



The Midwest Clinic

International Band and Orchestra Conference

STRATEGIES FOR REBUILDING MUSIC PROGRAMS IN THE NEW ERA

December, 17, 2021
10:30 AM - 11:30 AM | W 185

DR. DAVID W. VANDEWALKER

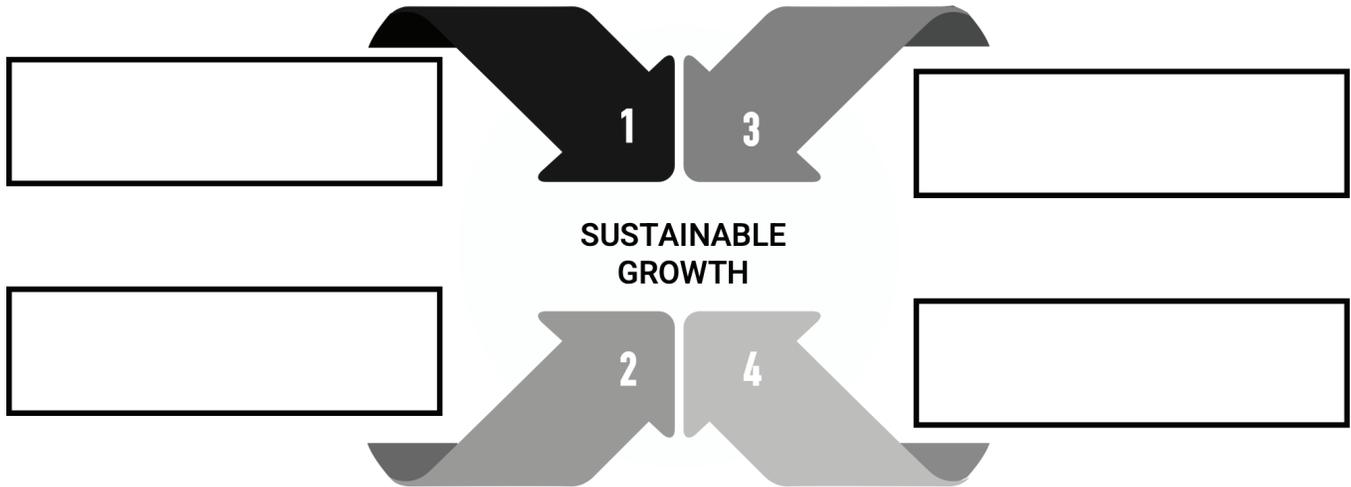
*Author of *Boosters to the Rescue*, *Strategic Plans for a Successful Booster Club*,
and the *Strategic Boosters Academy**



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HOW DO WE REBUILD?



6 STEPPS

Contagious: Why Things Catch On
J. Berger

- _____

- _____

- _____

- _____

- _____

- _____

REBUILDING WITH POWERFUL MOMENTS

We all have defining moments in our lives-meaningful experiences that stand out in our memory. What are some of your professional memories that stand out?

Best or worst moment is known as the _____.

The ending is what people will remember, not the minute by minute, but instead the flagship moments

Peak + Fine' = Lasting Impression

What Defines a Moment

A defining moment is a short experience that is both memorable and meaningful. Planning out defining moments for our students helps to create the peaks we want them to experience.



ELEVATION



INSIGHT



PRIDE



CONNECTION

Elevation: A boost in sensory pleasures. These moments transcend the normal everyday events.

Insight: Moments that rewire our understanding of ourselves or the world.

Pride: We are caught at our best. Plan for moments of achievement.

Connection: Defining moments are social. Our communities want to share these experiences.

So how do we apply this to your program?

A peak moment is that lighting in a bottle moment. A moment that individuals talk about long after it is over. Concerts, contest, trips, shows, awards banquets, senior gifts, etc Do we create these peak moment experiences and engage our community in them? When these moments happen in our programs, are we crafting a story for effective sharing with our stakeholders, weak-tie relations, corporate sponsors, and community influencers?

What community-based event could be your next Moment?



Building Music Programs through Collaborative Coalitions

Get involved in the process

- _____
vs. Reactive involvement
- Get _____

Music Advocacy
by John Benham





Building Through Storytelling

Donald Miller's Building a Story Brand offers suggestions in how to clarify your message so your community will listen:

What's your _____

Can you say it easily

Is it _____, relevant, and _____

The more simple and _____ the communication, the easier it is for the brain to digest.

Story formulas put everything in order so that the brain doesn't have to work to understand what's going on. Thus, we remember the story more easily than data alone.

Great stories are about _____ either physical, emotional, relational, or spiritual



Media and Channels to Share Your Stories

Text

Royalty-Free Images

Video

Photos

Cartoons

Infographics

Live Events

Word of Mouth

Infomercial

Print

Social Media

Blog

Website

Email

Webinar/Live Stream



The Tools You Need to Share Your Stories

When considering which type of media to use for storytelling, don't let a lack of resources, tools or skill stop you from using the perfect medium. Video, for example, seems to present formidable challenges to those who have never worked with video. But there are tools and resources available to make any kind of content creation easy, no matter what your skill level. Listed below are just a few of the tools you can use:

Royalty Free Images

Every Pixel

Pexels

Unsplash

Pixabay

Media Creation

Visually

Canva

Adobe Spark

Videos, and Other Multimedia

InVideo

Apple iMovie

Adobe Spark

Splice

FilmoraGo

Screenflow (MAC)

Adobe Premiere

Windows Live Movie Maker

Camtasia

Doodly

Powtoon

Wideo

Infographics

Canva

Visme

Infogram

Piktochart

CreatlyiMovie

Live Events

GoToWebinar

Zoom

BigMarker

Microsoft Teams



Content Marketing Calendar

A content marketing calendar is a detailed schedule of what you're going to share with your audience. It's based on current events and holidays that your audience has on their mind throughout the year. The first step is to look at your department or organization's calendar and make a list of upcoming events and holidays. Are there any program events or holidays that align with your stories, examples, or content?

Look at the week or month ahead and start mapping out your content to the calendar. Consider planning for a 90-day period. This will allow you to implement a diverse plan.



Create Content Diversity

In order to effectively communicate the team must consider the audience of the organization and which methods and platforms to utilize in the content calendar. Consider varying the type of content and the frequency to schedule the content:

- 1 Blog article per week
- 1 Long Blog post spotlighting a program or event or research supporting the arts
- 2 Graphics/Infographics per week
- 2 Pictures telling a story per week
- 1 Micro Video (30-60 seconds) per week for promotion
- 1 Micro Video (30-60 seconds) per week for celebrating
- 1 Video Story Spotlight per month or every 2 weeks to tell a special story.

This video can be 4-6 minutes in length.

Content Planning - Editorial Calendar Overview							
<i>(formats you regularly create.)</i>	<i>(copies of sheets for additional content formats you regularly create.)</i>						
Lead Magnets/Free Offers This Month:							
Date	Key Events	Blog Post (x/week)	Social Media (daily)	Email (x/week)	Video (x/week)	Graphics/Images (x/week)	Slideshows (x/month)
Week of Month/Day							
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							
Week of Month/Day							
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

FEATURED NEW RELEASES

BOOSTERS TO THE RESCUE!

A Practical Handbook to Start from Scratch
or Take Things to the Next Level of Success!

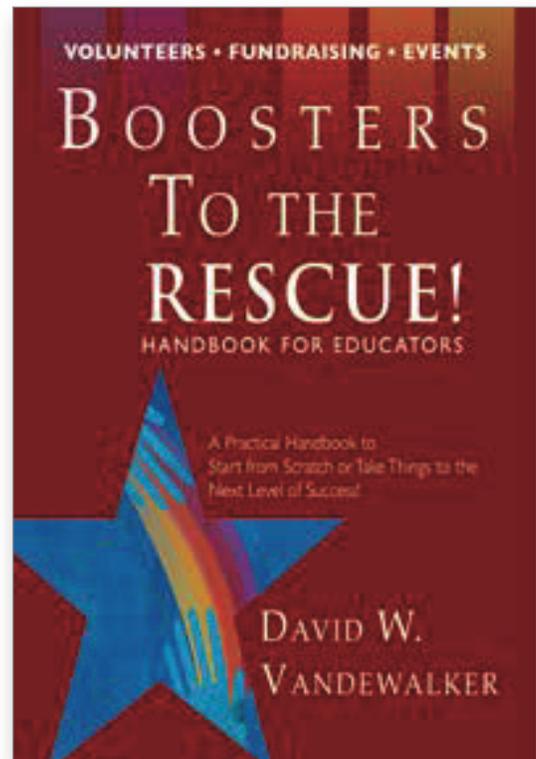
DAVID W. VANDEWALKER

Veteran band director David Vandewalker has been successfully empowering school parent organizations across the country for years. In *Boosters to the Rescue!* he offers practical tools to modernize your program into a 21st-century booster organization that can function as a successful small business and significantly support the school music and arts programs.

In clear, concise language, Vandewalker lays out an action plan that includes how to:

- Learn to be articulate in sharing your vision
- Enlist an army of volunteers
- Develop project plans
- Define a composite list of duties, tasks, and responsibilities
- Communicate
- Determine personal strengths and personality traits
- Create a business plan model
- Make project notebooks
- Provide support, encouragement, and praise

Boosters to the Rescue! goes beyond ideas and plans with online links to ready-to-use Word, Excel, and PDF files that are easy to customize and print. These reproducible tools will save you time, and enable and empower you to build an amazing team of people dedicated to musical excellence!



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STRATEGIC PLANS FOR A SUCCESSFUL BOOSTER CLUB

Time-Tested Concepts for Breaking Through
to the Next Level

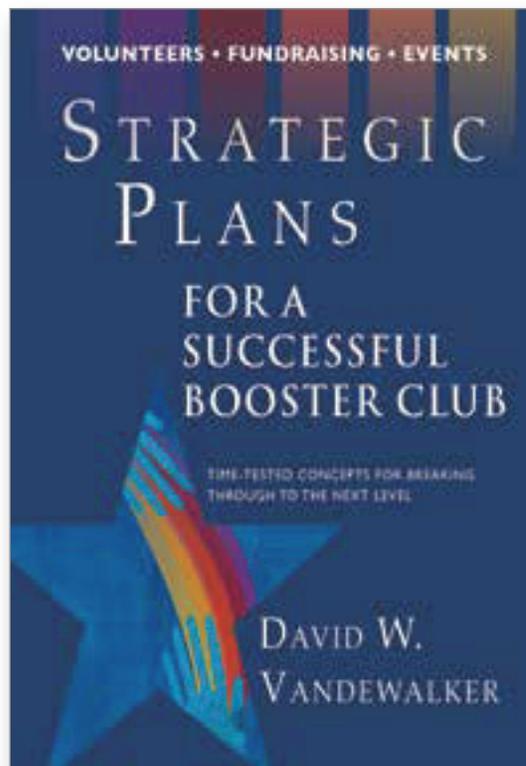
DAVID W. VANDEWALKER

Strategic Plans for a Successful Booster Club is the companion resource to *Boosters to the Rescue!* (G-9225), which provides ready-to-use Word, Excel, and PDF files to help booster clubs set and achieve a long-term vision for their organization.

Strategic Plans includes project-planning guides for three diverse sizes of booster clubs: Developing, Growing, and Maximizing. *Strategic Plans* offers a wealth of ideas, forms, organizational charts, and branding tools in four concise sections.

“Ready, Set, and Go!” introduces the strategic planning process and explains how to get down to business. “Rally the Troops” provides practical advice on how to organize, manage, and empower people. “Roll It Out” delves into the details of creating a business plan blueprint and a project-planning guide. And “Rock It Out” includes ways to build effective teams, with dozens of branding and advertising designs ready for you to download, edit, customize, and print.

Strategic Plans for a Successful Booster Club is an invaluable resource for every music leader who wants to create a community of support around the important task of educating young musicians. These reproducible tools will save you time, and enable and empower you in developing your own successful booster club.



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