  
**CLEARFIELD COUNTY  
MUSIC EDUCATORS  
IN-SERVICE**

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**At the Table or On the Menu:**

Essential Advocacy Advice for Music Educators  
Presented by Richard Victor, PMEA Past-President  
[pds4me.com](http://pds4me.com)

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**Advocacy is not crisis  
management . . .**

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**Advocacy is crisis prevention!**

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**What is Advocacy?**

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**“Advocacy is the pursuit of  
influencing outcomes.”**

*Why Music?*

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**What outcomes are we trying to influence?**

- Time
- Money



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**Always remember . . .**

**PROCESS**

**IS**

**POLITICS!**

**"The decision belongs to those who show up!"**

**"If you are not at the table... you are on the menu"**

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**Political Messaging**

**2016 Presidential Candidates**

- **Donald Trump:**
  - "Make America Great Again"
  - Immigration ("The Wall"; "No more Muslims")
- **Bernie Sanders:**
  - "A Future to Believe In" & "Feel the Bern"
  - "Rigged Economy"; "Corrupt Campaign Financing"; "Free College"; "Healthcare for All"
- **Marco Rubio:**
  - "New America Century"
- **Ted Cruz:**
  - "TrustED"
- **Jeb Bush:**
  - Jeb!
- **Hillary Clinton:**
  - H -> Hillary for America
  - "Most qualified to lead"

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## Effective Advocacy . . .

. . . Is all about numbers!

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## Effective Advocacy . . .

. . . always puts the  
**STUDENT FIRST!**

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### For any decision . . .

To **BUILD** a music  
program:

- Show that the  
student **GAINS** more  
from the decision  
than they **LOSE**

To **SAVE** a music  
program:

- Show that the  
student **LOSES** more  
from the decision  
than they **GAIN**

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### You can't do it by yourself

- **10** letters to a decision maker will put an issue "on the radar screen."
- **25** letters will make a decision maker spend time to explore the issue.
- **50** letters can change a decision maker's position on that issue.

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### 3 KEYS TO EFFECTIVE ADVOCACY:

**THE PROCEDURE**  
**THE PARENTS**  
**THE PROFESSION**

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### 1st KEY - THE PROCEDURE

Understanding the timeline and process by which decisions are made.

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## 2nd KEY - THE PARENTS

An organized Music Coalition is the most effective way for parents to influence the decision-making process.

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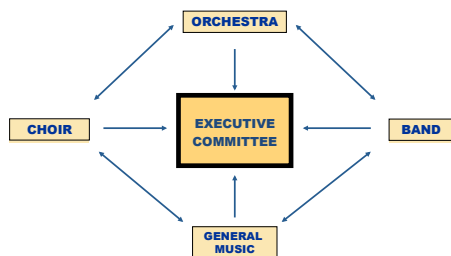
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## THE MUSIC COALITION



ALL SCHOOLS • ALL LEVELS • MUSIC TEACHERS • MUSIC COMMUNITY

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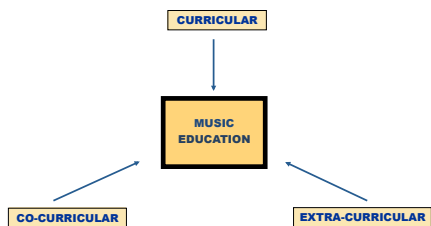
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## THE MUSIC COALITION



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**3rd KEY - THE PROFESSION**

Teachers and advocates need to work together for the benefit of the students

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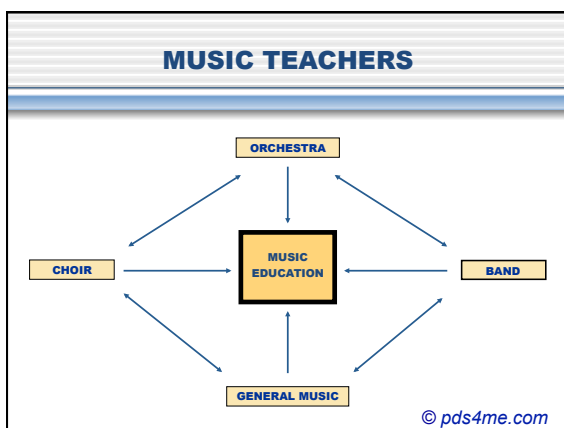
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**TO BE AN EFFECTIVE ADVOCATE . . .**

- have passion and believe in what you're doing;
- study and know your issue;
- always tell the truth - if you don't know the answer, return later with the information;
- become the spokesperson for the issue—think about it every day and about the way you can advocate for it;
- spread the word about the issue;
- be persistent and consistent;
- study and employ the tactics of successful advocacy organizations.

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### ADVOCACY TECHNIQUES

(in order of effectiveness)

1. Face-to-face contact with decision makers
2. Personal phone calls
3. Personal letters
4. Form letters (personalized)
5. E-mails
6. Petitions

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### KEEP THE FOCUS!

- Nothing is carved in stone
- Music education advocacy is about kids.
- It is not about adult issues like jobs.
- It's about whether kids have the music program they need and deserve.

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### QUESTIONS?

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#### GET CONNECTED!

JOIN PLAN: PA Leadership Advocacy Network

[RVictor@pds4me.com](mailto:RVictor@pds4me.com)

<http://www.facebook.com/groups/PLANAdvocacy>

<http://twitter.com/pds4me>

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