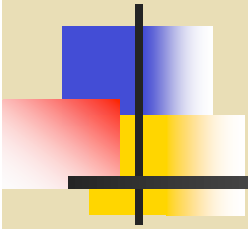


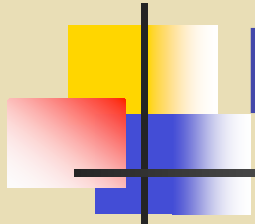
# Communicating With Your Administrators...or... How To Talk So Principals Will Listen



**Presented by**  
**Rick Ghinelli, Spring ISD and Jeff Laird, Aldine ISD**

Midwest International Band & Orchestra Clinic  
December 17-18, 2008

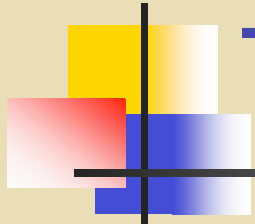
*Sponsored by Jupiter Band Instruments, Inc.*



## Keep 'em Happy!

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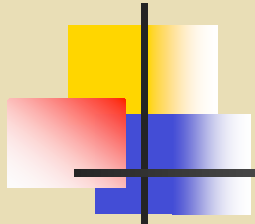
If the kids are happy, the teachers are happy, and the parents are happy, the principal will usually be happy.



# There Is No Magic Bullet

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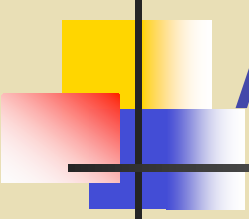
- It is about educating the person-advocacy
- It will not always happen the first year
- It may never happen
- We don't have all the answers, but may have some tools



# Know Your Audience

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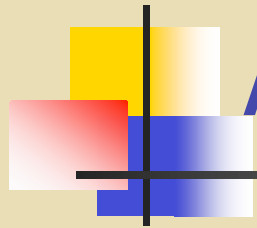
- Experience with band before?
- Numbers person?
- Relationships person?
- Have they been a principal before?



# What Are You Trying To Accomplish?

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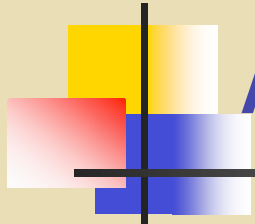
- Identify the problem- staffing, scheduling, etc.
- Do your homework
- Follow appropriate protocol



# Advocacy needs to be:

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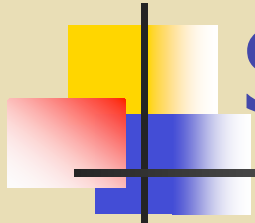
- Subjective
- Objective



# Assertive vs. Aggressive

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- Assertive—to state with assurance and confidence
- Aggressive—characterized by or having a tendency toward unprovoked offensives, attacks or invasions

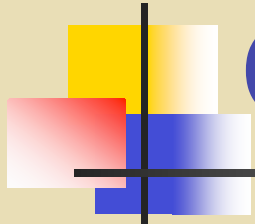


# Subjective

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- The feeling you get when you participate in the experience
- The idea of giving a child a well-rounded education
- The positive life skills students learn from being in the organization

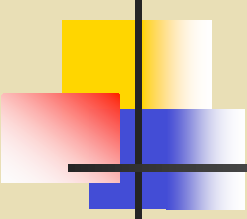




# Objective

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- Proof by the numbers
- Increased test scores
- Concrete evidence that this will be of benefit to a child



# State-wide Campus AEIS Ratings

based on 2005-2007 data obtained from TEA

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## ***9-12 Campuses***

| <b>RATING</b><br>Average<br>Enrollment | Number of Campuses | Fine Arts |
|--|--------------------|-----------|
| Exemplary                              | 8                  | 60.04%    |
| Recognized                             | 123                | 54.41%    |
| Acceptable                             | 713                | 50.50%    |
| Low Performing                         | 107                | 43.88%    |

## ***6-8 Campuses***

| <b>RATING</b><br>Average | Number of Campuses | Fine Arts<br>Enrollment |
|--------------------------|--------------------|-------------------------|
| Exemplary                | 24                 | 72.63%                  |
| Recognized               | 307                | 70.19%                  |
| Acceptable               | 481                | 66.97%                  |
| Low Performing           | 52                 | 66.02%                  |



## Participation in Music- Harris Poll 2007

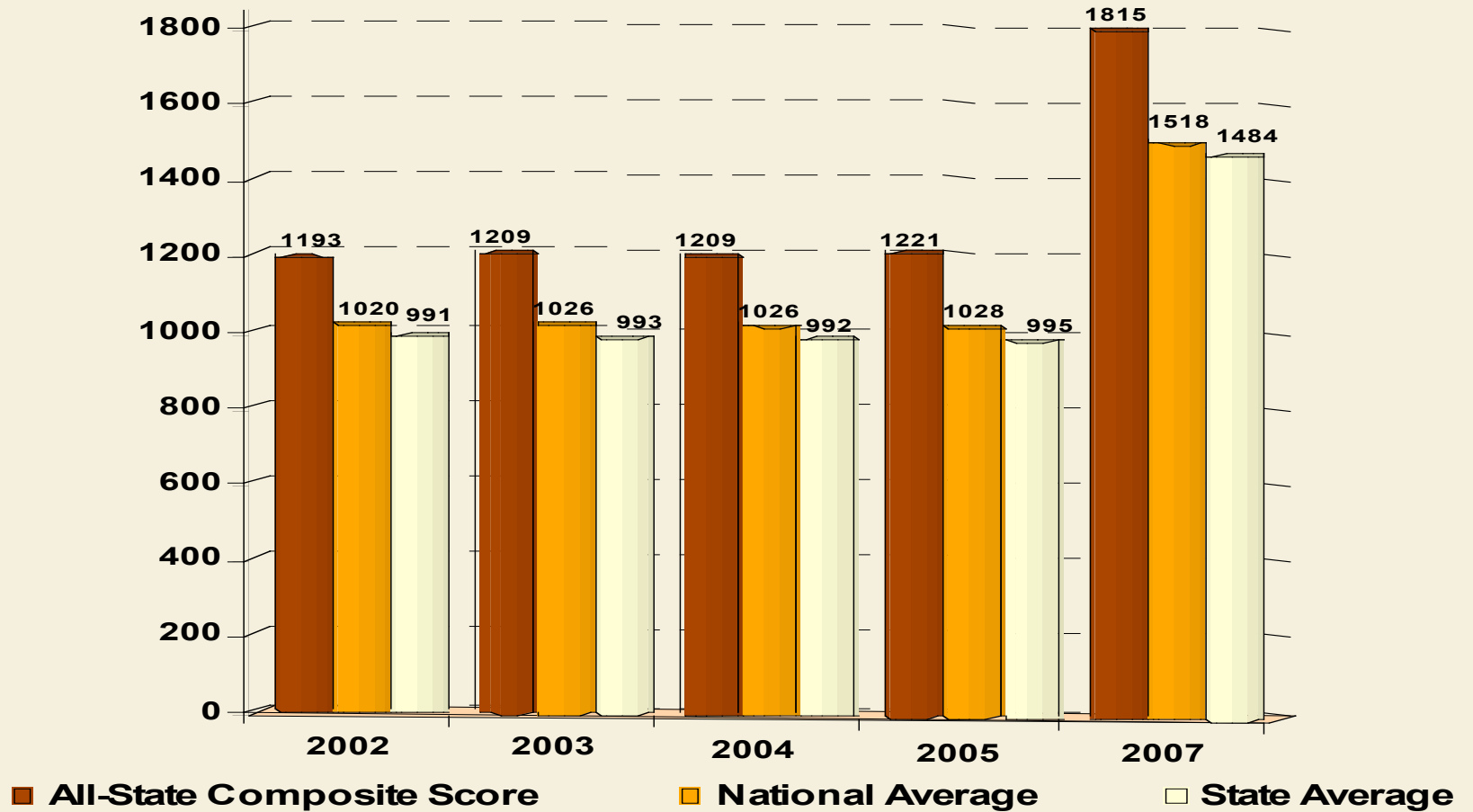
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Respondents cite skills they learned in music as helping them in their careers today.

- Seventy-two percent of adults with music education agree that it equips people to be better team players in their career and nearly six in ten agree that music education has influenced their creative problem solving skills.
- Many also agree music education provides a disciplined approach to problem solving, a sense of organization and prepares someone to manage the tasks of their job more successfully.
- Nearly nine in ten people (88 percent) with post graduate degrees participated in music education. Further, 83 percent of those with incomes higher than \$150,000 or more participated in music.

## Texas All-State Musician SAT Scores Compared to Average

SAT Average Score



# TAKS Met 2007

Language Arts

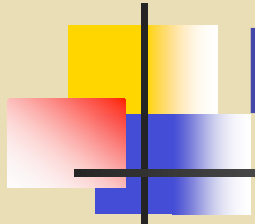
Math

Science

Social Studies

# Final Grades 2007

# Discipline Totals Comparison



# Music and the Brain

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- *"Music With the Brain in Mind,"* Eric Jensen
- *"Arts With the Brain in Mind,"* Eric Jensen
- [www.menc.org](http://www.menc.org)
- [www.tmea.org](http://www.tmea.org)





# Champions of Change: The Impact of the Arts on Learning

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1. The arts reach students who are not otherwise being reached.
2. The arts reach students in ways that they are not otherwise being reached
3. The arts connect students to themselves and each other.
4. The arts transform the environment for learning.



# Champions of Change: The Impact of the Arts on Learning

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5. The arts provide learning opportunities for the adults in the lives of young people
6. The arts provide new challenges for those students already considered successful



# Know Your Facts

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- Do your homework
- Find working examples
- Compare with other successful programs and districts



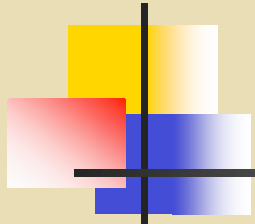
# What the National Law Says:

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On January 8, 2002 President Bush signed into law the *No Child Left Behind Act*. This act of law included key provisions long sought by arts education advocates and marks a major victory for arts learning.

The new act includes a general definition of “**core academic subjects**,” which includes the arts. The law states: *The term “core academic subjects” means English, reading or language arts, mathematics, science, foreign languages, civics and government, economics, arts, history and geography.* This means that whenever national education programs (such as teacher training, school reform, and technology programs) are targeted to “core academic subjects,” the arts may be eligible to receive federal funds.

*Source: Reference HR1-534, Title IX-General Provisions, Part A-Definitions, SEC.9101*



# Perception

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There is a general perception that performing arts people are difficult to deal with...the “temperamental musician.”

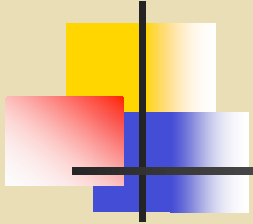
We need to change that perception.



# Working with Administration

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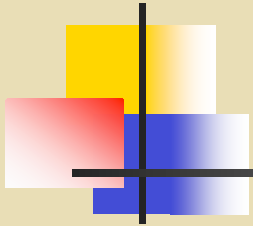
- **Be PROFESSIONAL.**
- Be passionate about what you do, but be aware of the big picture.
- Be flexible.
- Be patient and understanding.
- Invite them to participate.
- Share your successes--promote the program.



# Professional Communication

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- With Parents
- With Students
- With Other Staff

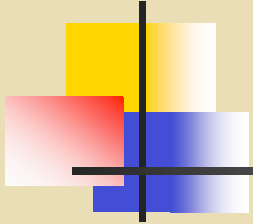


# Professional Communication

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- Phone conversation
- Voice mail
- Handwritten note
- Face-to-face (“Questioning” approach?)
- E-mail



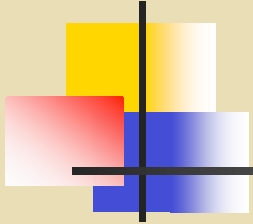


# E-Mail Etiquette

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|  |  |            |                 |
|--|--|------------|-----------------|
|  | Jane<br>Doe/085-1/Aldine<br>01/04/2008 | To:<br>Cc: | Jeffrey H Laird |
|  |  | Subject:   | Pianos          |

We need our pianos tuned ASAP




# E-Mail Etiquette

---

|  |  |                        |                                      |
|--|--|------------------------|--------------------------------------|
|  | John<br>Doe/085-1/Aldine<br>03/25/2007 | To:<br>Cc:<br>Subject: | Jeffrey H Laird<br>Buses for contest |
|--|--|------------------------|--------------------------------------|

Not sure trans. will be able to help us because of our times for contest. We will need chartered buses. I assume your office will pay.

# E-Mail Etiquette

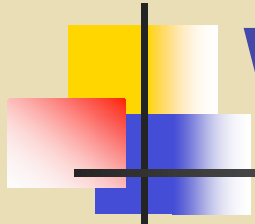
|   |  |                        |                              |
|---|--|------------------------|------------------------------|
|  | Jane<br>Doe/085-1/Aldine<br>01/14/2008 | To:<br>Cc:<br>Subject: | Jeffrey H Laird<br>Staff Dev |
|---|--|------------------------|------------------------------|

Hi!

I am registered for the staff development tomorrow. However, I will most likely not make it right at 4:30. We have kids in the rooms until 4:15 or so and I cannot get coverage and leave early because we are giving semester exams. But I will get there asap.

Thanks!

Jane



# Working With Administration

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- **Have some suggestions for the problems.**
- Be involved in other activities.
- Teach them what they need to know about your program.
- Show them how you support the academic program.



# Golden Rules

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## TAKE CARE OF YOUR BUSINESS

- Handle student issues
- Communicate with parents
- Handle money carefully

## DON'T SURPRISE THE BOSS

# You Have To Do a Little “Schmoozing”

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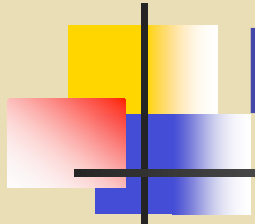
- Volunteer to do something without being asked
- Appreciation breakfast for teachers
- Special events...even if you don't really want to
- Eat lunch with them- show them you are a “real” person



**“You have to be interested in more than just how they do in band.”**

---

- Encourage students to do well in class in both academics and behavior.
- Talk with teachers often. Offer to help when needed.
- Set good examples with your own behavior...you are their #1 role model.



## More B.S.

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- Always be positive. You can be extremely hardworking, but if you are not positive, all the hard work will be for nothing.
- Never overlook how much your students need approval from you.

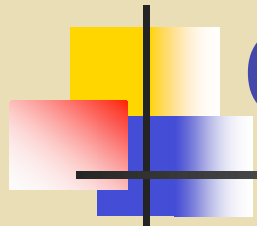




# What Do Most Principals Want?

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- Increased performance on standardized tests
- Lower failure rates
- Good attendance
- Bragging rights
- Calm waters



Grass is Greener.....

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On the other side of the fence?

or

**Where you tend it**

## Contact Information:

Rick Ghinelli

Director of Performing and Visual Arts

Spring Independent School District, Spring TX

281-891-6127

[rickg@springisd.org](mailto:rickg@springisd.org)

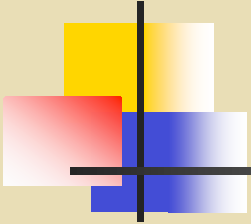
Dr. Jeff Laird

Director of Secondary Performing Arts

Aldine Independent School District, Houston TX

281-985-6105

[jlaird@aldine.k12.tx.us](mailto:jlaird@aldine.k12.tx.us)



### **Suggested Reading**

*"The Art of Talking So That People Will Listen,"* Swets, P.

*"Crucial Confrontations,"* Patterson, K., Grenny, J., McMillan, R., & Switzler, A.

*"Crucial Conversations: Tools For Talking When Stakes Are High,"* Patterson, K., Grenny, J., McMillan, R., & Switzler, A.

*"Dealing With People You Can't Stand,"* Brinkman, R. & Kirschner, R.

*"Difficult Conversations: How to Discuss What Matters Most,"* Stone, D., Patton, B., Heen, S., & Fisher, R.

*"Getting Past NO,"* Ury, W.

*"Influencer: The Power to Change Anything,"* Patterson, K., Grenny, J., Maxfield, D., McMillan, R., & Switzler, A.

*"Leading with Questions: How Leaders Find the Right Solutions by Knowing What To Ask,"* Marquardt, M.

*"Listening: The Forgotten Skill,"* Burley-Allen, M.

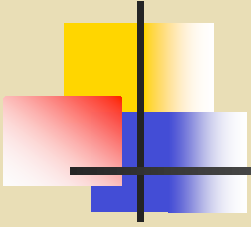
*"People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts,"* Bolton, R.

*"People Styles at Work: Making Bad Relationships Good and Good Relationships Better,"* Bolton, R. & Bolton, D.G.

*"The 7 Powers of Questions: Secrets to Successful Communication in Life and at Work,"* Leeds, D.

*"Smart Questions,"* Leeds, D.

*"The Thin Book of Smart People Skills: 8 Tools for the Savvy Leader,"* Cremona, K., Hammond, S.A., Marshall, A., & Bendis, K.



### Websites

- GoArts.org: [www.goarts.org](http://www.goarts.org)
- Harris Polls: [www.harrisinteractive.com/harris\\_poll/index.asp?PID=831](http://www.harrisinteractive.com/harris_poll/index.asp?PID=831)
- Music Educators National Conference: [www.menc.org](http://www.menc.org)
- Texas Music Educators Association: [www.tmea.org](http://www.tmea.org)