

Guided Notes:
The Importance of Working with School Administration
From an Administrator's View
Brad Coffman, Russellville School District – Russellville, AR
Midwest Presentation 2025

Getting Started

Who are the educators who shaped YOUR journey?

(List a few people who have influenced your teaching or leadership style.)

- _____
- _____
- _____
- _____

Why This Matters

“Music isn’t extra...”

- Students involved in music are _____% more likely to exceed academic expectations.
- Music programs improve:
 - _____ (supports discipline)
 - _____ (supports graduation rates)
 - _____ (builds community pride)

Who needs to understand the value of your program?

☐ School Board ☐ Administration ☐ Staff ☐ Parents ☐ Students ☐ Community

Shared Goals

Administrators and directors share these priorities:

- _____
- _____
- _____

How can your program’s goals align with district/school goals?

Scheduling & Logistics

“Early & Clearly”

- Scheduling begins _____ rather than later.
- Bring _____ and creativity.

- Align with the bigger picture of _____.

Key considerations:

☐ Interventions ☐ Testing ☐ Elective rotations ☐ Travel time ☐ Missed instruction

Notes on how YOU can advocate for your schedule:

Budgeting & Financial Support

Frame requests as investments in...

Alternative funding sources:

☐ Grants ☐ Fundraisers ☐ Booster Clubs ☐ Sponsorships

Transparency builds _____ and _____.

Personnel & Staffing

- Educate administrators about unique program needs.

- Advocate for: _____

- Professional development directly supports: _____

Quick updates you could share in meetings:

"Our band _____ this week."

Recruitment & Retention

Recruitment = _____

Retention = _____

Ideas for strengthening pipelines:

How do you market your program? _____

Community Engagement

Examples of partnerships or events that strengthen school-community ties:

Why is community support vital to your program's success?

Administrator Relationships

To build trust:

- Communicate _____
- Establish _____
- Be _____

How often do you share positive news with your administrator?

Key Takeaways

1. Advocate early — bring _____
2. Align requests with _____
3. Build trust through _____
4. Create pipelines for _____
5. Celebrate successes with _____

Reflection & Connection

One action I'll take after today's session:



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