC publication, *The Gifts of Music*, is a wonderful source for great quotes about music education from a variety of notables [Aristotle to Paterno].)
  
3. In your next concert program, include an insert designating each attendee as a member of the newly-formed, *Mozart Middle School* Coalition for Music Education/Music Boosters Club/Committee to Promote Music Education--choose a name which works best for you). The point of designating an interest-group is as follows.
  - a. To help make the program better for those they love
  - b. To help establish the program as a school-wide entity using a positive approach
  - c. To establish “buy in” from those who have the most to lose
  - d. To have someone else to speak on the behalf of the children in your music program
  - e. To ensure equal representation for your program in the PTA
  - f. To ensure equal representation for your program in your school’s Parent Advisory Committee
  - g. To help disseminate information (the good news!) pertinent to music education

Parents are the ones who have the most important interest at hand. It is, after all, their child’s music education. They can become your voice, if needed. (See sample program insert letter below.)
  
4. Design letterhead, memos and concert programs which include the Standards. (See sample memo form below)
  
5. Stay informed!

Refer to the following websites for the most up-to-date information on research

- [menc.org](http://menc.org)
- [supportmusic.com](http://supportmusic.com)
- [amc-music.org](http://amc-music.org); [menc.org](http://menc.org)
- [smartz.org](http://smartz.org)
- [music-for-all.org](http://music-for-all.org)
- [childrensmusicworkshop.com/advocacy](http://childrensmusicworkshop.com/advocacy)
- [schoolmusicmatters.com](http://schoolmusicmatters.com)
- [mustcreate.org](http://mustcreate.org)

6. Discover who prints the daily announcements and ask them to “screen” music education promo material/logos (10-20% shading) onto the paper used to post announcements--especially during MIOSM. (See sample below)
7. Arrange for a performance for the school board, principal’s meeting, city council, state legislature, etc. They will appreciate the “good news” for a change. Your Parent Organization can help you with setting up these performance “showcases.”
8. Come up with a clever version of a “Happy Birthday” song to serenade your school’s staff on their special day. They will love you for it! You could also give away a pencil to each honoree with the name of your organization on it.
9. Create a web site and communicate, communicate, communicate. Share the Good News!!!!
10. See your principal/mayor/congressional representative on Monday (or have one of your students do this) to ask him/her to present the Opening Remarks at your next concert. (It puts him/her in a position to commit to Music Education in front your greatest allies--the parents!) THEN, be sure to praise that person for their commitment and do something SPECIAL for them at the concert. (Present them with a framed print with all of your student’s signatures with brief “thanks!”)

FOR PROGRAM INSERT: (Thank-you to the state of New York!)

**Mozart Middle School  
Music Department**

Congratulations!

You are now a member of the Mozart Middle School (Coalition for Music Education/ Music Boosters Club/Committee to Promote Music Education).

Because of your intense interest in the development of this program, we would like to add your name to our brand new mailing list so that you can be kept informed about all of our music news and department activities.

Simply complete this form and pass it over when the students come down the aisles to pick them up from you.

Thanks for your interest in the Mozart Middle School Music Program. We look forward to seeing you at all of our events.

Sincerely,

Name  
Director

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Name \_\_\_\_\_ Phone (H) \_\_\_\_\_

Preferred E-mail \_\_\_\_\_ FAX \_\_\_\_\_

Street Address \_\_\_\_\_ Zip \_\_\_\_\_

Place of Business \_\_\_\_\_ Phone (W) \_\_\_\_\_

Name of Contact (Student) in Music Program \_\_\_\_\_

**MOZART MIDDLE SCHOOL  
INTER-OFFICE MEMORANDUM**

marcia@musicedconsultants.net  
www.musiceducationconsultants.net/tempo

**TO:**

**FROM:**

**DATE:**

**SUBJECT:**

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MINNESOTA  
MUSIC  
CONTENT  
STANDARDS\*

*\*Draft One (11-1-07) Minnesota K-12 Academic Standards in the Arts  
Revision for Artistic Literacy  
Ref: Minnesota Dept of Education website*

Strand I:  
Artistic  
Foundations

1. Demonstrate knowledge of the foundations of the art area.
2. Demonstrate knowledge and use of the technical skills of the art form including technology when applicable.
3. Demonstrate understanding of the personal, social, cultural, and historical contexts that influence the art areas including the contributions of the Minnesota American Indian tribes and communities.

Strand II:  
Create/Make

1. Create/make in a variety of contexts in the art area using the artistic foundations.

Strand III:  
Perform/Present

1. Perform/Present in a variety of contexts in the art area using the artistic foundations.

Strand IV:  
Respond/Critique

1. Respond to and critique a variety of creations or performances using the artistic foundations.

# Mozart Middle School

## Celebrates

### *Music In Our Schools Month*