



Strategies for Rebuilding Programs in the New Era?

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HOW DO WE REBUILD?



HOW DO WE REBUILD?



Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —DANIEL GILBERT, Professor of Psychology, Harvard University and author of *Stumbling on Happiness*

Contagious: Why Things Catch On



Guerrilla Marketing 9 | 28

Word of mouth generates more than
2x the sales of paid advertising

-McKinsey Quarterly



Word of Mouth via Social Media

SOCIAL CURRENCY

We share things that make us look good. For example, if we are able to inform other people about a trendy new smartphone app that we discovered, it makes us look good... and, increases usage of the app.

Make People Feel
Like Insiders

Find the
inner-remarkability

6
STEPS

TRIGGERS

Ideas that are top of mind spread.
Ideas become top of mind when they are activated by triggers which make people easily think of the product. Cheerios gets more word-of-mouth than Disney because it is so strongly associated with breakfast.



EMOTION

When we care, we share. The author even cited tests where people who learned something during physical activity were more likely to pass along the concept.

Work
Coffee Shop
Tennis Court
Grocery Store
Hair Salon
Soccer Field

PUBLIC

People tend to follow others, but only when they can see what those others are doing. Steve Jobs designed the Apple logo on the Mac so other people could see it when someone else is using a Mac. Ideas need to be public to be copied.

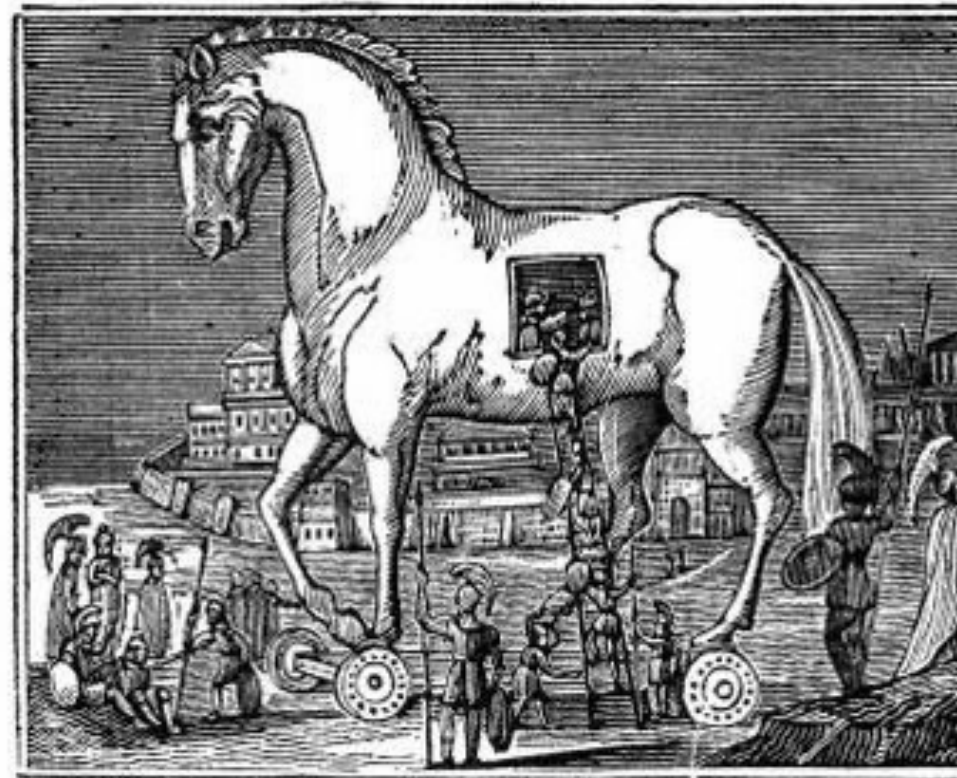


PRACTICAL

Humans crave the opportunity to give advice and offer tips... especially if they offer practical value. Berger has identified this 'paying it forward' to help others. No one will share a product or idea that does not have practical value to others.

STORIES

People do not just share information, they tell stories. And stories are like Trojan horses that carry ideas and brands. To benefit the brand, stories must be interesting and also relate to a sponsoring company's products.



Trojans Deceived.

HOW DO WE REBUILD?



**POWERFUL
MOMENTS**





Do you
remember your
senior prom?



What about when your child
left for college?



How about your first paycheck?



We all have defining moments in
our lives-meaningful experiences
that stand out in our memory.

WHAT ARE SOME OF YOUR PROFESSIONAL MEMORIES THAT STAND OUT?



The Power of Moments:

Why Certain Experiences Have Extraordinary Impact

Defining Moments

- In our field we are very fortunate that we have built in defining moments.
 - Concerts, Football games, musicals, art shows, trips, etc.
 - We count on these moments every year to give our students something to remember
- Some moments happen by luck.
 - A bus breaks down on the way to perform at a major event.
 - The instrument trailer does not arrive at the game with the band and the students sing all of the stand tunes.
 - The conductor breaks the baton in the middle of an epic performance and calmly reaches down for another baton without missing a beat.
- These are all shared experiences that our students enjoy and talk about years later.

The Power of Moments



Peak-End rule

- Best or worst moment is known as the **peak**.
 - The ending is what people will remember, not the minute by minute, but instead the flagship moments
-
- Peak + Fine' = Lasting
Impression



Defining Moments to Foster Intrinsic Motivation

- A defining moment is an experience that is both memorable and meaningful.
- Planning out defining moments for our team helps to create the peaks we want them to experience.

WHAT DEFINES A MOMENT?



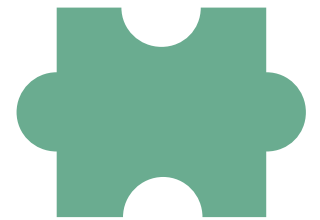
ELEVATION



INSIGHT



PRIDE



CONNECTION



What Moments Can We Create as Directors that provide:

- 1) PEAK Experiences and
- 2) Amazing End of the Year Moments

To help us create more WIN-WIN moments?

How would our teams be stronger...

How would that impact kids...

How would that impact the implementation of your vision...



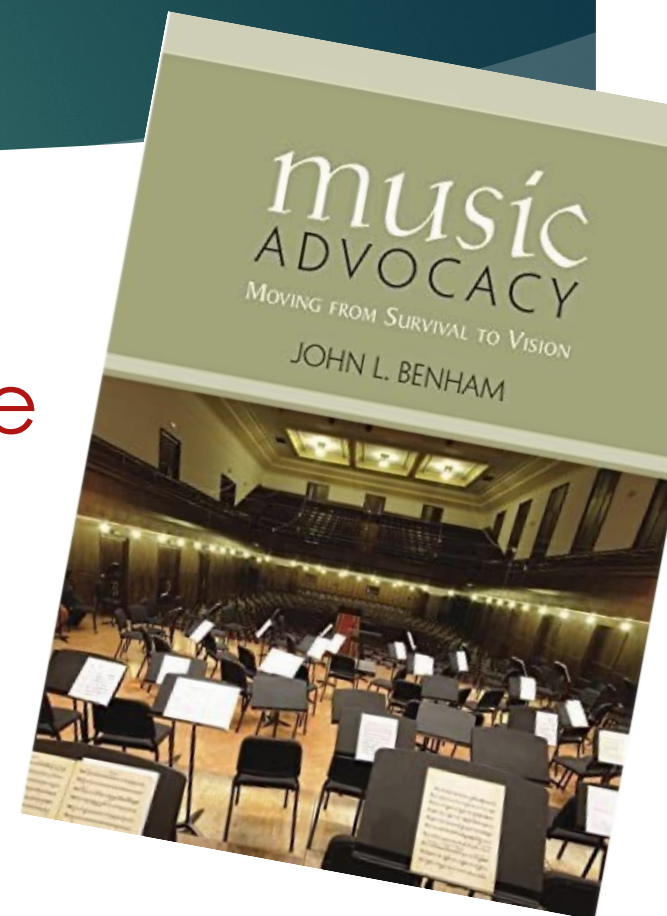
HOW DO WE REBUILD?



COLLABORATIVE COALITIONS



Saving and Building Music Programs for Life Through **Collaborative Coalitions**



Influencing Decisions



- **Get involved in the process**
- **Proactive vs. Reactive involvement**
- **Get organized**



A Key to Success:

The Parents

An organized Music Coalition is the most effective way for parents to influence the decision-making process in the local building & school district.



**First
Coalition**

**Local
Booster Club**



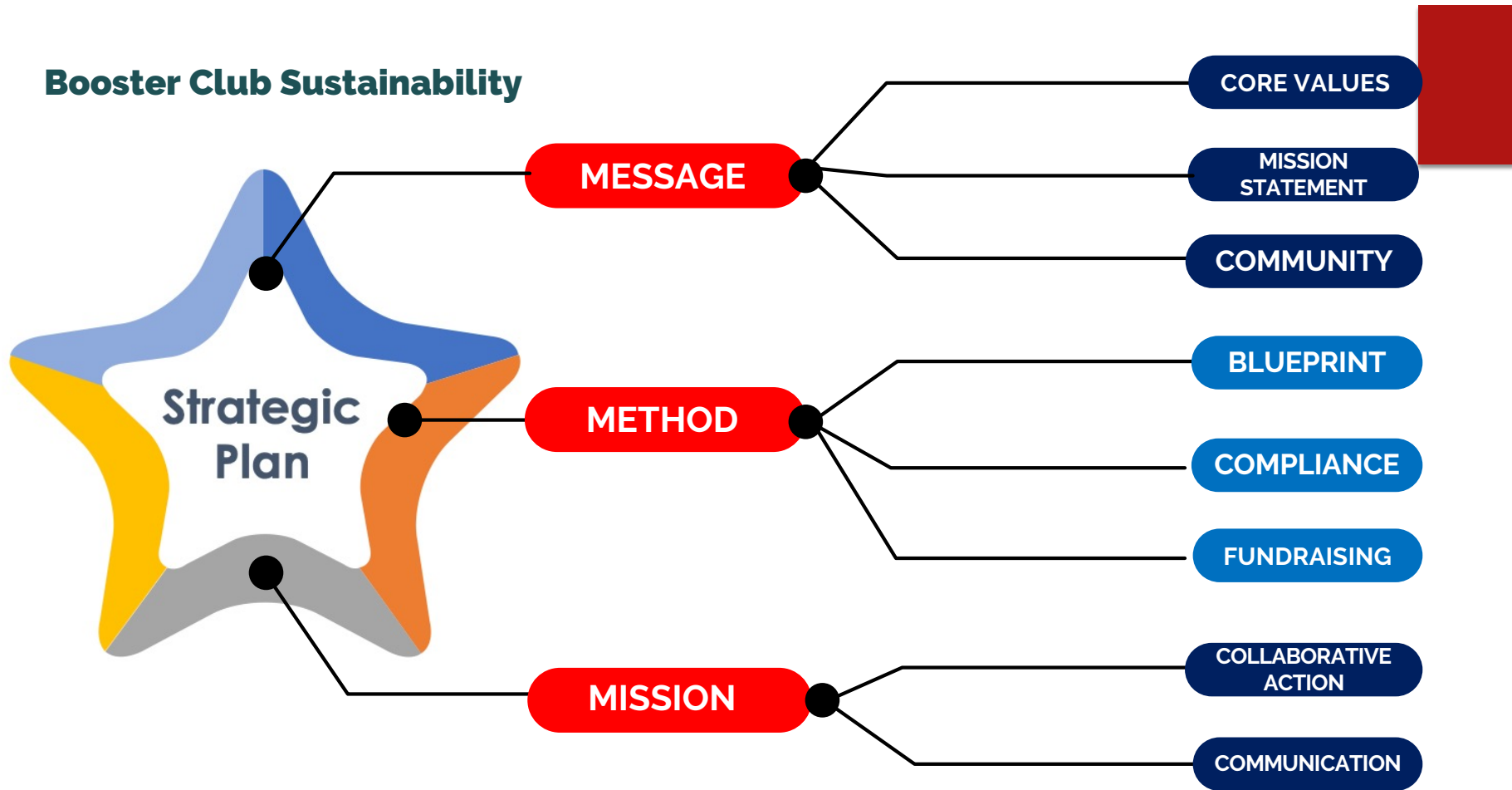
CONNECTIONS
EXPERIENCES
RELATIONSHIPS

Strategic Boosters: System of Six Core Elements



Message
Method
Mission

Booster Club Sustainability



Message + Method + Mission = THRIVING SUCCESS



Train Your **ENTIRE Team**
For ONE YEAR



An illustration of several hands of different skin tones (light, medium, and dark brown) reaching in from the left and right sides to hold a central white circle. Inside the circle, the words "music", "FAMILY", and "community" are written. "music" and "community" are in yellow, while "FAMILY" is in large, bold red letters.

music
FAMILY
community

Second Coalition

6-12 MUSIC

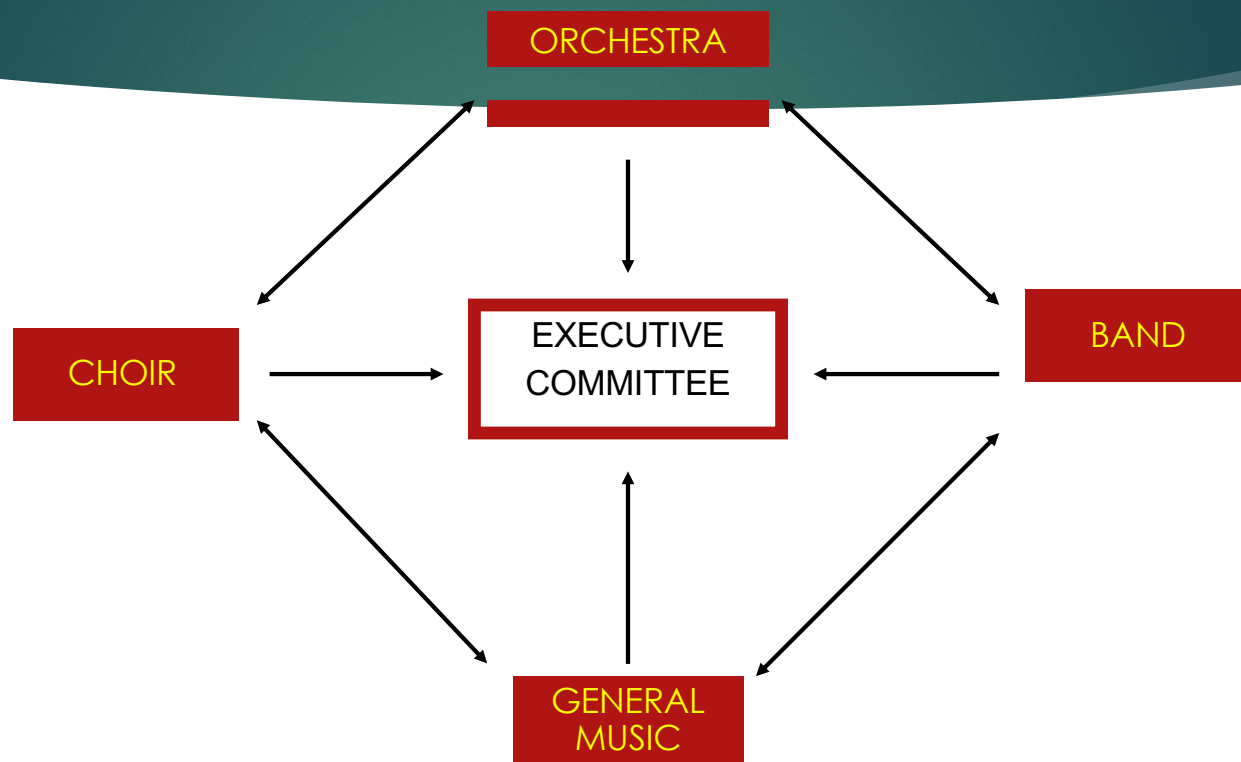
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music
FAMILY
community

**Third
Coalition**

**District-wide
Booster
Presidents**

The Music Coalition



School
Cluster
District

ALL SCHOOLS • ALL LEVELS • MUSIC TEACHERS • MUSIC COMMUNITY

The Music Coalition

Teams:

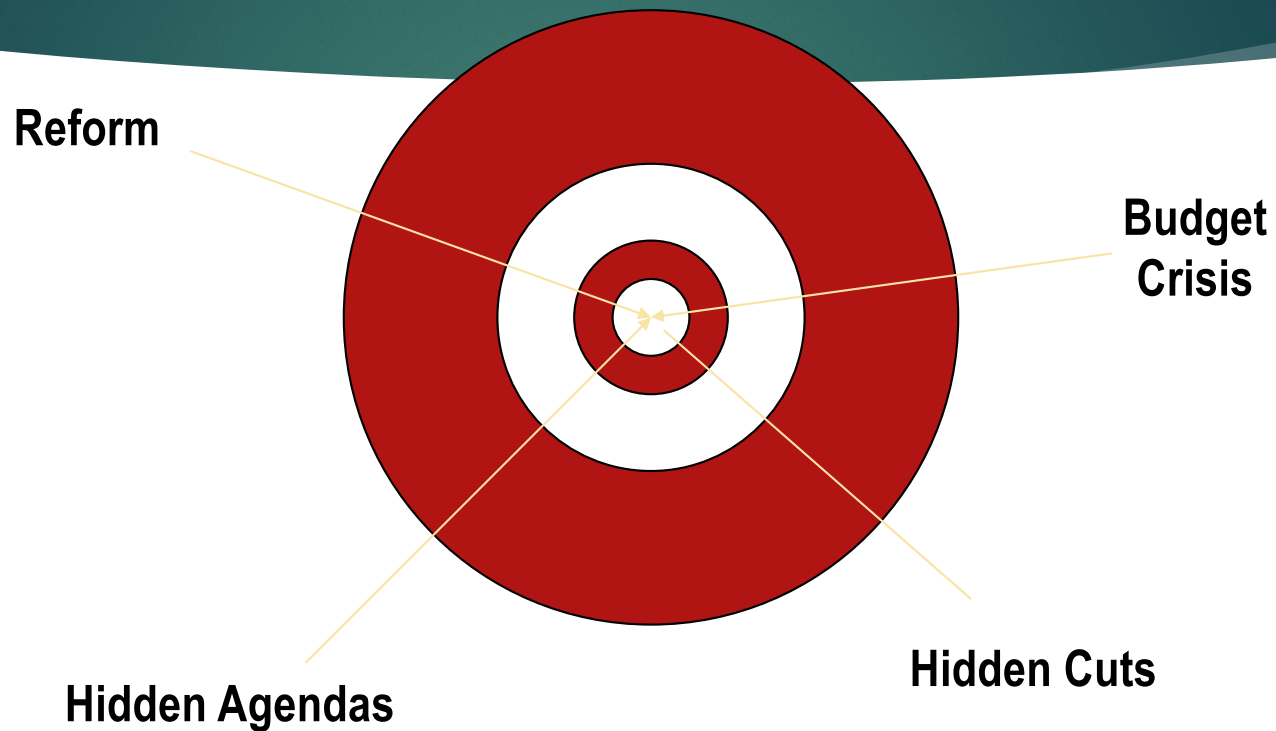
1. **Communications**
2. **Administrative Liaison**
3. **Statistics and Finance**
4. **Philosophy and Curriculum**

Crisis Management

___ In any crisis . . . Identify the issues first!

- Faculty Issues
- Curricular Issues
- Student Participation Issues
- Economic Issues

Target the Issues



School Program

School Arts Department

Cluster Communication

District Fine Arts

District Arts Coalition

Stories of Powerful Moments Empower the Coalition's Influence

HOW DO WE REBUILD?



STRATEGIC COMMUNICATIONS





Strategic Communication

requires diverse
methodology

2

FORMS

INTERNAL
EXTERNAL

New York Times Best-Selling Author

DONALD MILLER

BUILDING A STORY BRAND



Clarify Your Message so
Customers Will Listen

Building a Story Brand

- ▶ What's your message
- ▶ Can you say it easily
- ▶ Is it simple, relevant, and repeatable?
- ▶ The more simple and predictable the communication, the easier it is for the brain to digest.
- ▶ Story formulas put everything in order so that the brain doesn't have to work to understand what's going on. Thus, we remember the story more easily than data alone. (i.e., Jared Story)
- ▶ Great stories are about survival- either physical, emotional, relational, or spiritual

Create, Connect & Thrive

STRATEGIC COMMUNICATION

INSPIRING TOOLS FOR
SCHOOL-BASED ORGANIZATIONS
AND THE PEOPLE WHO LEAD THEM

Dr. David W. Vandewalker

Author of *Boosters to the Rescue*,
Strategic Plans for Successful Booster Clubs,
and the *Strategic Boosters Institute*

Strategic
Musication



**Which Media
Should You Use
to Create Your Story?**

MEDIA

- ▶ Text
- ▶ Video
- ▶ Photos
- ▶ Cartoons
- ▶ Infographics
- ▶ Live Events
- ▶ Royalty-Free Images



**What Channels
Do You Use to
Share Your Story?**

CHANNELS

- ▶ Word of Mouth
- ▶ Infomercial
- ▶ Print
- ▶ Social Media
- ▶ Blog
- ▶ Website
- ▶ Email
- ▶ Webinar/Live Stream

Content Management

- ▶ One of the highest priorities of successful communication is the effective management of content to keep your messaging in front of your community on a consistent basis via diverse methods in order to strengthen your communication effectiveness.
- ▶ The implementation of a **content calendar** provides a practical, powerful tool to manage communication distribution within the organization.



Content Diversity

- ▶ 1 Blog article per week
- ▶ 1 Long Blog post (1,200-2,000 words) spotlighting a program or event or latest research supporting the arts
- ▶ 2 Graphics/Infographics per week
- ▶ 2 Pictures telling a story per week
- ▶ 1 Micro Video (30-60 seconds) per week for promotion
- ▶ 1 Micro Video (30-60 seconds) per week for celebrating
- ▶ 1 Video Story Spotlight per month or every 2 weeks to tell a special story. This video can be 4-6 minutes in length.

Tools to Empower Content Creation

▶ Images

- ▶ Canva
- ▶ Adobe Spark

▶ Video

- ▶ InVideo
- ▶ Adobe Spark
- ▶ Screenflow (MAC)



▶ Infographics

- ▶ Infogram
- ▶ Piktochart

▶ Videos, Cartoons and Other Multimedia

- ▶ Apple iMovie
- ▶ InVideo
- ▶ Windows Live Movie Maker
- ▶ Camtasia
- ▶ Doodly

▶ Live Events

- ▶ WebinarJam
- ▶ GoToWebinar
- ▶ BigMarker
- ▶ Zoom/Zoom Webinar



Too Much For Just Me!

- ▶ Parent Organizations
- ▶ Student Competitions
- ▶ Student Internships
- ▶ After Hours Stipend of Graphic Design Teachers
- ▶ University Collaborations

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