

PROTECTING YOUR PROGRAM:

Tips To Survive And Thrive In A Modern World

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Assessing Your Program

Ultimately, what are your goals, needs, wants and realities?

1. Student Espirit De Corps: Engaging Social Emotional Learning.

- Recruitment and Retention is a high priority.
- Reestablish, rebuild, reconnect relationships.
- Plan class activities to encourage fellowship, discipline, structure, identity, unity.
- Create opportunities for social events outside of school hours.
- Establish a band culture: A second “family.”
- Understand that post covid trauma is real.

2. Music Performance: Creating Sound Investments

- Focus on fundamentals.
- Flex Instrumentation
- Select music and content with diversity and inclusion in mind.
- Half time vs competitive performance
- Rethink effective and efficient rehearsal techniques

3. Organizational Considerations

- Embrace Technology:
 - Apps: YouTube, Ultimate Drill, Tonal Energy.
 - Go Paperless: Use online formats
 - ZOOM booster meetings
 - Online assessments
- Scheduling Challenges: Block Schedule vs Tradition
- Availability of campus facilities.
- Performance schedules and transportation.
- Inventory of instruments, equipment, and uniforms
- Post Covid protocols

- Booster organization and fundraising

Marketing Your Brand/Program

Sending a message: Band is COOL!

1. Logos:

- Use cultural sensitivity when using mascots
- Create designs using word art.

2. Marketing Through Merchandise:

- Practice clothes, day wear, under uniform attire.
- Uniforms vs day wear.
- Pens, caps, blankets, bumper stickers, etc.
- Offer to essential staff: admin, custodian, public officials, teachers.
- Band staff and booster attire.
- Equipment truck, podium, instruments, banner, etc.

3. Establish a band “style”:

- Look good, feel good, sound great equals confidence.
- Show examples: don’t assume.
- Set social norms for rehearsals and in public settings.

4. Director’s Image:

- Students often reflect the personality traits, values of their teacher.

5. Uniforms:

- Repairs, update the style?

6. Navigating Social Media:

- Instagram, Facebook, Twitter,
- TikTok
- Band website

Expectations/Sustainability

Give me strength...

1. Remember Your Philosophy of Education:

- Motivation
- At the end of the day, month, year... what are your goals, dreams?
- Self-evaluate: What do you need to be successful?

2. Feed Your Mind, Body, and Soul:

- Make learning a never-ending experience.
- Find mentors to support and guide your practice.
- Prioritize your personal health and create balance between home and school.
- Pursue professional interests, hobbies.

3. The Art of Problem Solving:

- Communicate with a need and solution in mind.
- Be Flexible
- Stay student-centered: Involve student leaders.
- Establish Working Relationships: Boosters, admin, staff, athletics, media, politicians.
- Be Informed: Know the rules of engagement.

4. Advocacy is ongoing, never ending.

- Have talking points, script for use at performances, public events.
- Create video “commercials” about your program.
- Prepare a media packet with resume, bio, photos, video, and interesting data.
- Track student achievement: Number of students taking Advance Placement courses, scholarships, post high school successes.
- Share your stories: school morning announcements, local media, social media, etc.
- Remember to invite admin, staff, and community to events.
- Stay current with advocacy materials and trends.

Thanks for attending our session!