

Texas Bandmasters Association

2015-16 Board of Directors

Steven Moore President

Lindale High School
P.O. Box 370
Lindale, TX 75771
903-881-4140
mooresw@lisdeagles.net

Jeff King President Elect

Irving ISD
2621 W. Airport Freeway
Irving, TX 75062-6020
972-600-5088
jefftking58@gmail.com

Chico Portillo Vice President

Pflugerville ISD
1401 W. Pecan
Pflugerville, TX 78660
512-594-0187
portillo.chico@gmail.com

John Morrison Treasurer

Cypress-Fairbanks ISD
10300 Jones Road, Suite 724
Houston, TX 77065
281-897-4042
john.morrison@cfisd.net

Phillip Clements Secretary

Texas A&M University-Commerce
P.O. Box 3011
Commerce, TX 75429
903-886-5285
phillip.clements@tamuc.edu

Roland Sandoval Sergeant-at-Arms

O'Connor High School
12221 Leslie Road
Helotes, TX 78023
210-397-4758
roland.sandoval@nisd.net

Bruce Beach Past President

Franklin High School
900 N. Resler
El Paso, TX 79912
915-236-2266
beachbeachmus@aol.com

Michael Brashear Executive Director

Texas Bandmasters Association
1002 Central Parkway South
San Antonio, TX 78232
210-492-8878
mbrashear@texasbandmasters.org

A Marketing Vision For Your Band Program

John Morrison, 2015-16 TBA Treasurer

Something that I have taken note of over the last several years is how band directors have continued to raise the performance achievement bar for their students, but that we haven't all necessarily been openly promoting these successes of our students, be them large or small.

Some events, like participation in the UIL State Marching Band Contest and the TMEA Honor Band process do some of the promotion for us, but it's the everyday celebrations on the local campus and program levels that I think can be enhanced. I say, "If there is something positive to report, then it is worth reporting".

I attended a session on this marketing/branding subject recently within our school district here in Cypress-Fairbanks ISD and the story of the public opinion of one of our elementary schools was the discussion. A new principal was hired to come into a lower performing elementary school and help steer the campus in the direction of improved performance. Immediately this younger campus leader challenged her staff to find all of the positive teaching moments in their classrooms and to "tweet" out these classroom successes. The winter season approached and more community members were coming into the school to see classroom programs! This campus was posting and scrolling all of their social media links and connection handles during the school special winter season class programs and music programs. Parents began subscribing and

following the school and classroom teachers right away. Sooner than likely

expected, the campus was embraced by the community as a truly positive learning environment. The challenge was simple, find something positive in your classroom daily, and share it. Your community is connected to social media in some way! If you start seeing and hearing about the positive things in your schools and programs, we start to believe it must all be true.

Have a marketing vision – What is your plan to market your band program and the success it is having within your community?



Harlingen Consolidated ISD and the Harlingen HS Band celebrate a class visit by University of Texas Director of Bands Jerry Junkin recently on social media.

A Marketing Vision For Your Band Program

Is there a staff member that exclusively looks for the “good news” and shares it out to your community? What outlet for sharing do you use? District website, social media platforms?

“The widespread use of social media across CFISD has not only improved districtwide communication; it has brought a 186-square-mile school district closer together. Through real-time updates and messages continually dispersed on their Twitter, Instagram and Facebook accounts, our music and fine arts programs have been an example of how to effectively use social media to unite an entire organization around a consistent message of positivity,” says Joel Weckerly, Assistant Director of Communications for Cypress-Fairbanks ISD.

Do what is best for your community. Don't worry about the feelings of your colleagues when sharing the successes of *your* students. If you have student or band program success moments, celebrate them! Your students and community deserve the recognition.



Left: Jonathan Rees conducts his @anthonysband on his fall concert while projecting the band social media connections during a recent fall concert.