

SupportMusic.com Coalition Webcast
Thursday, August 26, 2010

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Then, please post items of interest to music education advocates
on our [discussion page](#).

PARTICIPANT LIST (see end of report)
NEXT CONFERENCE CALL: SEPTEMBER 29, 2010

SUMMARY

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Welcome New Affiliates

(Sandra Jordan)

- CALIFORNIA Carlsbad Educational Foundation, Valin Brown
 Music Empowers Foundation, Andrew Davis
 Resonance & Rhythms, Judy Piazza
- ILLINOIS Chicago Symphony Orchestra, Jon Weber
- NEW JERSEY Traveling Guitar Foundation, Damon Marks
- NEW YORK Mike Veny, Inc., Mike Veny
- PENNSYLVANIA Music Education Professional Learning Network, Dr. Joseph M. Pisano
- MASSACHUSETTS JamHub, LLC, Marci Skillings

Our goal is to involve affiliates from all 50 states. These nine (9) states currently have no representation in the Coalition; **please send qualified referrals and contact info** to sandraj@namm.org

- AK ALASKA
- DE DELAWARE
- HI HAWAI'I
- MS MISSISSIPPI
- NE NEBRASKA
- NH NEW HAMPSHIRE
- UT UTAH
- VT VERMONT
- WY WYOMING

UPDATE ON KEY NATIONAL ADVOCACY OPPORTUNITIES

- **A well-rounded education in ESEA; Unified Statement; Partnership for 21st Skills, other**
(Mike Blakeslee, Heather Noonan, others as desired)

ESEA Reauthorization is not expected any time soon but much activity is already taking place among advocates as they seek to set the agenda and start writing language.

On July 15, a Capitol Hill Briefing (Senate) was held to accompany the release of the new **Partnership for the 21st Century Skills (P21) Map for the Arts**. For the past few years, arts education advocates have worked with business leaders who are attempting to codify and pin down educational outcomes related to 21st century skills. P21 is largely run by business leaders who are defining necessary workplace skills, and the importance of arts education has been included from the beginning. A group of six arts associations came together to create a skills map related to arts education and how it contributes to P21. Generally 12 skills have been identified; of those, the most commonly mentioned skills have been categorized into “the 4 Cs,” ie, Critical Thinking and Problem Solving, Communication, Collaboration, and Creativity and Innovation. A strong arts component is a key factor in delivering these skills.

For more information, visit http://www.p21.org/documents/P21_arts_map_final.pdf (P21 Arts Skills Map) and <http://www.aep-arts.org/files/21st%20Century%20Skills%20Arts%20Map%20Supporting%20Structures.pdf> (Supporting Structures document to accompany the Map, previously called “Opportunity to Learn Standards”).

On July 29, a policy Briefing was conducted in the House to present “**Consensus Recommendations for a Well-Rounded Education**” document:

<http://www.ascd.org/public-policy/well-rounded-education.aspx>. ASCD and 36 education organizations were signatories. At the Briefing, this response to the Administration's “Blueprint for Educational Reform” emphasized these points:

- standards regarding well-rounded education should address all core academic subjects, not just STEM subjects and English
- there should be discrete funding categories for all core subjects
- grant competitions should be promoted within disciplines, not among them, and should prioritize high-need schools & students
- develop a rigorous evaluation process with educators' input
- establish meaningful public reporting and accountability requirements regarding student achievement in all disciplines.

The Unified Statement, recently revised by the Arts Working Group, is designed to help legislators do what's right regarding arts education and focuses on how the arts can contribute to educational reform goals being discussed as part of ESEA. During this second round of invitation to potential signatories, a focus is being placed on attracting support from several national education associations.

Every year, competitive **funding appropriations for VSA and the Kennedy Center** are funded through the USDOE. This year, they were slated for elimination and consolidation with other programs. However, both the House and Senate have included them in their budgets (\$40 million and \$42 million respectively). Even if Congress doesn't complete the

funding process, it is hoped there will be level funding; if they do complete their funding process, it is hoped there may possibly be a slight increase in funding.

DISCUSSION

Q: Are rallies being held in several states?

A: As we move forward toward ESEA Reauthorization, we will mobilize people, organizations and public levels of support as necessary. Now is not the right time but, when the time is right to write and call, things will happen pretty quickly. (**Editor's Note:** If you don't already have a strong email list, Facebook group, Twitter presence, etc., now is the time to develop contact lists & get up to speed with social media in anticipation of future calls-to-action.)

• **Get Connected: NEW Music Education Professional Learning Network (MPLN)**

(Marcia Neel, Andy Zweibel, Dr. Joseph Pisano)

The new Music Education Professional Learning Network (MPLN) has been in development for about three months at Pennsylvania's Grove City College and went live to the public three weeks ago. It's designed for musicians, music educators and especially for college students who are preparing for careers in music education. Forums are set up in a Web 2.0 environment, so users may integrate with their existing presence on Facebook, Twitter, LinkedIn, etc., and use any/all of them to communicate on MPLN. There are already about 700 members and about 1,000 posts in the forums, which include a focus on advocacy for school, for teachers, different types of music, etc.

The platform is similar to Facebook with built-in wikis for each group and RSS Feeds to allow optimal communication choices. It's freely available to music educators/teachers of all types, including non-professionals.

There is a regular Monday night music education chat (8 pm EST) on Twitter at **#MusEdChat**, initiated by Andy, an undergraduate music education major at the University of Miami. He set up the chat as a global conversation to address needs of isolated teachers by creating opportunities to discuss advocacy and music education. Chats are archived; this has great potential as a resource for music teachers. A topic poll is posted on Thursday or Friday with links for voting; by Sunday evening or Monday morning, a topic choice has been made for each Monday evening chat.

Andy's site is www.musicedmajor.net

Visit www.musicpln.org for more information or to join. You need to create a Twitter account to participate (it's free).

• **News from the National PTA Reflections Program and other**

(Dee Jones)

The **National PTA "Reflections" Program** was started in 1969 to promote arts in school; this year's theme is "Together we can." Students, K-12, are encouraged to create and submit works of art in six categories (photography, musical composition, literature, visual arts, film production and dance choreography). This year, 8,595 local PTA units and 531,300 students participated. For more info, visit <http://www.pta.org/2032.asp>

Dee is our liaison to The National PTA and its 5.5 million members. The National PTA is ready and willing to assist with advocacy efforts to keep parents and teachers in the picture. Membership in the PTA is open to anyone who cares about kids. The National PTA wants to help make sure the arts stay in schools, and wants to revitalize their relationship with the Coalition.

• **Participate in Arts in Education Week, September 12-15, 2010**
(Laura Smyth, Ph.D.)

Celebrate "**National Arts in Education Week**," September 12-18, 2010. On July 26, Congress passed a resolution (H.Con.Res. 275) designating the second week of September as "Arts in Education Week;" it was proposed and introduced by Rep. Jackie Speier from California. Visit www.aep-arts.org to get involved. The site will function as a hub of suggested activities and a means to promote them. People are encouraged to list information about what they're doing and to use the logo and post information on their sites. The site includes info on what's happening in all 50 states and the District of Columbia, and encourages visitors to assist with data collection efforts regarding local activities; it also suggests ways to interact directly with arts education.

AEP provides research and policy information. Please take this opportunity to learn about what's happening in your state (**state-by-state database**), to compare info to what's happening in your school and then share info with AEP about state policy, teaching and other arts positions, etc. Celebrate arts education and be as active as possible during Arts in Education Week. Send activities to aep@ccsso.org if you have information to post.

Overview and report from August 2010 SupportMusic Coalition Steering Committee
(Robert Morrison, Sandra Jordan, others as desired)

Discussion at the last Steering Committee meeting focused on several of top line agenda items for the coming year, including:

- In addition to the previous report on the **P21 Arts Skills Map** and use of it in local advocacy efforts, there was a more general discussion regarding the state of the education field itself. 47 of the 50 states are facing current and future budget deficits. Though the **EduJobs Bill** was designed to infuse additional Federal funds to help keep teachers on the payroll, late release of these funds raises questions as to whether they will be used to retain teachers this year versus being held for the 2011-12 school year.

- Discussions: '**What is our role in helping affiliates to preserve programs within this particular environment?**' Many of the programs that remain in place are doing so with significantly fewer resources. 'What is a real music program, how is that defined in this environment, how does it provide benefits to students?' Some programs have been eliminated, or are being re-defined as before or after school programs or as extracurricular activity. We've also heard about, for instance, a business leader and NAMM member, George Quinlan, who will be invited to a future teleconference to discuss what's being done in his community to help preserve programs.

- Concerns: If programs are pushed out and makeshift programs are put in, they may not meet standards or provide a complete music education. We must continue to talk about **what makes a music program 'complete' and real**. On the East Coast, music education programs traditionally start in 4th grade; with a shift upstream, some are being pushed to 5th grade and even middle school. **What is the successful middle school model?**

- Music programs are being retained in some places because they are viewed as 'prep period' for other teachers. We dislike this moniker, but right now, it's helpful.

- **Charter schools:** There is a lack of real data about music programs offered in them, or the lack thereof. Public schools offering programs in the arts may have a competitive edge over charters. There's a move underway to encourage charter schools to implement music and arts programs.

- In using standards to promote music education, it would be useful to have a simpler version of John Benham's materials on economic impact, reverse economics and the **cost-savings of music programs**. NAMM has just received a research report from the University of CO detailing true per capita costs of music education programs in urban, rural and suburban areas. The cost is not as extraordinary as people think; music education programs may actually offer a savings.

- MENC and VH1 Save The Music Foundation are discussing and beginning to offer **a series of webinars aimed at teachers** and offered outside of the school day. These would use new technologies and help teachers to educate each other, create community and take collective action.

- In all our work, it's important to **connect national activities to local advocacy efforts** and activities to promote and support local programs and share the value of music/arts education for students.

- The Coalition is approaching its **20th anniversary** of sustained passion and hopefulness. This volunteer effort is open to all. We need to **stay focused on positive success stories** such as the advocacy efforts that produced good results recently in Fairfax County, Virginia.

- To tie back to the above report from AEP about National Arts in Education Week, the Ohio Alliance for Arts Education got their governor to issue a **proclamation** for the state. It was then sent to Mayors around the state and with a request for community proclamations. Others can use a similar approach as leverage to encourage local elected officials to understand and embrace support for arts education. Others with statewide networks are encouraged to replicate this effort. **Addendum from Diane Franken:** Iowa Alliance for Arts Education obtained a state Arts Education Month Proclamation from Governor Culver this year. More info and the Proclamation are available at <<http://www.iowaalliance4artsed.org>>. All are welcome to use it as a guide to create their own Proclamations.

If anyone would like to participate in the Steering Committee, send an email to sandraj@namn.org

Involve schools in School Jam USA and 2011 Music Monday Celebrations

(Charese Wolfe)

SchoolJam USA is holding the **2nd annual Battle of the High School Bands** August 2 – October 15 to showcase the talents of 13-19 year olds and promote and support music education in our public schools. It is open to all amateur musicians playing all styles of music; performances must be music that's original or public domain. The Top 48 bands advance to a public voting round; NAMM offers guidance and marketing help. The Top 10 voted bands will compete in Live Finals at the 2011 NAMM Show. Winners receive prize money, new gear, and funds allocated to school music program. The winning band will also win a music video recording session on The Lennon Bus and will travel to Frankfurt Germany to perform during MusikMesse. For more information and promotional materials, visit www.schooljamusa.com or write to jenniferp@namm.org

School Jam USA Dates:

August 2 – October 15 – band entry competition for Top 48 bands
November 1-30 – public voting
December 5 – final announcement of Top 10 bands
January 14-15, 2011 – NAMM Show finalists compete

Music Monday will be held on May 2, 2011. This is the 7th year of the popular nationwide simultaneous concert to celebrate the importance of music in our lives and especially in our schools. Join "Music Monday By NAMM" group on Facebook < <http://www.facebook.com/group.php?gid=151419775252> > or visit www.namm.org for more info.

Live Teleconference Dates:

- **December 15**, live from the Midwest Conference (held December 15-18 in Chicago)
- **January 13**, simulcast from The NAMM Show and Arts Schools Network Conference in Anaheim, CA

Other agenda items, as desired

- Welcome to Erik Martin, the new President and CEO of Music For All, Inc.
- There is now a Twitter hashtag for the SupportMusic Coalition: **#smusc**

NEXT MEETING: SEPTEMBER 29, 2010

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