Balanced Instrumentation

On Purpose!

Denny Senseney, Clinician
Midwest Clinic – December 19, 2001
I. Session Goals

- Identify benefits of balanced instrumentation
- Describe ‘strategic planning’ process
- Share strategies that work

II. Benefits of Balanced Instrumentation

III. Strategic Planning

WHY?

- Improve Focus
- Identify measurable results
- Prioritize actions
IV. Strategic Planning Process:

Goals
What are we trying to accomplish?

Objectives
How is success determined?

Strategies
What to do to meet objectives

Action Plan
What /When I How/ Who - Details

V. Sample Strategic Plan

Goal: Drive to Atlanta, GA

Objectives:
?? Fastest / Cheapest I Prettiest / Most interesting

Strategies:
Gather route information
Determine potential sites and attractions
Family discussion

Action Plan:
Dad Check map for mileage / routes
Mom Call AAA for suggestions
Dad Consult travel agent
Abby Go online to check sites I routes / etc
Mom Call friends family for suggestions
Meeting Discuss desires of family
Dad Prepare vehicle
VI. Instrumentation Strategic Plan

GOALS:

1. Increase student enjoyment by improved quality of program
2. Improve sound of middle & high school bands
3. Improve effectiveness of beginner recruitment
4. Achieve planned retention rate
5.
6.

OBJECTIVE:

Meet instrumentation targets (See addendum 1-3)

- Beginner class
- Middle School
- High School

STRATEGIES:

1. Convince & control
2. Develop materials and program
3. Create opportunities
4. Share goals & benefits
5. Increase exposure to color instruments
6. Expose band to successful programs
7.
8.
9.
10.
ACTION PLAN: Who When

- Beginner recruitment program
  - School music dealer assistance
  - Try-outs
  - Parent communication
  - Motivate students
  - Parent rental meeting

- Demonstrate instrumentation importance
  - Play examples
  - Discuss benefits
  - Share objective - flow chart

- Switch opportunities
  - Discuss needs with students
  - Display and demonstrate instruments
  - Lesson opportunities
  - Recruit

- Share goals
  - Post large “FLOW CHART”
  - Listen to recordings
  - Show off success
  - Point out scholarship potential

- Expose to ‘color’ instruments
  - Bring in performances / demonstrations
  - Guest soloists
  - High school student performances

- Demonstrate success
  - Go to concerts
  - Share concerts
  - Play recordings
  - Listen to others at festival

VII. Conclusion:

- Planning is not doing, but it’s a good start
- Doing things right vs doing right things
- Who to ask for help

Thank you for being a music teacher
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Band Instrumentation Samples
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