



**Texas Bandmasters Association
Convention/Clinic July 21-23, 2022**

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

**CLINICIAN:
Rick Ghinelli**


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



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There Is No Magic Bullet

- It is about educating the person- advocacy
- It will not always happen the first year
- It may never happen

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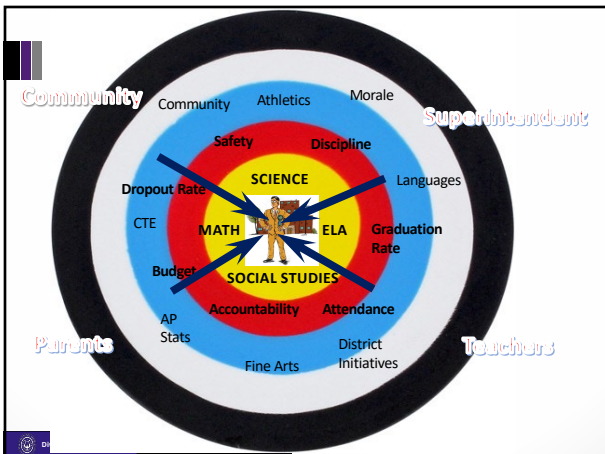
Persistence

“I found an angel in the stone and carved to set it free.” --Michelangelo



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What Are You Trying To Accomplish?

- Identify the problem- staffing, scheduling, etc.
- Do your homework
- What are your school and/or district goals?
- Follow appropriate protocol

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“No significant learning occurs without a significant relationship.”

Dr. James Comer
Maurice Falk Professor of Child Psychiatry at the Yale Child Study Center

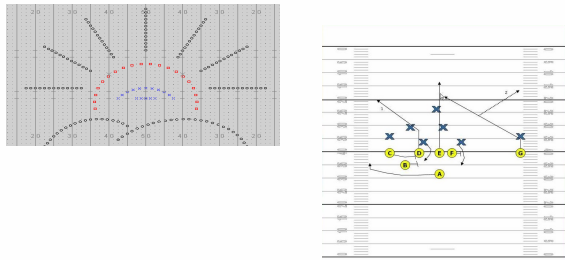
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Know Your Audience

- Experience with arts before?
- Numbers person?
- Relationships person?
- Have they been a principal before?
- What is their personality/leadership style?

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X's and O's



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Advocacy

- Educate the head
- Educate the heart

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Educate the Head

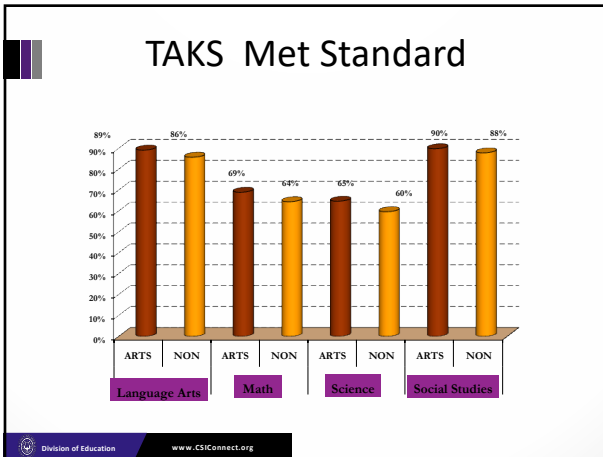
- Proof by the numbers
- Increased test scores
- Concrete evidence that this will be of benefit to a child

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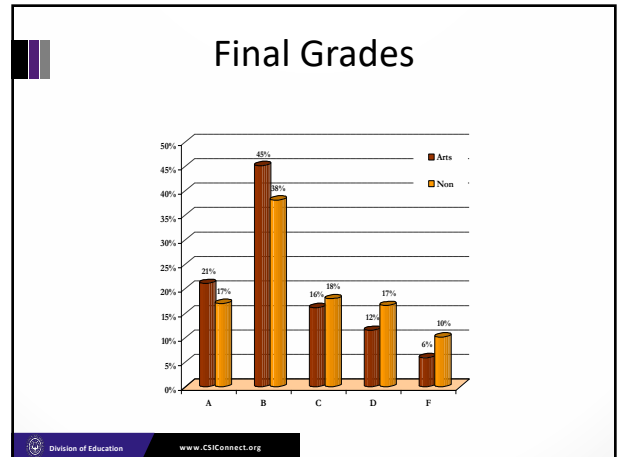


You want me to do what?

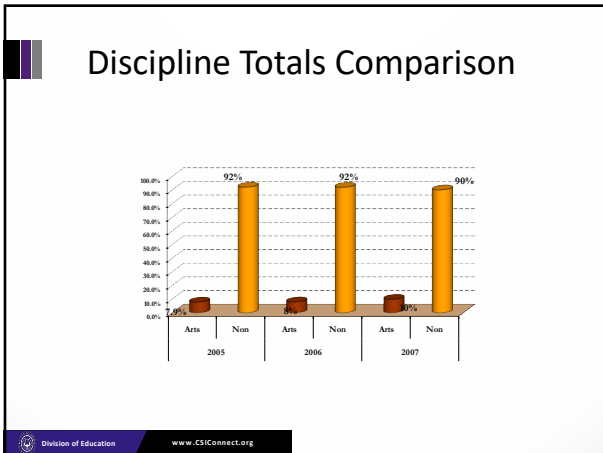
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Champions of Change: The Impact of the Arts on Learning

1. The arts reach students who are not otherwise being reached.
2. The arts reach students in ways that they are not otherwise being reached
3. The arts connect students to themselves and each other.

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Champions of Change: The Impact of the Arts on Learning

4. The arts transform the environment for learning.
5. The arts provide learning opportunities for the adults in the lives of young people
6. The arts provide new challenges for those students already considered successful

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Real World Applications

Dan Pink

- A Whole New Mind: Why Right Brainers Will Rule the Future
- The Role of Creativity in 21st Century Workforce Preparation

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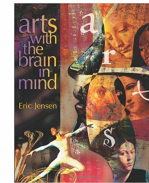
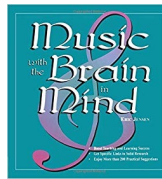
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21st Century Skills

Creativity	Critical thinking
Collaboration	Communication
Technology literacy	Flexibility
Leadership	Initiative
Productivity	Social skills

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Arts and the Brain



Eric Jensen

“These themes form arguments that support a relationship between artistic activities and learning or brain development.”

Harvard Educational Review

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Arts and the Brain

- Brain Stimulation- repetition- not “drill and kill” but “drill and thrill” Repeat ideas with a twist.
- Embeds the learning faster, on a deeper level
- Provides fun and relaxation

“Music With the Brain in Mind,” Eric Jensen

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Arts and the Brain

- Collects and brings whole groups together
- Builds rapport and encourages bonding
- Comforts the soul during painful times and stirs emotions during patriotic celebrations

“Music With the Brain in Mind,” Eric Jensen

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THE BRAINS REACTION TO MUSIC



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During the brain's early years, neural connections are being made at a rapid rate. Much of what young children do as play — singing, drawing, dancing — are natural forms of art. These activities engage all the senses and wire the brain for successful learning.



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Know the Law

2015- Every Student Succeeds Act- lists “music and the arts” as essential in a well-rounded education.

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EDUCATION POLICY EVERY STUDENT SUCCEEDS ACT

JUNE 21, 2016 - 10:16AM

Goodbye 'Core Subjects,' Hello 'Well-Rounded Education'

BY TIM WALKER



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Know the Law

- The bipartisan Every Student Succeeds Act (ESSA) includes a flexible block grant program under Title IV Part A, which is authorized at \$1.6 billion in FY 2019.
- Any school district that receives a formula allocation above \$30,000 must conduct a needs assessment and then must expend 20 percent of its grant on activities to provide a well-rounded education.

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Elementary and Secondary School Emergency Relief Fund (ESSER)

- ESSER 1- \$11.9 billion
- ESSER 2- \$48.9 billion
- ESSER 3- \$126 billion

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The Economic Impact of the Arts

According to the U.S. Bureau of Economic Analysis (BEA), the arts and culture sector is a \$730 billion industry, which represents 4.2 percent of the nation's GDP—a larger share of the economy than transportation, tourism, agriculture, and construction.

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Economic Impact of the Arts in Texas

THE ARTS AND CULTURE INDUSTRY generates \$5.5 billion for our state's economy and brings in more than \$343 million in state sales tax revenue annually



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Economic Impact of the Arts in Austin

- The nonprofit arts and culture are a **\$236.1 million industry** in the City of Austin—
- one that supports 7,315 full-time equivalent jobs and
- generates \$23.0 million in local and state government revenue.

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Educate The Heart

- The feeling you get when you participate in the experience
- The idea of giving a child a well-rounded education
- The positive life skills students learn from being in the organization

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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

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Provide Quality Instruction

- We are no longer considered "extra"
- Every Student Succeeds Act- lists music and the other arts as essential in providing a well-rounded education

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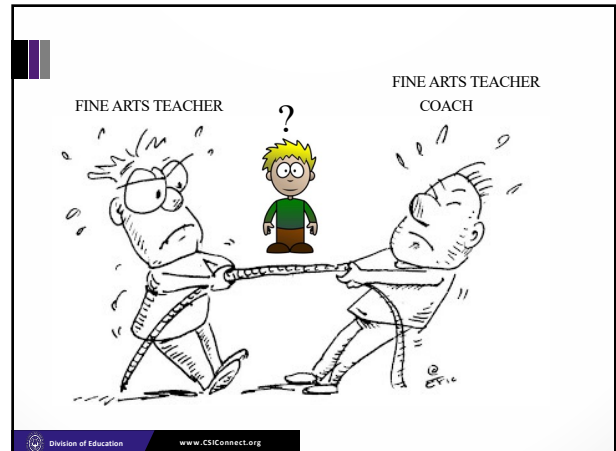
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Maddie & Tae's gold-selling single "Girl In A Country Song."



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Working with Administration

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Working with Administration

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(Educate the Heart)
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- **Share your successes--
promote the program**

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Working With Administration

- **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

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Working With Administration

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Know When To Accept "No"

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You Have To Do a Little "Schmoozing"

- Volunteer to do something without being asked
- Appreciation breakfast for teachers
- Special events...even if you don't really want to
- Eat lunch with them- show them you are one of them

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Which Are You?



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Take Care of Your Business

- Communicate
- Handle student issues
- Provide quality instruction
- Stick together

DON'T SURPRISE THE BOSS

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What Do Most Principals Want?

- Increased performance on standardized tests
- Lower failure rates
- Good attendance
- Kids and teachers that behave!

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Grass is Greener.....

On the other side of the
fence?

or

Where you tend it?

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Contact Me

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