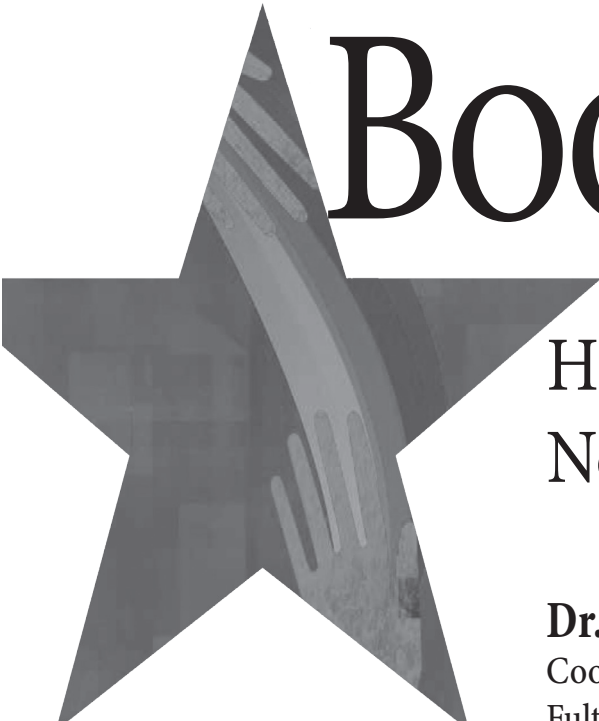




The Midwest Clinic

International Band and Orchestra Conference

STRATEGIC BOOSTERS



How to Thrive
Not Just Survive!

Dr. David W. Vandewalker
Coordinator of Performing Arts
Fulton County Schools



GIA Publications, Inc.
Chicago

The 71st Annual Midwest Clinic • Chicago, Illinois
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Meeting Room W179



WHAT IF your organization decided to **THRIVE** as a 21st Century People-Oriented Small Business by strategically re-creating the puzzle, one piece at a time? You might be surprised with what you see!

The Big Picture:

When looking at the big picture of your booster organization, what do you see?

Score each piece of the puzzle by asking yourself about your booster organization. Evaluate (by using the following scale) noting evidence of the strategic booster categories on the right: **strongly evidenced (+2)**, **evidenced (+1)**, or **not evidenced (+0)**.



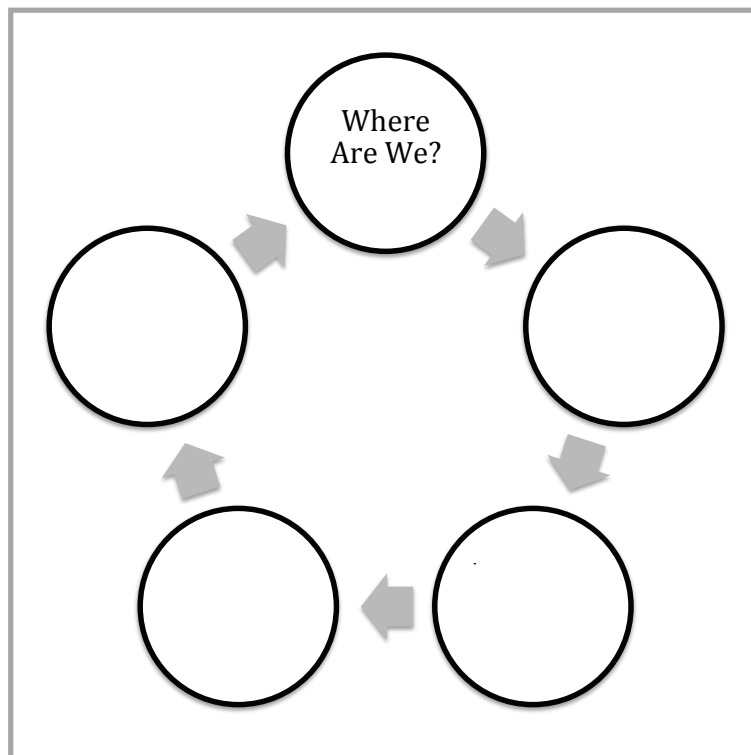
YOUR
SCORE _____

1 12 24
 ||| survive ||| strive ||| thrive

Four Key Components for Building a Thriving Organization



Five Key Questions



9 components to SET a strategic plan





Rally the Troops!

GET your people...KNOW your people

ORGANIZE your people... EMPOWER your people

First Who ... Then What.

Great organizations make sure they have:

the _____ people on the bus,

the _____ people off the bus,

the right people in the _____ seats
before they figure out where to drive the bus

Again, this requires

so that we know...

_____.



WHAT IF you get to know your people, categorize your members by personality types, and pair their personalities with suitable roles in the organization?



Think about the variety of personalities in your organization. In the space below, brainstorm and list descriptive words or modifiers that describe people that could fit into the two categories.

Task Oriented

vs

Outgoing/Influencer

	vs	
--	----	--

Getting TO KNOW Your People



Section Liaison



Volunteer Coordinator

GETTING TO KNOW YOU...

Welcome to the Family!!! As a parent of a student in the band program, you are automatically a part of a new family. The [YOUR SCHOOL PROGRAM NAME] is an organization comprised of parents, students, corporate members, alumni students and parents who desire to make a difference in the lives of the active students in the [YOUR SCHOOL PROGRAM NAME] program. Help us get to know you by filling out the information below:

STUDENT NAME: _____

MOM NAME: _____

Outgoing _____ a Manager
Nurturing _____ Wallflower
Creative _____ Medical
List / Task Oriented _____ Organized
People Person _____ Counselor
Fun Loving _____ Shopper
Dependable _____ Takes Charge
Resourceful _____ Adaptable
Routine Oriented _____ Analytical

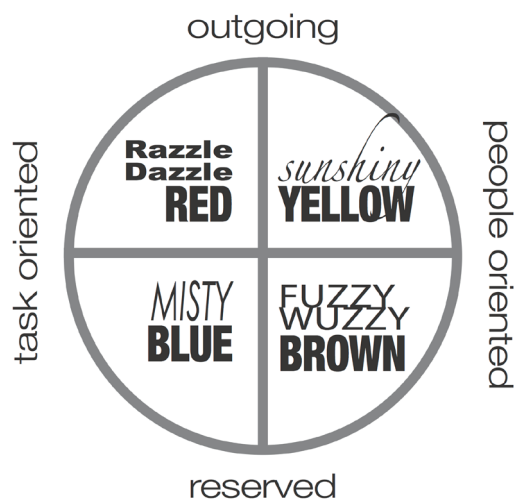
DAD NAME: _____

Outgoing _____ a Manager
Nurturing _____ Wallflower
Creative _____ Medical
List / Task Oriented _____ Organized
People Person _____ Counselor
Fun Loving _____ Shopper
Dependable _____ Takes Charge
Resourceful _____ Adaptable
Routine Oriented _____ Analytical

Tell us about your employment

M D Accounting/Finance
M D Administrative
M D Advertising/PR/Media
M D Art/Creative
M D Business Development
M D Consulting
M D Design
M D Distribution
M D Education, Count...

Well Balanced Teams GET RESULTS



Modernize the Organization

BUILDING GREATNESS TO LAST requires building an organizational structure that can adapt through multiple generations of leaders.

The New Generation of Organization:

Co-Presidents

Co-Treasurers

Secretary/Rules and Regulations Manager

Co- Director of Project Management

Co- Director/Events

Co- Director /Operations

Co- Director /Public Relations

Co- Director /Revenue

Co-Director of Info & Technology

Members at Large:

Guard Coordinator

Communications Coordinator

[ie: Website/Email/News/FB/Twitter, etc.]

Chaperone Coordinator

Volunteer Coordinator

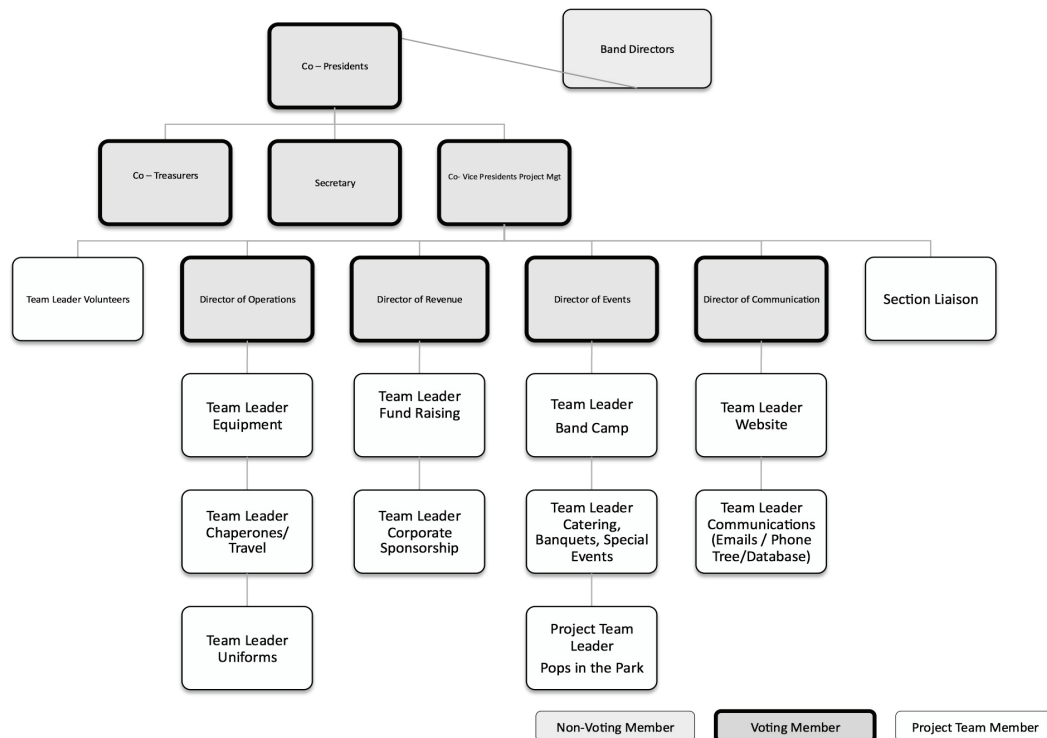
Ex-officio Members (non voting):

Directors, Administrative Liaison

Immediate Past President

Note: Co-positions allow for overlapping teams to transfer knowledge base and keep momentum from year to year.

Developing an Organization Chart



The Business Blueprint

Consider all the things the booster organization does as an “event.”

Whether it is a banquet, a fundraiser, a road race, or an outdoor concert, the successful booster organization functions as a people-oriented, small business. Therefore, just as a strategic plan for the booster club is essential, so is the event planning guide that serves as the strategic plan for the individual project plan team similar to the blueprint for the general contractor. It contains all the specific details necessary to build a product that will stand the test of time.

Event Project Plan Guide includes:

Project Mission Statement

Goals for the project

Specific strategies or objectives

Event Blueprint (detailed planning stages)

Stage 1	3-6 months
Stage 2	30 - 60 days
Stage 3	10 - 30 days
Stage 4	7 days
Stage 5	1 day
Stage 6	Event Day
Stage 7	Post Event

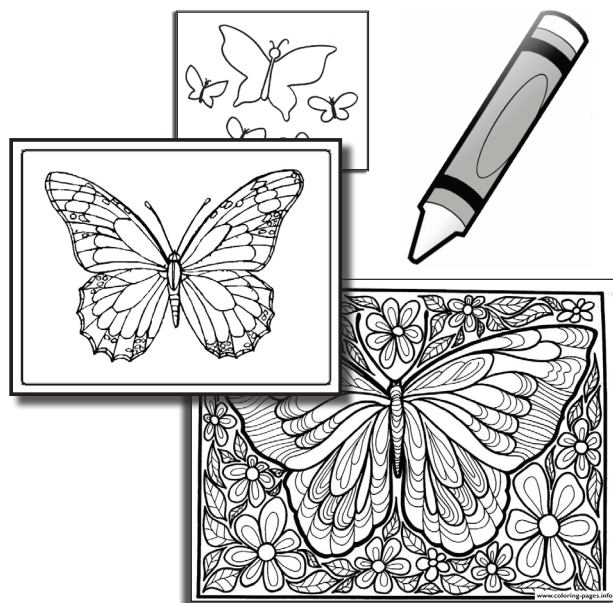
Volunteer Needs

Budget

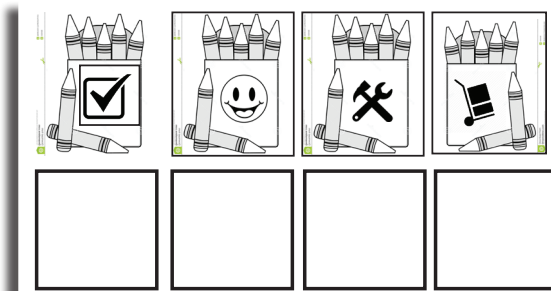
Vendor Forms

Action plans

Evaluation and Revision

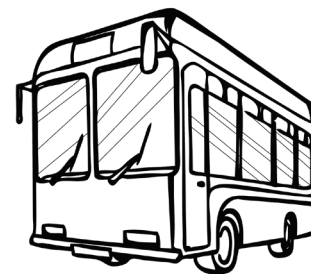


It is all about the project

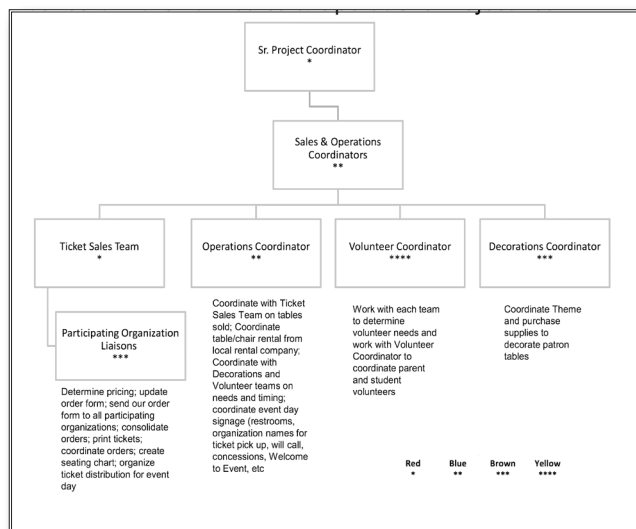


Planning Guide: Stage Two

ITEM / ACTION	WHO	DEADLINE
☐ Take ticket (due 1 week prior to event day) and personal ad (due 3 weeks prior to event day) order forms to participating organizations	Ticket Team	6 Weeks Out
☐ Send order forms to IT Team to post on booster website	IT Team	6 Weeks Out
☐ E-mail order forms to booster families	IT Team	6 Weeks Out
☐ Send invitations to corporate sponsors, administrators, and contacts for all participating organizations	Ticket / PR	6 Weeks Out
☐ PR - to send press release out; also advertise in PTSA newsletters / e-mail blasts, local and subdivision newsletters	PR	6 Weeks Out
☐ Request list of performers from all participating organizations along with show name and/or names of scores to be performed	Directors / Program Mgr	6 Weeks Out
Event Program Team to begin creating program	Event Program Team	4 Weeks Out



Right People | Right Seats



	Developing Organization	Growing Organization	Maximizing Organization
President	President Typically, the president of a booster organization is an individual who has previously been active in the organization. The major duties include, but are not limited to, the following: • Preside at all meetings of the organization. • Regularly meet with the designated campus representative regarding booster activities. • Resolve problems in the membership.	President Typically, the president of a booster organization is an individual who has previously been active in the organization. The major duties include, but are not limited to, the following: • Preside at all meetings of the organization. • Regularly meet with the designated campus representative regarding booster activities. • Resolve problems in the membership.	Co-Presidents Typically, the president of a booster organization is an individual who has previously been active in the organization. The major duties include, but are not limited to, the following: • Vision casting for the organization [under the supervision of faculty sponsor]. • Preside at all meetings of the organization. • Serve as the spokesperson and cheerleader for the organization while on the sidelines.

	Developing Organization	Growing Organization	Maximizing Organization
Director - Project Management The Director Project Management acts as the president's representative in his/her absence and are an individual(s) who has/have previously been active in the organization.	Director - Project Management The duties are handled by the President.	Director - Project Management The Director Project Management acts as the president's representative in his/her absence and are an individual who has previously been active in the organization. The major duties include, but are not limited to, the following: • Preside at meetings in the absence or inability of the president to serve. • Perform administrative functions delegated by the president. • Serve as Senior Project Manager for ALL Directors and coordinators. • Establishes master calendar of all events/projects for the year. • Supervise the creation, collection and revision of event planning guides / books for standard operations and procedures for each of the events or projects. Maintains a committee copy and an organization copy. • Manages the follow through of the project coordinators to ensure that all timelines and procedures are successfully implemented. • Perform monthly check-in meetings with Directors. • Attend monthly Board & Booster meetings. • Conduct After Event Reviews for all events and ensure updates to all documents.	Co-Directors - Project Management The Co-Directors Project Management act as the president's representative in his/her absence and are an individual who has previously been active in the organization. The major shared duties include, but are not limited to, the following: • Preside at meetings in the absence or inability of the president to serve. • Perform administrative functions delegated by the president. • Serve as Senior Project Manager for ALL Directors and coordinators. • Establishes master calendar of all events/projects for the year. • Supervise the creation, collection and revision of event planning guides / books for standard operations and procedures for each of the events or projects. Maintains a committee copy and an organization copy. • Manages the follow through of the project coordinators to ensure that all timelines and procedures are successfully implemented. • Perform monthly check-in meetings with Directors. • Attend monthly Board & Booster meetings. • Conduct After Event Reviews for all events and ensure updates to all documents.

Sample Organizational Roles and Responsibilities based on Program Tier of Development

Detailed roles and charts are provided via the Digital Downloads.

	Developing Organization	Growing Organization	Maximizing Organization
Chaperone Coordinator	Chaperone Coordinator The major duties include, but are not limited to, the following: • Coordinate and communicate chaperone schedule for all student based events (i.e. practices / Games / Festivals / Camps / Clinics). • Maintain and review Medical Forms for all students. • Maintain Medical Cabinet / Bag & Supplies. • Schedule and conduct chaperone training.	Chaperone Coordinator The major duties include, but are not limited to, the following: • Coordinate and communicate chaperone schedule for all student based events (i.e. practices / Games / Festivals / Camps / Clinics). • Maintain and review Medical Forms for all students. • Maintain Medical Cabinet / Bag & Supplies. • Schedule and conduct chaperone training.	Chaperone Coordinator This position reports to the Director of Operations. The major duties include, but are not limited to, the following: • Coordinate and communicate chaperone schedule for all student based events (i.e. practices / Games / Festivals / Camps / Clinics). • Maintain and review Medical Forms for all students. • Maintain Medical Cabinet / Bag & Supplies. • Schedule and conduct chaperone training.
Uniform / Attire Coordinator	Uniform / Attire Coordinator The major duties include, but are not limited to, the following: • Inventory, Maintain and Issue Attire. • Manage student Uniform Crew. • Oversee / manage the purchase and sale of all organization related promotional items (i.e. t-shirts, hats, sweatshirts, etc.). • Promotional Attire. • Required Attire. • Promotional Items.	Uniform / Attire Coordinator The major duties include, but are not limited to, the following: • Inventory, Maintain and Issue Attire. • Manage student Uniform Crew.	Uniform / Attire Coordinator This position reports to the Director of Operations. The major duties include, but are not limited to, the following: • Inventory, Maintain and Issue Attire. • Manage student Uniform Crew.



David W. Vandewalker

David W. Vandewalker is the Coordinator of Performing Arts for the Fulton County Schools supporting the music education and music therapy faculty who serve 96,000 students in Atlanta. David is the artistic director and conductor of the Metropolitan Atlanta Youth Wind Ensemble and associate director of the Tara Winds (Sudler Silver Scroll award-winning community band).

Additionally, he served as the assistant director of bands at Georgia State University (2012-2016) and Director of Bands at Harrison High School in Kennesaw, Georgia (2000-2012). Dr. Vandewalker earned degrees at Baylor University, Central Michigan University, and Boston University where he received the Doctor of Musical Arts degree in Music Education.

A Conn-Selmer Artist/Educator, he has led concerts before esteemed audiences such as the CBDNA/NBA, Music for All National Concert Festival, and the Midwest Clinic. Marching Bands under his direction received honors including participation in the 57th Presidential Inaugural Parade, 2009 & 2014 Macy's Thanksgiving Day Parade, ranked top-ten nationally by the 2013 College Band Directors National Association (CBDNA), and Bands of America Grand National Finalist.

Dr. Vandewalker is a recipient of the Sudler Flag of Honor, nine-NBA Citation of Excellence Awards, three National Wind Band Honors Awards, is recognized in multiple editions of Who's Who Among American Teachers, and is an elected member of the American Bandmasters Association. David and his wife, Pamela, reside in Marietta where she is Minister of Creativity and Worship Programming at Johnson Ferry Baptist Church with over 900 children actively involved in music making each week.

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FEATURED NEW RELEASES

BOOSTERS TO THE RESCUE!

A Practical Handbook to Start from Scratch
or Take Things to the Next Level of Success!

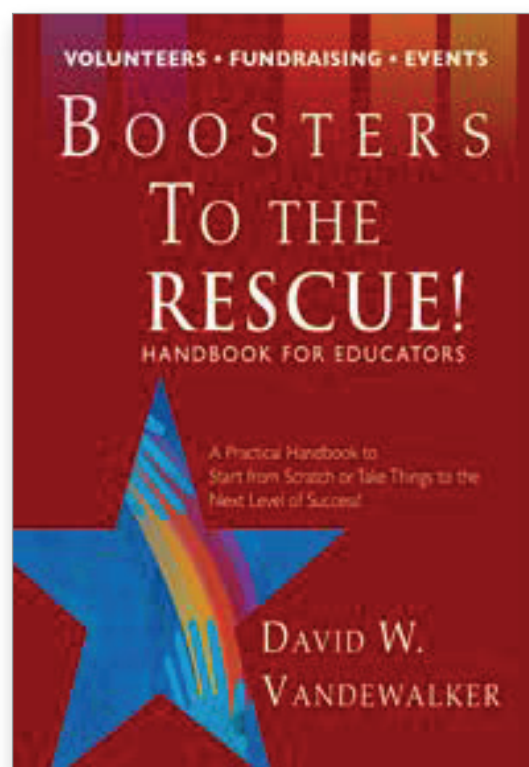
DAVID W. VANDEWALKER

Veteran band director David Vandewalker has been successfully empowering school parent organizations across the country for years. In *Boosters to the Rescue!* he offers practical tools to modernize your program into a 21st-century booster organization that can function as a successful small business and significantly support the school music and arts programs.

In clear, concise language, Vandewalker lays out an action plan that includes how to:

- Learn to be articulate in sharing your vision
- Enlist an army of volunteers
- Develop project plans
- Define a composite list of duties, tasks, and responsibilities
- Communicate
- Determine personal strengths and personality traits
- Create a business plan model
- Make project notebooks
- Provide support, encouragement, and praise

Boosters to the Rescue! goes beyond ideas and plans with online links to ready-to-use Word, Excel, and PDF files that are easy to customize and print. These reproducible tools will save you time, and enable and empower you to build an amazing team of people dedicated to musical excellence!



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STRATEGIC PLANS FOR A SUCCESSFUL BOOSTER CLUB

Time-Tested Concepts for Breaking Through
to the Next Level

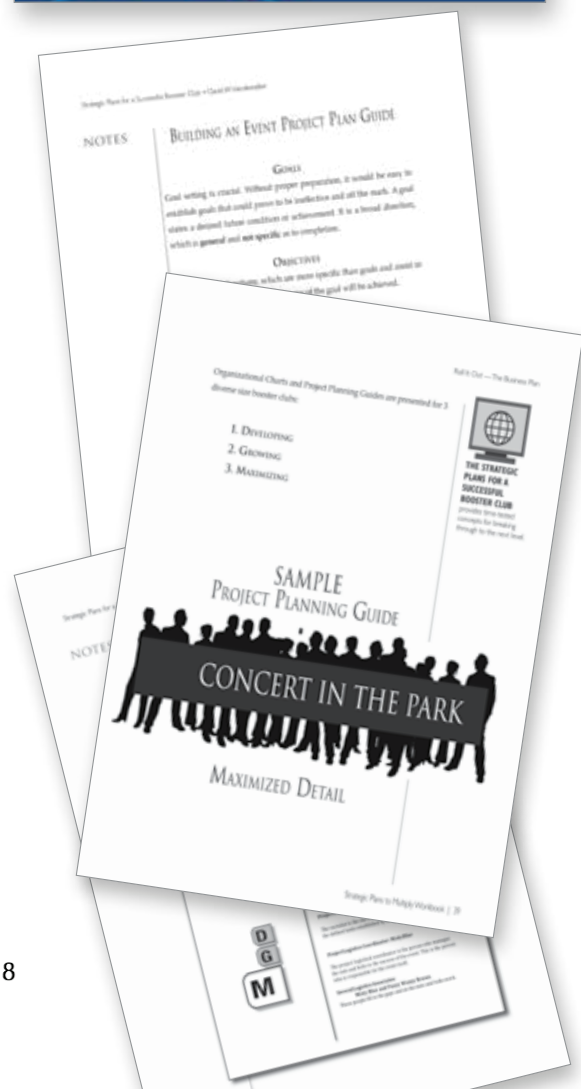
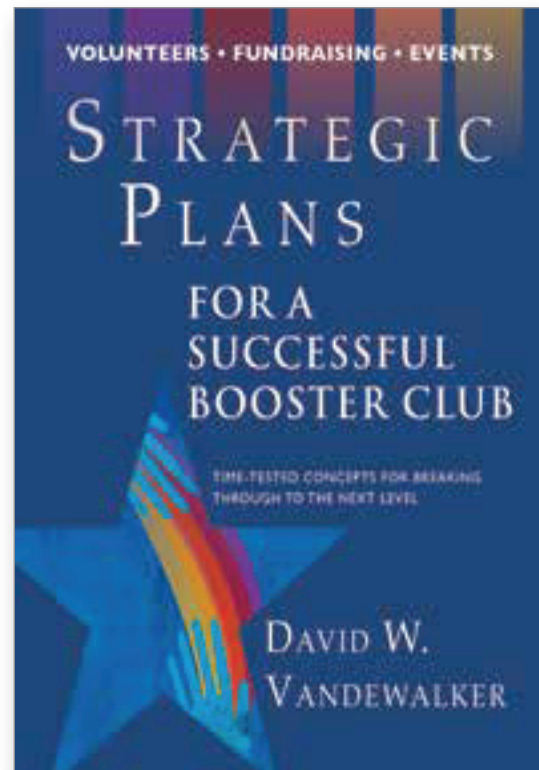
DAVID W. VANDEWALKER

Strategic Plans for a Successful Booster Club is the companion resource to *Boosters to the Rescue!* (G-9225), which provides ready-to-use Word, Excel, and PDF files to help booster clubs set and achieve a long-term vision for their organization.

Strategic Plans includes project-planning guides for three diverse sizes of booster clubs: Developing, Growing, and Maximizing. *Strategic Plans* offers a wealth of ideas, forms, organizational charts, and branding tools in four concise sections.

“Ready, Set, and Go!” introduces the strategic planning process and explains how to get down to business. “Rally the Troops” provides practical advice on how to organize, manage, and empower people. “Roll It Out” delves into the details of creating a business plan blueprint and a project-planning guide. And “Rock It Out” includes ways to build effective teams, with dozens of branding and advertising designs ready for you to download, edit, customize, and print.

Strategic Plans for a Successful Booster Club is an invaluable resource for every music leader who wants to create a community of support around the important task of educating young musicians. These reproducible tools will save you time, and enable and empower you in developing your own successful booster club.



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