

The Importance of Working with School Administration: From an Administrator's View

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Russellville School District
Russellville, AR**

WELCOME

Brad Coffman

- 25 years in Education
 - District Administrator
 - Former Band Director
-
- Arkansas School Band & Orchestra Association Region Chair
 - Phi Beta Mu



The Educators Who Shaped Me...



Julia Reynolds



Dewayne Dove



Jerry Ratzlaff



Travis Beard

The Educators Who Shaped Me...



Tim Gunter



W. Dale Warren



Hal Cooper

Why This Matters...

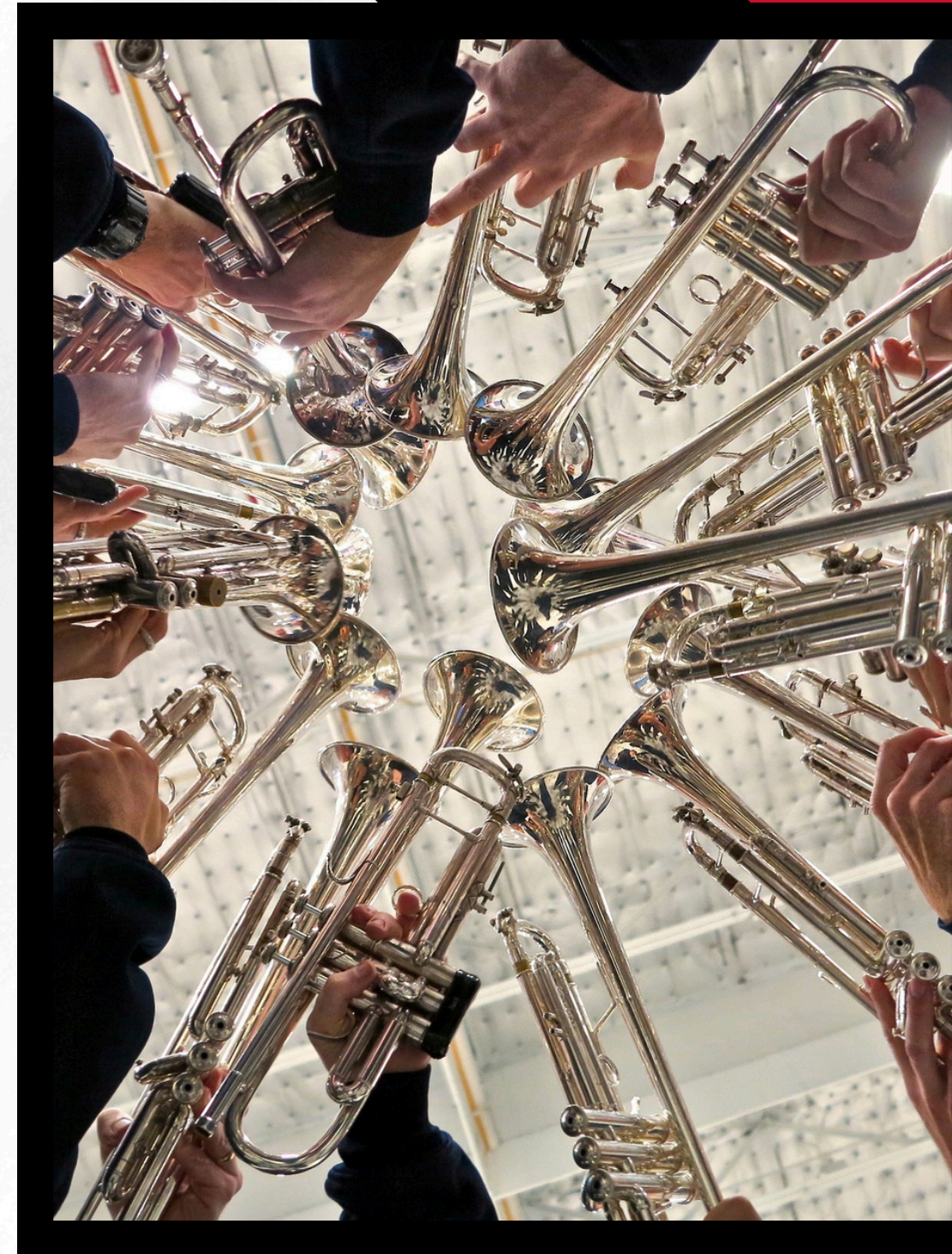
Music isn't "extra"...

According to NAFME:

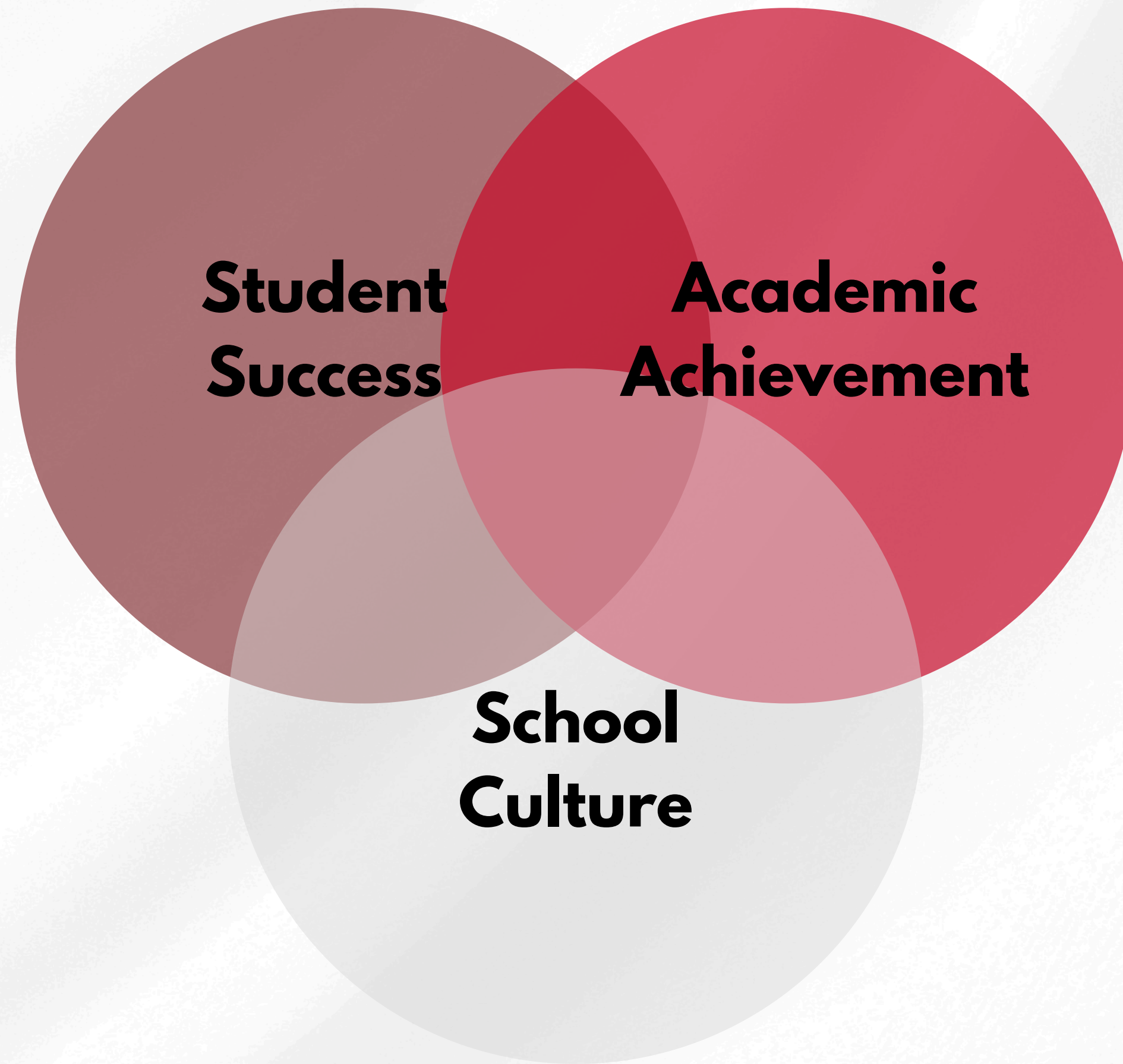
- **Students involved in music are 75% more likely to exceed academic expectations.**
- Music programs also increase:
 - Engagement = improved student discipline
 - Attendance = supports graduation rates
 - School Pride = community relations

Education is important...

- | | |
|---------------------------|-------------|
| • School Board | • Parents |
| • District Administration | • Students |
| • Building Administration | • Community |
| • Staff | |



SHARED GOALS



SCHEDULING & LOGISTICS

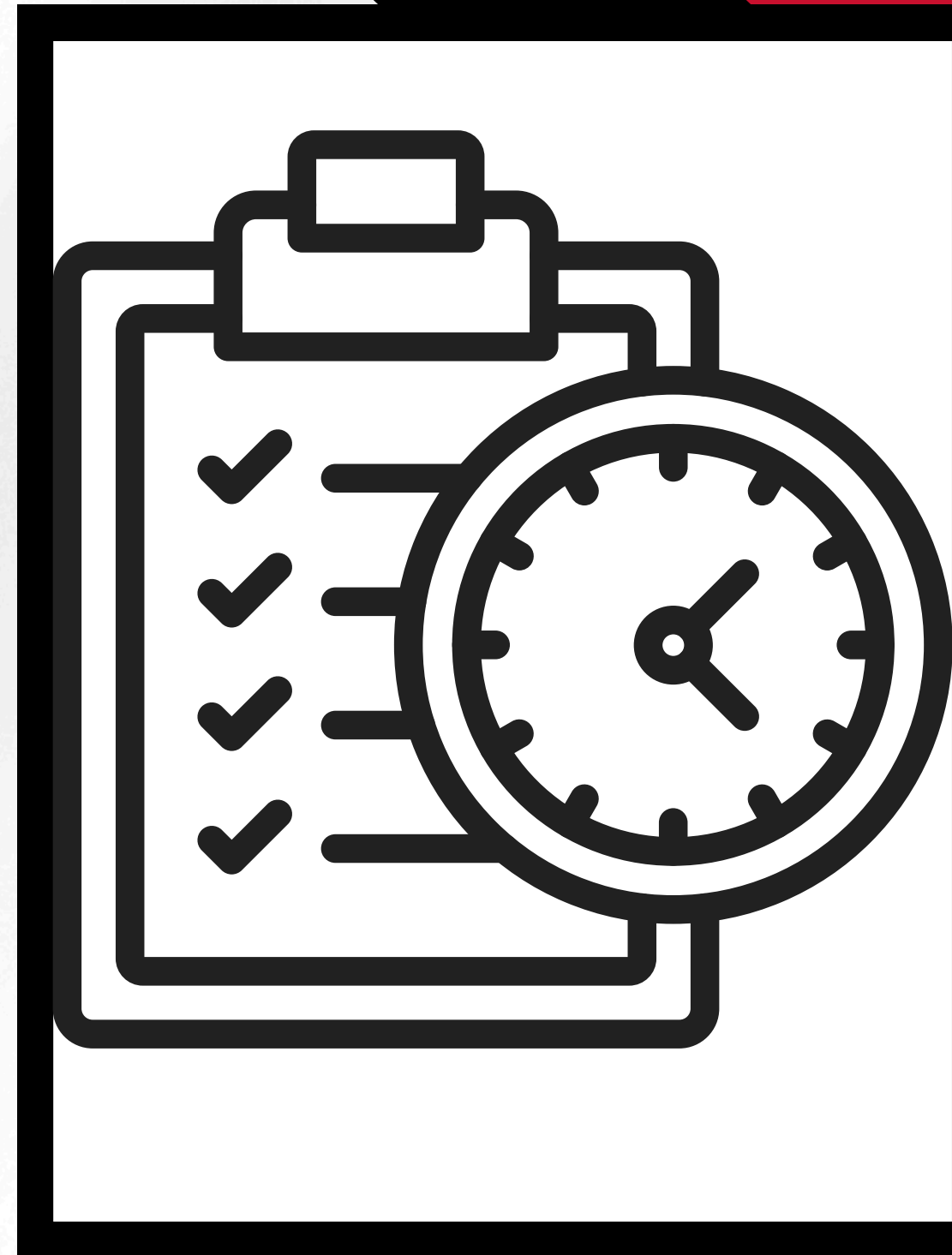
MASTER SCHEDULING - BUILDING & DISTRICT

“Make or Break”

- Like instruments
- Large group instruction
- Rehearsal/Performance schedule

Early & Clearly

- Scheduling begins sooner rather than later
- Bring solutions and creativity
- Bigger picture - alignment of instructional minutes



SCHEDULING & LOGISTICS

CONSIDERATIONS

- Interventions
- Testing
- Elective Rotations
- Requirements of Law
- Travel Times
- Missed Instructional Time



BUDGETING & FINANCIAL SUPPORT

Budget Process

Timelines
Forecasts
Replacement cycles



Advocacy

School goals
Data-driven



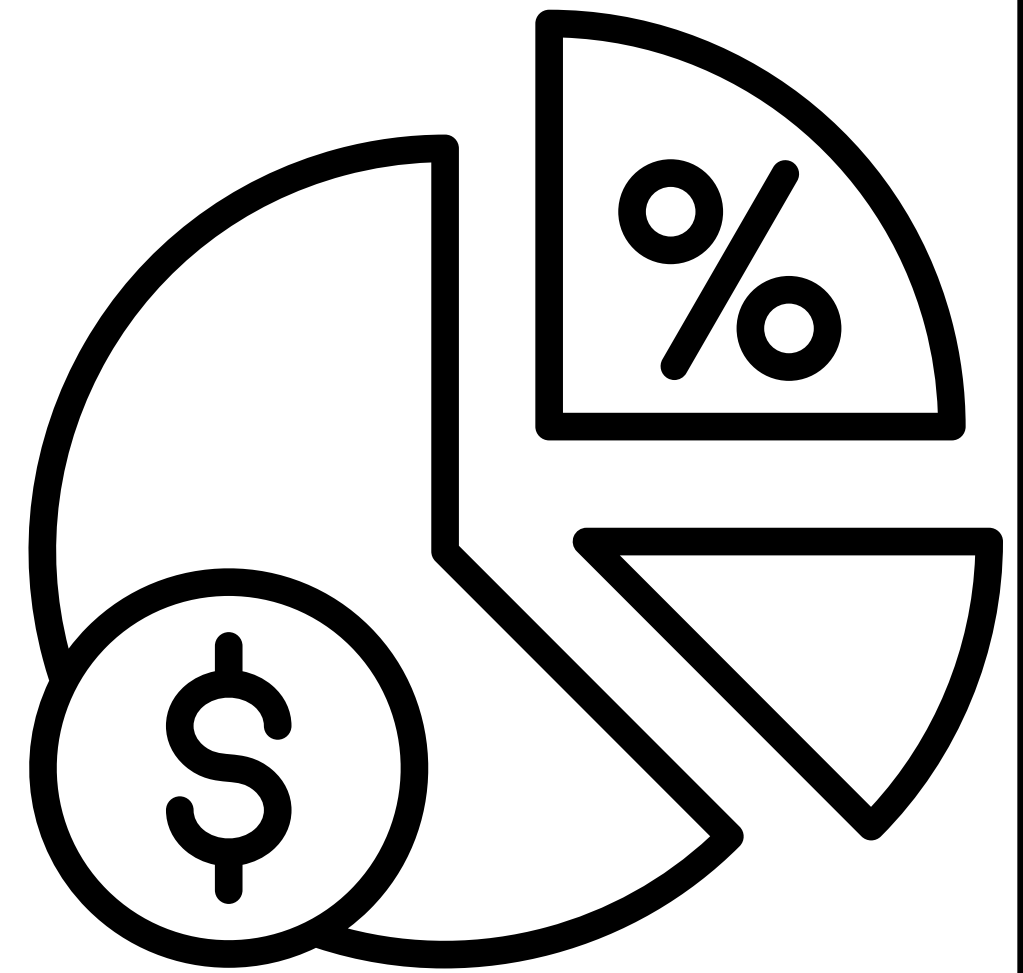
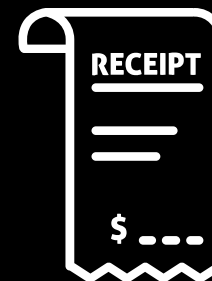
Alternative Funding

Grants
Fundraisers
Booster Clubs
Sponsorships



Transparency

Receipts
District Protocols
Cost Analysis



PERSONNEL & STAFFING

Hiring & Retention

Administrators may not fully understand unique program needs - take time to educate them!

Advocate for assistants, color guard staff, or percussion techs when student numbers justify it.

Professional Development

Make the case for attending state/national conferences

Highlight how PD directly translates to student success



PERSONNEL & STAFFING

Building Positive Relationships

Understand that administrators juggle multiple programs.
Be proactive and professional in communication.

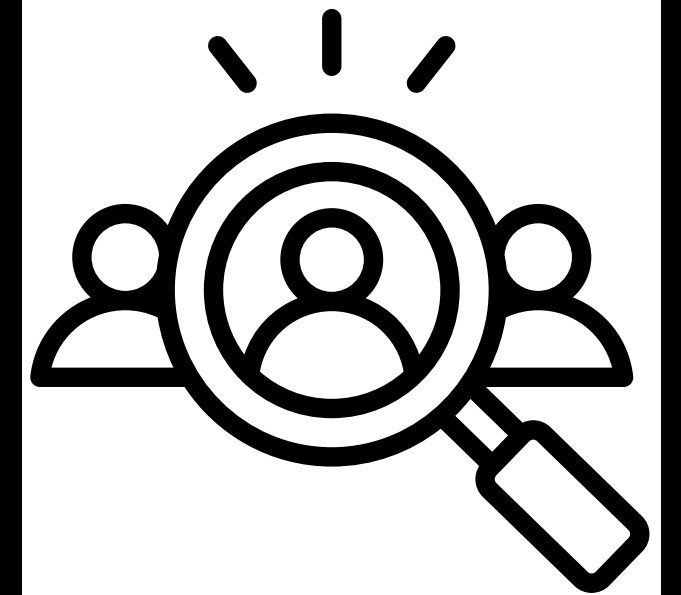
Share quick program updates in leadership meetings:
“Our band had 12 students qualify for all-region this weekend.”

STUDENT RECRUITMENT & RETENTION

Recruitment Strategies

Retention & Student Success

Marketing the Program



COMMUNITY ENGAGEMENT

Build External Relationships

Collaborate on Events & Performances

Strengthen School-Community Ties

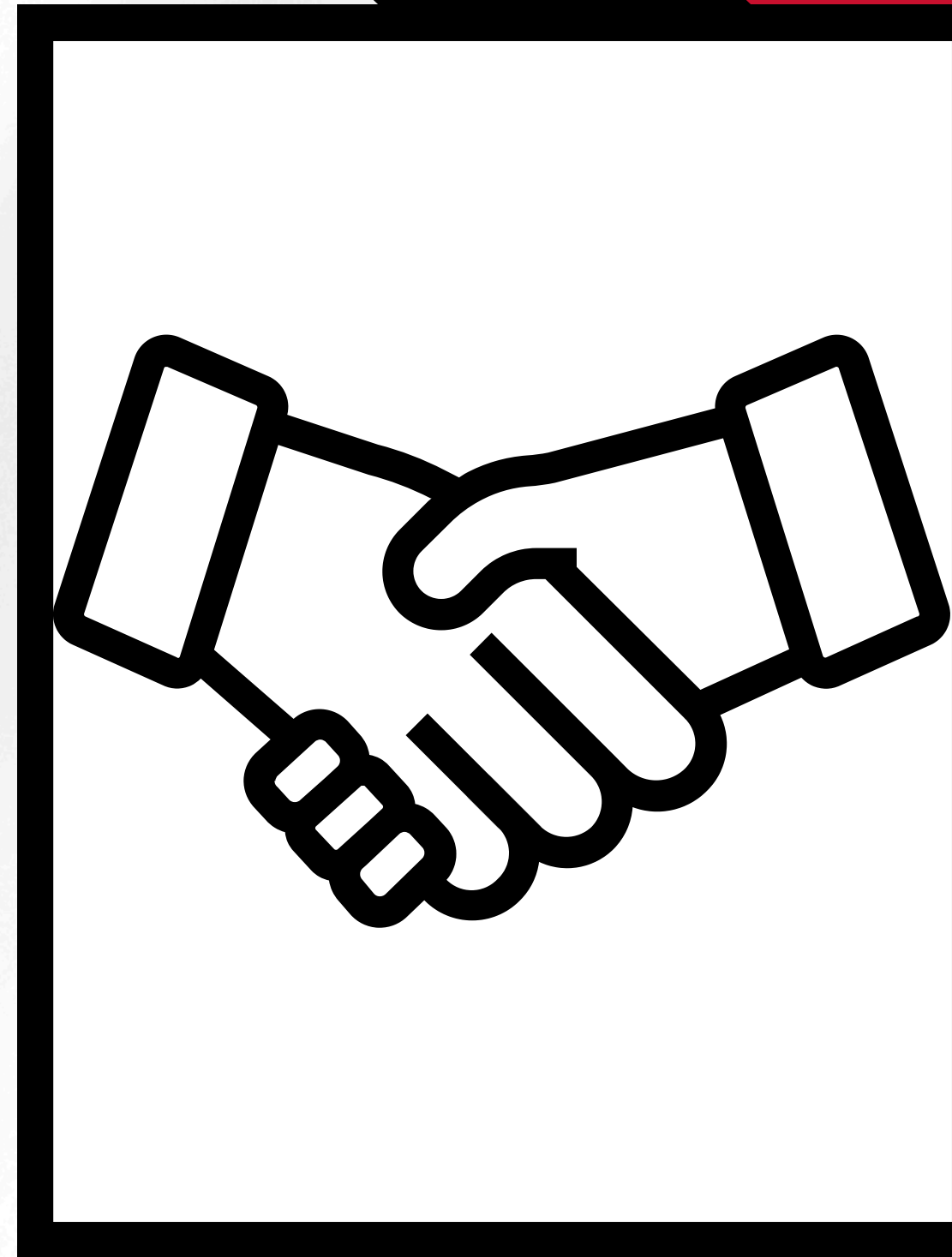


ADMINISTRATOR RELATIONSHIP

Regular Communication

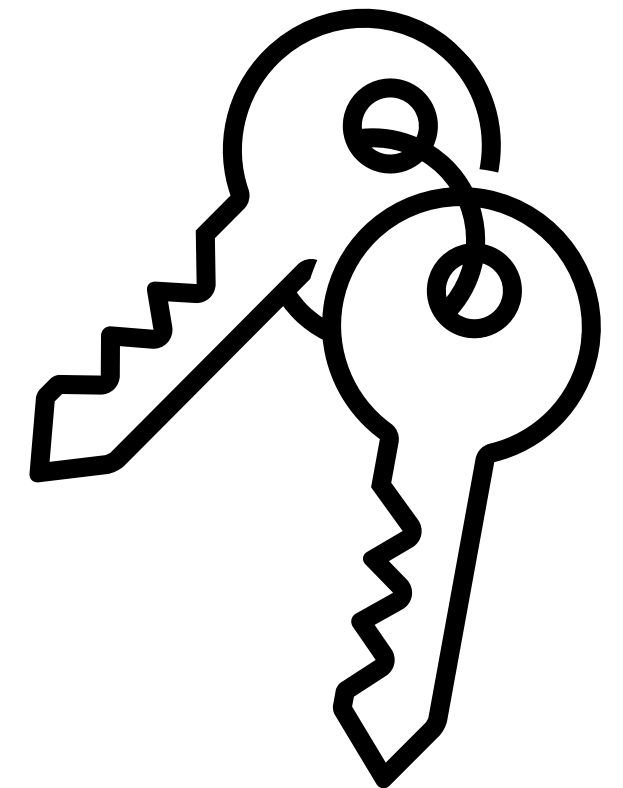
Establish Common Goals

Proactive Problem-Solving



KEY TAKEAWAYS

- ✓ Advocate early and with solutions
- ✓ Align requests with school/district goals
- ✓ Build trust through transparency
- ✓ Create pipelines for students
- ✓ Celebrate successes with administrators and the community



FEEDBACK & CONNECT



**THANK
YOU!**



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