



Planning for the Year and Long Range Planning

THINK OUTSIDE THE BOW

Bob and Pam Phillips

A. Set the vision for your students, parents, faculty and administrators

1. Develop a vision for excellence and the possibilities out there!
 - a. Build a team with students, families and community
 - b. Music parent organization
2. Set goals and break them down into little steps
3. Look 1, 2 and 5 years out
4. Talk about it as if it is going to happen

B. Communication

1. Advocacy - Developing support: administration, parents, students, business and the community
2. Information
 - a. How to communicate
 - i. Concert - informance
 - ii. Website
 - iii. Letters
 - iv. Email blasts
 - v. Podcasts
http://www.brewsterschools.org/site/music_site/practice_resources/index.html
 - vi. Newsletters
 - vii. Posters
 - b. What to communicate
 - i. Communicating Your Philosophy of music education
 - ii. Evidence that supports the positive aspects of music – the value of the arts
 - iii. Dates, events, festivals, fundraising, help, etc
 - iv. Your image and personality
 - v. Showcasing success: your students and ensembles.

C. The cooperative music department – let's stop circling the wagons and shooting in!

D. Professional Development

1. Graduate work
2. Workshops
3. Guest clinicians and artists
4. Technology

E. Curriculum

1. Technical – vertical, horizontal, class, evaluation
2. Musical - programming
3. Know the resources of your area and use them
 - a. Develop a private lesson program.
 - b. Parents
 - c. Universities and colleagues
 - d. Business and your community

F. Events and Calendar

1. Concerts
2. Recruiting and Rental Nights
 - a. Beginners
 - b. Current students

www.phillipsfiddlers.com

Alfred P.O. Box 10003 • Van Nuys, CA 91410-0003
www.alfred.com

3. Scheduling
 - a. Teacher – vertical, horizontal, overall staffing
 - b. Student – vertical, horizontal
4. Logistics
5. Programming and Repertoire
 - a. They want to play tunes!
 - b. Your library – get organized!
 - c. Listen! Use the summer mailers from publishers
 - d. Balance challenge with achievable pieces to build the knowledge of excellence while stretching them
 - e. Skill development
6. Guest clinicians or artists
7. Trips
8. Contests

G. Projected expenses, numbers, needs

1. Numbers
 - a. Know your current numbers, your retention rate, the projected enrollment for the district
 - b. Build a cost effective program to ensure your spot in the school schedule.
 - c. Scheduling - The arts within and without a block schedule. Know when they schedule.
 - d. How do you teach – pull out, large heterogeneous
 - e. Be on scheduling committees
6. Budget for department, program, class
 - a. Purchasing technology, equipment, supplies and music
 - b. Know the FTE, cost per student, etc
 - c. Money collection – trips, S+E, etc.

Appendices

Budget items to consider

Concert Receptions	Strings	Festival/Contest registration
Discretionary Fund	Shirts	Instruments
Instrument Repair	Instruments	Stands, chairs
Purchase of music	Sound equipment	Sound equipment
File cabinets for music	Membership in state organization	
Classroom DVD/software		

Sample projection of student numbers in a new program

Projected number of students

	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
5	100	100	100	125	125	125	150	150	150
6		90	90	100	112	112	112	135	135
7			81	81	81	101	101	101	122
8				73	73	73	91	91	91
9					66	66	66	82	82
10						60	60	60	76
11							56	56	56
12								51	51
TOTAL	100	190	271	379	457	537	636	726	763