

MUSIC EDUCATION ADVOCACY RESOURCES

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INTRODUCTION

If there is anything that I have learned in the realm of advocacy from my first two years teaching, it is that we cannot only advocate when things get bad. Advocacy has to be a constant for our music education programs so that when the time comes, there is a support system and structure to jump into action when it is needed.

Advocacy doesn't have to be hard. It can be as easy as making an effort to point out the great things that your program does for its students at each concert. Sometimes, an opportunity presents itself for a more structured and long term approach. There has to be a balance. As teachers, we often can't find the time to do more than we already are. So it is my hope that you will find an example in this document that we help you to advocate for your program in a way that fits your schedule and your program.

ORGANIZATION OF THIS DOCUMENT

This document is a list of music education advocacy resources. Each resource has a URL or citation listed so that the resource can be accessed. In addition, the organization which produced the resources and a short about section are provided so that there is an understanding of where the information is coming from. In most cases the about section is copied directly from the organization website. Finally, the resource(s) available section outlines what is available from the website or article.

ADVOCACY RESOURCES

The SupportMusic Coalition

Website: <https://www.nammfoundation.org/what-we-do/support-music-coalition>

Organization: NAMM Foundation

About the Organization: The NAMM Foundation advances active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs.

Resource(s) Available: There are a lot of great resources available on this website. The PDF "Why Learn to Play Music?" outlines research about the academic, cognitive, social and health benefits of music education. The brochure is also available in Spanish and Portuguese, which is awesome!

There is also a brochure about the steps that need to be taken to produce your own music education advocacy booklet, which would be a great process for any music program to take on if the time and resources are available.

Music Education Advocacy Toolkit

Website: <https://spiritofharmony.org/music-education-advocacy-toolkit/>

Organization: Spirit of Harmony Foundation

About the Organization: Todd Rundgren's Spirit of Harmony Foundation advocates for the moral imperative of music education and music performance for youth, so every child has the opportunity to learn music regardless of socioeconomic status, geographic location, or ability. SOHF was established by Todd and his fans in 2013.

Resource(s) Available: This website has a lot of resources available for how you can advocate for your program. There are worksheets that provide questions to answer before going into a situation in which you are advocating for your program, how to guides, success stories, and curriculum resources.

One thing to be careful of is that in some of the resources, it speaks directly about instrumental instruction and not necessarily a comprehensive music education program. On one page of the website it states: "The Spirit of Harmony Foundation, Todd Rundgren's philanthropic organization, focuses on instrument-based music education, beginning at as early an age as possible, for a substantial length of time (minimum two years, and minimum four hours per week)."

Customizable Parent Advocacy Emails

Website: <https://www.bepartofthemusic.org/bpotm/index.html>

Organization: Be Part of the Music

About the Organization: Be Part of the Music is a recruitment, retention, and advocacy resource for music programs across the country. Our vast and growing set of tools help music educators at every level get and keep more students involved in music, and programs that use Be Part of the Music see an average annual increase of 18 new students added to their ensembles.

Resource(s) Available: The resource mentioned above is an advocacy email that is prewritten and can simply be copied, pasted and sent to parents. It is provided monthly and is a simple way to stay engaged with families.

In addition to the monthly email, this website has videos, free websites, and customizable documents, that are focused in the areas of recruitment, retention and advocacy. One of the nicest things about this program is that the documents like recruitment timelines, letters to parents, social media posts, advocacy statistics, registration sheets, and many more are all free and can be altered to fit your program. This organization is mostly geared towards ensembles like orchestra, choir and band.

Be a Music Education Advocate

Website: <https://www.tmea.org/resources/advocacy/local-advocacy>

Organization: Texas Music Educators Association

About the Organization: Begun in 1920 as the Texas Bandmasters Association, the Texas Music Educators Association is an organization of over 13,000 school music educators dedicated to promoting excellence in music education. TMEA is comprised of five divisions: Band, Orchestra, Vocal, Elementary and College.

On behalf of its members and Texas schoolchildren, TMEA carefully monitors the actions of all state decision-making bodies on issues affecting fine arts instruction in Texas.

Resource(s) Available: This page offers suggestions about creating an advocacy approach for music education by getting organized, assessing connections, establishing priorities, and defining your message.

Pennsylvania Code & Bulletin

Website: <https://www.pacodeandbulletin.gov/>

Organization: Pennsylvania Code

About the Organization: The Pennsylvania Code website reflects the Pennsylvania Code changes effective through 50 Pa.B. 780

Resource(s) Available: Within the Pennsylvania Code, Title 22 is Education. Chapter 4 is Titled Academic Standards and Assessments. Within chapter 4 in the curriculum and instruction section there are requirements for what education must be provided to students at the elementary, middle and secondary levels.

To best utilize this resource, you can use the search bar beneath "CODE" and type in music. This will search through the Pennsylvania code and find any instance of the word music.

ArtsEdSearch

Website: <https://www.artsedsearch.org/>

Organization: Arts Education Partnership (AEP)

About the Organization: The Arts Education Partnership is a national network of more than 100 organizations dedicated to advancing arts education. AEP has been supported by the National Endowment for the Arts and the U.S. Department of

Education since 1995 and is administered by Education Commission of the States.

Resource(s) Available: AEP developed ArtsEdSearch as a resource for policymakers and education stakeholders and leaders to better understand and articulate the role that arts education can play in preparing students to succeed in the changing contexts of the 21st Century. ArtsEdSearch is designed to be an interactive, living resource that will grow and evolve along with arts and education research and practice.

The research in this database is focused on examining how education in the arts affects students' cognitive, personal, social and civic development, as well as how the integration of the arts into the school curriculum affects educators' instructional practice and engagement in the teaching profession.

*This resources was located in the article *Marketing Your Music Education Program* by Mark Despotakis, the citation for which can be found below.

Marketing Your Music Education Program

Citation: Despotakis, M. (2020). Marketing your music education program. *PMEA News*, 84(3), 44-46

Organization: Pennsylvania Music Educators Association

About the Organization: The Pennsylvania Music Educators Association (PMEA) is a statewide nonprofit organization of over 4,500 members, dedicated to promoting the musical development of all Pennsylvanians. The organization promotes and supports quality music education, learning and performance as well as promoting and supporting music education in schools and communities. PMEA is affiliated with The National Association for Music Education, NAFME.

Resource(s) Available: This article outlines how you can successfully advocate by thinking of advocacy as marketing your school music program. It includes examples of success from various places with various means of communication mentioned. It also mentions the PMEA "How Has Music Education Impacted Your Life" Book, which is available at <https://cqr.cengage.com/pmea/advocacybook>