



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

**Communicating With Your
Administrators: How To Talk So
Principals Will Listen**

**CLINICIAN:
Rick Ghinelli**

Sponsor: Conn-Selmer Inc.



Communicating With Your Administrators or... How to Talk So Principals Will Listen

1. Know Your Audience
2. What Are You Trying To Accomplish?
3. Know Your Facts
 - Do your homework- laws, education code, policy, etc.
 - Find working examples
 - Compare with other successful programs and situations
 - Know the law
4. Educate the Head and Heart
5. Champions of Change: The Impact of the Arts on Learning
 - The arts reach students who are not otherwise being reached.
 - The arts reach students in ways that they are not otherwise being reached.
 - The arts connect students to themselves and each other.
 - The arts transform the environment for learning.
 - The arts provide learning opportunities for the adults in the lives of young people.
 - The arts provide new challenges for those students already considered successful.
6. Real World Applications- Dan Pink
7. Arts and the Brain- Eric Jensen
8. Working with Administration
 - Be PROFESSIONAL
 - Be passionate about what you do, but be aware of the big picture
 - Be flexible
 - Be patient and understanding
 - Invite them to participate
 - Share your successes--promote the program
 - Have some suggestions for the problems
 - Be involved in other activities
 - Teach them what they need to know about your program
 - Show them how you support the academic program
9. You Might Want To Do a Little “Schmoozing”
10. Take Care of Your Business

**The grass is not always greener on the other side of the fence.
THE GRASS IS GREENER WHERE YOU TEND IT!**

Contact Information: Rick Ghinelli rghinelli@conn-selmer.com (713)553-8376