

Arts Advocacy Plan for 2011-2012

Small Elementary School

Written by: Susan Riley, Vocal/General Music Teacher

Plan Purpose

This advocacy plan will provide a guide for my arts program advocacy efforts in the 2011-2012 school year. It contains my goals, actions, and assessment methods for implementing a successful advocacy campaign throughout the school year. This plan can and should be used throughout the school year as a way to monitor, implement and measure the effectiveness of an active arts program at Small Elementary School.

Focus

The arts advocacy areas of focus for the 2011-2012 school year will be to raise awareness of the arts within the school staff, to provide community arts programs through school-sponsored arts events, to build a network of support for our arts programs and to invest and engage in our students' learning in and through the arts.

Building Awareness of the Arts

Professional Development	Led By		How it will be measured
* Two art technique workshops through the Long Reach Art Gallery Partnership.	Susan Riley	October, March	Teacher artwork will be shared with the community through a teacher art gallery on Spring Arts Night
* A professional book club study using the book <i>Art Matters</i> .	Laura V.	September-May	Teachers will write 2 lesson plans using the arts in the content areas based upon what they learned from the book study.

Providing Community Arts Programs

Event	Dates	Participants	Led By	Measurement
Spring Arts Night	May 15, 2012	All 4th and 5th Grade chorus, band, and strings students, families, and selected art participants	The related arts staff	80% of students in grades 4 and 5 will participate in this event. Families will take a brief survey on their experience.
World Drumming Family Circle	Tuesday evenings September-May	Families in grades K-5, school staff	Susan Riley	20 or more families will participate throughout the year.

Building a Network of Support

Network	Participants	Led by	Measurement
Each arts area teacher will attend one conference this year	Related Arts Staff	Billy K, team leader	Each specialist will present at a staff meeting something that they learned from their conferences.
Class Newsletter	All Students and Staff, School Community	Susan Riley	10% of the community will respond to events listed in the newsletter
Class Website	All Students and Staff, School Community	Susan Riley	Website will receive 100 hits per week by the end of the school year.

Network	Participants	Led by	Measurement
Class Twitter Account	All Students and Staff, School Community	Susan Riley	Class Twitter account will have 300 followers by the end of the year.

Timeline

The following timeline will outline my goals for establishing and growing my advocacy efforts throughout the year.

September:

- Create my class website.
- Create my class Twitter account.
- Create my class Facebook account.
- Create and send out my first newsletter, providing social media sites to parents.
- Plan the first arts technique class with Long Reach Art Gallery.

October:

- Speak with the parent volunteer coordinator about getting volunteers for the music classroom.
- Provide the first arts technique class at Long Reach Art Gallery to staff. Collect surveys for feedback.
- Meet with Monica to discuss the feedback about the art technique event to improve for the spring.
- Create and send October class newsletter.
- Update social media accounts regularly.
- Post student music exhibitions on the class website.

November:

- Advertise for the Winter Concert through the class newsletter, over the announcements and through personal invitations to staff
- Go to the Music Educators Conference and present information at the November staff meeting.
- Coordinate field trip to the BSO
- Post Family Night Drumming Circle performances to the class website.
- Update social media accounts regularly.

December:

- Present winter concert
- Provide fall volunteers with a winter gift for their help
- Staff songwriting contest
- Field trip to the BSO
- Update social media accounts regularly
- Create and send class newsletter

January:

- Begin staff glee club
- Share student songwriting compositions on class website
- Go to a technology workshop
- Go to the school improvement committee meeting
- Create and share class newsletter
- Update social media accounts regularly

February:

- Meet with Monica to discuss the final plans for the 2nd arts technique day
- Rehearse with staff glee club weekly
- Present at an Arts Integration workshop
- Participate in a Twitter #artsed chat
- Update social media accounts regularly
- Create and Share Class Newsletter

March:

- Music in our Schools Month breakfast: students sing, staff listens and vice versa
- 2nd Arts Technique Day
- Analyze data from staff on their two technique days
- Meet with teams about cross-curricular units for April
- Listening activities for focusing students before state testing
- Update social media accounts regularly
- Create and Share Class Newsletter

April:

- Co-teach cross-curricular units for April
- Artist-in-Residence: World Music Week
- Family Drumming Circle Performance Assembly
- Volunteer recognition picnic
- Update social media accounts regularly

Create and Share Class Newsletter

May:

- Spring Concert
- Staff Glee Club performance
- Spring Arts Night
- Book Club lesson presentations at the faculty meeting
- Update social media accounts regularly
- Create and Share Class Newsletter

Sample Press Release:

FOR IMMEDIATE RELEASE:

Local School Arts Program Receives State Award for Excellence

Small Town, Anywhere, USA - May 2nd, 2011 - During their annual awards conference, the John F. Kennedy Center for the Performing Arts presented Small Elementary School with the State award for Excellence in the Arts.

“This was a fantastic opportunity to be recognized for the hard work of our students and we are so honored to have been chosen for this award,” stated Susan Riley, artistic director for Small Elementary School.

The school chorus performed at the conference, and several pieces of student art were on display for the day. The day ended with the award ceremony where the school received a plaque for their efforts and recognition by the Governor.

Small Elementary School is now a nominee for the National School of Excellence Award which will be announced on October 12, 2011.

Contact:
Susan Riley
sriley81@hotmail.com
123 Any Road
Anytown, State USA
Ph: 123-456-7890

###