

Advocacy update

INFORM

INVOLVE

INFLUENCE

INFORM

- ▶ Effective Advocacy =
 - ▶ Accurate Information
 - ▶ Clear Communication
 - ▶ Long-Range Strategies
- ▶ We should not approach advocacy from a defensive position.
- ▶ If we begin advocacy efforts when a program is eliminated it is too late.

DEFINITIONS:

- ✓ **Educate** – to impart knowledge, to inform.
- ✓ **Advocate** – raise awareness of the value in arts education.
- ✓ **Lobby** - Pleading the case. Directing your comments and concerns to a specific issue and making a case in favor of or in opposition.

WE NEED TO EDUCATE AND ADVOCATE!

- ▶ Advocacy is the act of speaking, writing and demonstrating support of something or someone.

AN IDEAL WORLD....

- ▶ It would not be necessary to explain the value of a school music program to students, parents, other teachers, administrators, or the community because the value is unmistakable.

IN REALITY!!

- ▶ The value of music education in our schools is no longer apparent to many outside of our programs.

THIS IS WHAT THEY SAY.....

- ❑ “It’s frivolous.”
- ❑ “You say music is cultural, but the kind of music kids play in school reflects the culture of another time. Shouldn’t they be playing rock music.”
- ❑ “Kids need reading, math and science. Is there really time for music?”
- ❑ “Test scores are what really matter. Music and the arts take time away from tested subjects.”
- ❑ “Music is for the talented few. There is no need for everyone to participate in music.”

REALITY CHECK!!

- ✓ We must be proactive.
- ✓ The time to spread the good news about music education is now.

- ▶ A quality sequentially based enduring music program is our best advocacy tool. This is the most important statement we can make. But action is still needed.
- ▶ Advocacy can take many forms and is not limited to only formal presentations to decision makers such as boards of education or legislators.

ARNE DUNCAN, US SECRETARY OF EDUCATION: AUGUST, 2009, DELIVERED TO SCHOOL ADMINISTRATORS:

“At a time when critical and far-reaching budget and program decisions are being made, I bring to your attention the importance of the arts as a core academic subject and part of a complete education for all students. The ESEA defines the arts as a core subject, and the arts play a significant role in children’s development and learning process.....”

S. 1177-298

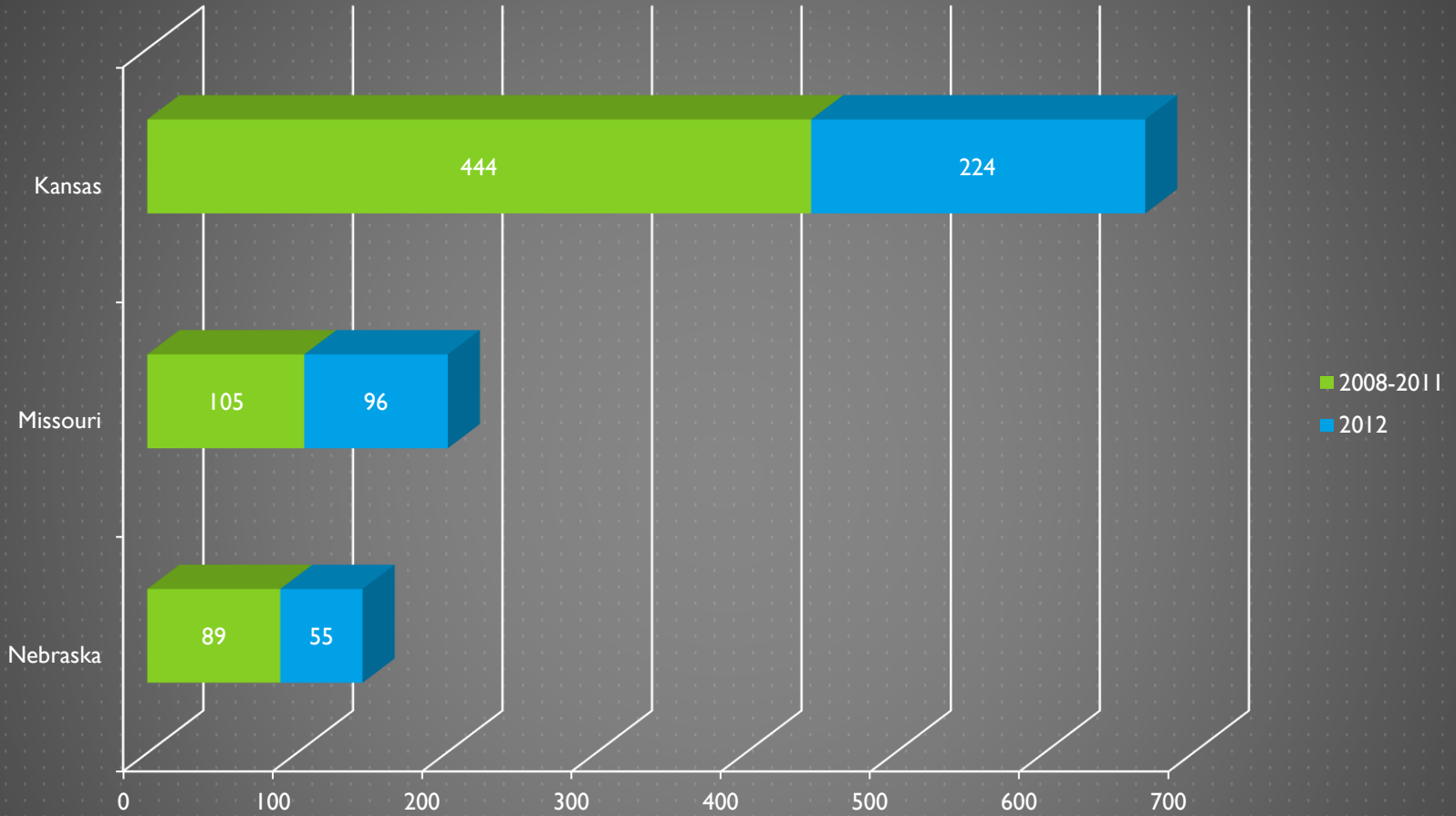
“(52) WELL-ROUNDED EDUCATION.—The term ‘well-rounded education’ means courses, activities, and programming in subjects such as English, reading or language arts, writing, science, technology, engineering, mathematics, foreign languages, civics and government, economics, arts, history, geography, computer science, music, career and technical education, health, physical education, and any other subject, as determined by the State or local educational agency, with the purpose of providing all students access to an enriched curriculum and educational experience.”

Source: The Every Student Succeeds Act

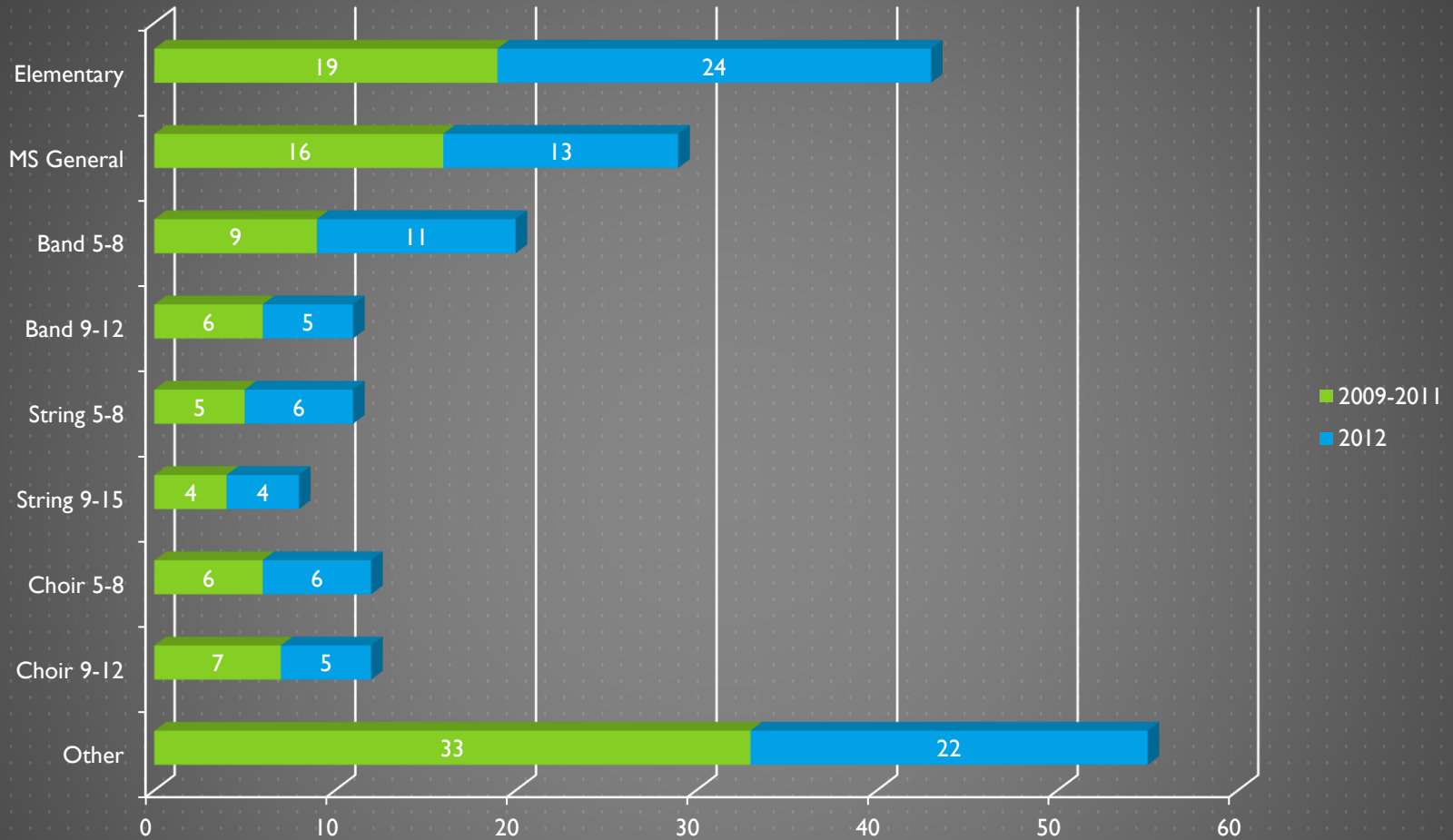
ECONOMIC IMPACT STUDY

- ▶ Economic Impact study 2008-2012.
- ▶ Missouri 2009-2012. One time survey.
- ▶ Fred Burrack (Kansas State), Dale Bazan (University of Nebraska), Phillip Payne (Kansas State), Daniel Hellman (Missouri State University)
- ▶ Missouri return rate 31.9%
 - ▶ 522 School Districts in Missouri
 - ▶ 166 responded
- ▶ Due to low response rate of actual impact is unknown.

Positions Lost in Missouri, Nebraska and Kansas



Positions Lost in Missouri by Teaching Area



- ▶ What happened?

- ▶ We need more specific data.
- ▶ 2014 Economic Survey.

- ▶ A difficult question:

- ▶ Could we explain this loss of positions to inadequate effort and initiatives on our part to advocate for our art form?

94% of Elementary Schools claim to offer music education,



But what does that really mean?



Only 5 % offer music every day.

10% offer music 3 or 4 times per week.

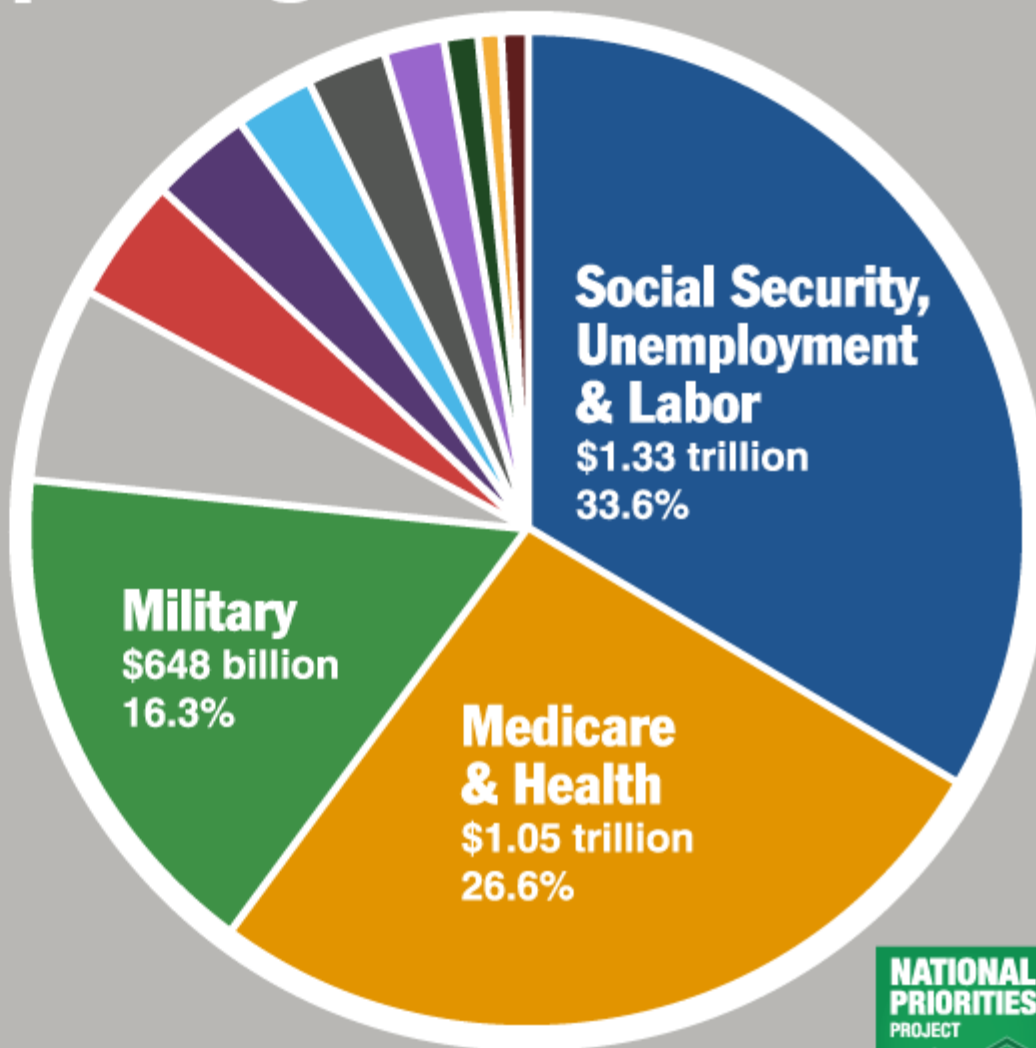
78%, or the vast majority, offer music once or twice per week.

And 7% offer music less than once a week.

Only 15% of elementary school music programs receive the minimum time standard for quality music education according to the National Core Arts Standards.

Total Federal Spending 2015: \$3.9 trillion

Interest On Debt \$251 billion / 6.3%
Veterans Benefits \$161 billion / 4.1%
Food & Agriculture \$130 billion / 3.3%
Transportation \$103 billion / 2.6%
Housing & Community \$102 billion / 2.6%
Education \$80.9 billion / 2.0%
Energy & Environment \$44.5 billion / 1.1%
Science \$29.3 billion / 0.7%
International Affairs \$27.2 billion / 0.7%
Government \$2.7 billion / 0.1% <small>* not shown</small>

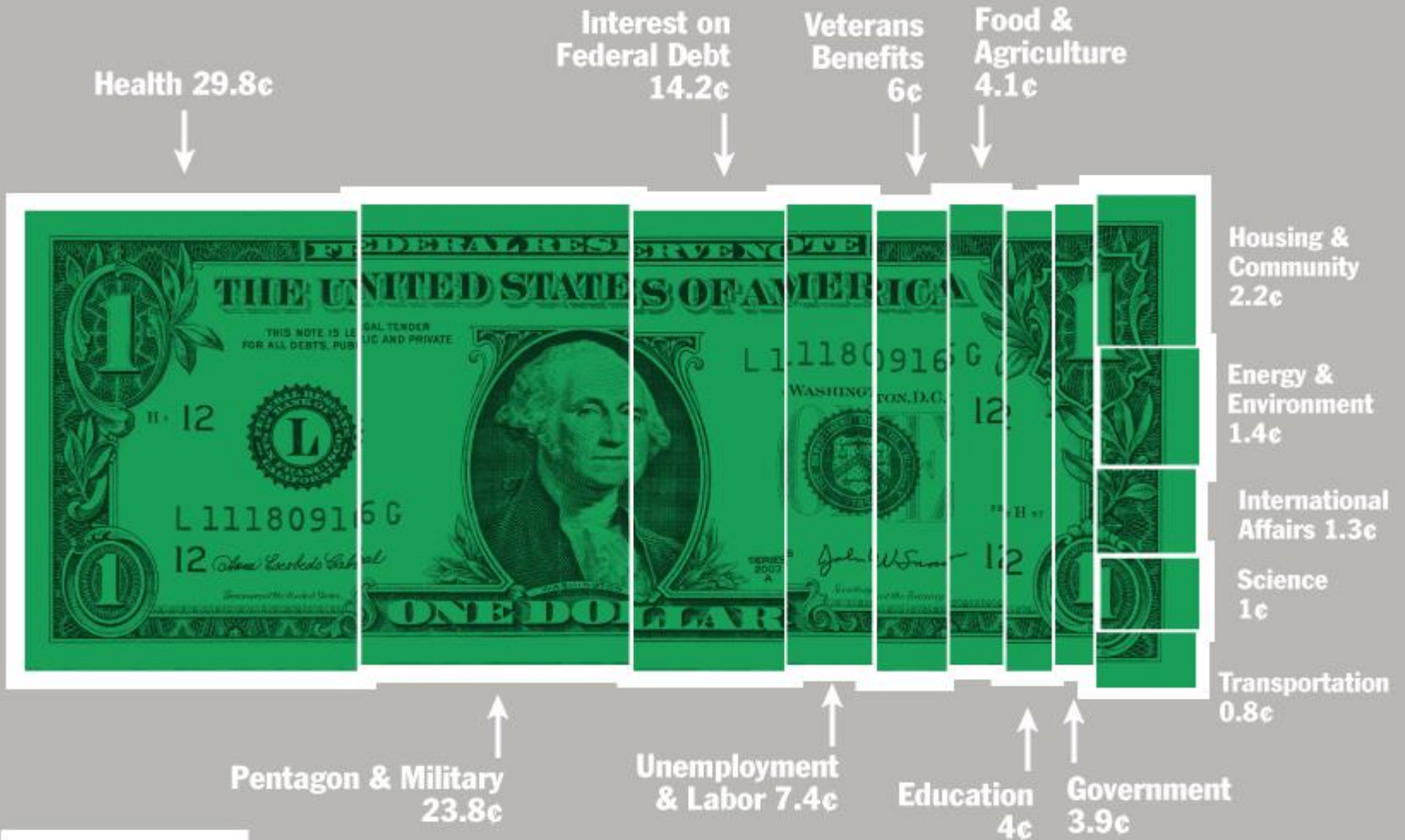


Source: OMB
National Priorities Project

nationalpriorities.org



Where Your 2017 Tax Dollar Went



INVOLVE

- ▶ What can we do?
- ▶ When should we talk about advocacy?
- ▶ What is our target audience?
- ▶ What should I say/talk about?

WHAT.....

- ▶ Public relations is advocacy!! **SPREAD THE GOOD NEWS!**
 - ▶ Be proactive and continuously market your program.
 - ▶ If your district has a PR person work closely to keep them informed.
 - ▶ Get the word out about your concerts.
 - ▶ Awards, student honors and recognition.
 - ▶ These media reports develop a sense of pride in your community.
 - ▶ Use observances like MIOSM, Jazz History Month, Women's History Month to promote how music is related to the curriculum.

MUSIC COALITION....

- ▶ Consider a Music Coalition for your school that involves parents/individual from all disciplines to work together to promote the positive benefits of music education.
 - ▶ Parents
 - ▶ Community
 - ▶ Music store owners
 - ▶ Local independent dance schools.
 - ▶ Community music/arts programs.
 - ▶ Create a team of allies that might see an administrators/policy maker at the grocery store.....

WHEN....AUDIENCE....

- ▶ Any time!
- ▶ All the time!
- ▶ Anyone!

COMMITMENT

- ▶ Kamikaze pilot flew 50 missions! That is certainly being involved but it lacks commitment!
- ▶ Stay the course.

INFLUENCE

- ▶ Stay positive and enthusiastic about your program.
- ▶ School Administration
 - ▶ School board. Student recognition. Perform.
- ▶ Stay active in the community and support civic functions, Veteran's Day Parade, Rotary meetings, etc.
- ▶ Participate in state advocacy day activities!
- ▶ Know your local representative.
 - ▶ Invite
 - ▶ Visit
 - ▶ Acknowledge

SPREAD THE WORD!!

- ▶ Start a blog
- ▶ Start a Facebook page
- ▶ Social Media: **STEADY AND AUTHENTIC** wins the race.
- ▶ People are overwhelmed with information. Visuals that catch the eye help tell your story.
 - ▶ Pictures of your student achieving, volunteering, etc.
- ▶ Stay positive, no confrontations.

- ▶ The best means of influence is to educate.
- ▶ Know the benefits of music education for children.
- ▶ Share the good news at every opportunity.
- ▶ Develop an elevator speech so when that 3 minute opportunity reveals itself you are prepared!
- ▶ The basis for all advocacy efforts must be student focused. You are advocating for a higher cause – “a quality music education for every child.”

FOUR RULES OF ADVOCACY

- ▶ 1. Do a good job!
- ▶ 2. Do a good job!
- ▶ 3. Do a good job!
- ▶ 4. Tell someone about it!