



**Texas Bandmasters Association
Convention/Clinic July 25-27, 2019**

**Building Community Relations and
Promoting Your Program: What's in
the Secret Sauce?**

**CLINICIANS:
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Building Community Relations and Promoting Your Program: What's in the Secret Sauce?

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Texas Bandmasters Association | Friday, July 26, 2019 | 3:30 - 4:30 PM | CC 207

Building Community Relations and Promoting Your Program: What's in the Secret Sauce?

The Mindset

1. Music Education – Why did we choose this career?
 - We love music and our experiences through band
 - We had a great experience in band during school
 - We had a less than great experience in band during school
 - We always knew this is what we wanted to do
 - We love the lightbulb moments
 - We love the competitive aspect
 - Gave it a try and stayed
 - So many more reasons!
2. Teaching band – What is the end game?
 - Experience
 - Memories
 - Mentor
 - Quantity
 - Quality
 - Success
 - “LLLOM”
3. Many issues we face as educators can be resolved by re-visiting the Why's & What's listed above.
4. Always come back to what motivated you to join the profession and your goals for your profession.



TEACH TODAY.
CHANGE TOMORROW.

Building Community Relations

“The most important single ingredient in the formula of success is knowing how to get along with people.”

– Theodore Roosevelt

1. Relationship within your band: What does your program stand for?

- a. Director team
 - i. Inclusive
 - ii. Vertical
 - iii. A true team
 - iv. “All in” mindset
- b. Parent team
 - i. Inclusive
 - ii. Appreciated
 - iii. Delegation
- c. Student team
 - i. Effective student leadership team
 - ii. Must be sold on the motto and the creed
 - iii. Crosby Band for 2019: “Ignite, Inspire, Improve”
 - iv. Clements Band: “Culture of Excellence”
- d. All of the above should be your “band family”

2. Relationship with Administration, Staff & School

- a. Support the “vision”
- b. Know how the school/district runs and operates
- c. Be the model for how to run any program or classroom
 - i. Band hall is clean, organized and welcoming
 - ii. Lesson plans are set and in the computer, on the board, etc.
 - iii. Get that paperwork turned in early
 - iv. Bus requests on time
 - v. Go to your duty
 - vi. Be early to meetings
 - vii. Work with the coaches
 - viii. Manage your budgets wisely
 - ix. Be as organized as possible
 - x. Professional: Emails, Letters, Memos, Proposals (Always make it look good)
 - xi. Send reminders to staff (AC needs, buses, schedules, trips)
- d. Do you ever go to the front office just to see how they are doing?
- e. Happy Birthday, Thank You, Feel Better, I’m Sorry
- f. Letters, Cards, Keepsakes
- g. Are you ever seen outside of the band hall? Smiling?
- h. Is it always about “the band” ?
- i. Volunteer when you can
- j. Supporting the success of the overall school and student body
- k. Parades, Pep bands (When to say yes and when to respectfully say no)
- l. Always remember: Admin is human too. They deal with so much on a daily basis.

3. Relationship with the Community

- a. Make it a priority to meet people in your community (start with your band and school)
- b. Visit churches, businesses, local government, chamber of commerce, service clubs, etc.
- c. Go to School Board meetings
- d. Keep up with the community
- e. "All politics are local"

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

– Tony Robbins

4. Relationship with the Profession

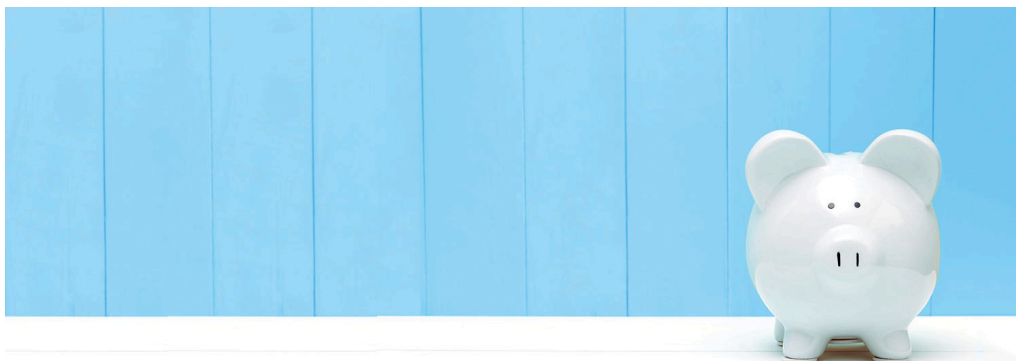
- a. Praising your colleagues and their programs
- b. Learn from one another. Share ideas. Collaborate.
- c. Support one another's programs. Pay it forward.
- d. Setting pride aside and giving credit where credit is due
- e. Criticizing a program will often get back to them
- f. The band world is small. We all know this.
- g. Who will be your next co-worker, supervisor, contest judge?

5. The Politics of the Profession

- a. Band directors wear many hats.
- b. Band directors have a rich history of being motivators and organizers.
- c. Band directors are quasi-administrators in many cases and are politicians in all cases.

6. Political Capital

- a. "Political capital" is a metaphor used in political theory to conceptualize the accumulation of resources and power built through relationships, trust, goodwill and influence.
- b. What does that mean?
 - i. Good deeds, kindness, success = Deposits into the piggy bank
 - ii. Selfishness, rudeness, unprofessional = Withdrawals
- c. How much PC is in your piggy bank right now? Can you handle a few withdrawals?
- d. Who contributes?
 - i. Directors
 - ii. Parents
 - iii. Students



Promoting Your Program (In-person / On their mediums)

1. At the School

- a. Announcements over intercom / video
- b. Email to staff
- c. School newspaper
- d. Football program
- e. Take the Yearbook seriously
- f. Explain what your program is doing at that time
- g. Enjoy the praise after an accomplishment
- h. (Make sure you are reciprocating all that praise – Pay it forward)
- i. School social media

2. In the District

- a. Make sure the upper Admin knows how your program is doing
- b. Visit with the Fine Arts Director, Assistant Sups, Superintendent, School Board
- c. Build relationships across the district!
- d. District social media

“I speak to everyone in the same way, whether he is the garbage man or the president of the university.”

– Albert Einstein

3. In the Community

- a. Newspaper (Online and in print)
- b. Local TV News
- c. Local Radio
- d. Churches, Businesses, Service Clubs, Non-Profit, Neighborhood HOA
- e. The community will be there for you if you are their band (“The Spirit of Crosby”)
- f. Crosby & Midwest, Belton & the Rose Bowl

“You can take my factories, burn up my buildings, but give me my people and I’ll build the business right back again.”

– Henry Ford

Promoting Your Program via Social-Media

1. Band webpage
2. Facebook
 - a. Personal pages
 - b. Organizational pages
3. Twitter
4. Instagram, Snapchat, etc.
5. Follow all district and state policies on use of social media
6. “I don’t have time for social media”

“Conversations are happening whether you are there or not.”

– Kim Garst



Thankfulness: The Secret Sauce of Life

Thank others

1. Thank your co-workers
2. Thank your band parents
3. Thank your band members
4. Thank your fellow faculty members
5. Thank your school and district Administration
6. Thank your school resource officers
7. Thank your counselors and registrars
8. Thank your secretaries
9. Thank your custodians
10. Thank your bus drivers
11. Thank your maintenance workers
12. Thank your community leaders
13. Thank your community members
14. Thank your contest hosts, judges, workers, runners

Train your students to do the same.

Train your students to respect others and themselves.

**“Change is inevitable, growth is an option.”
– Richard Crain**