



# "You CAN be a Prophet in Your Own Land"

Dr. Dale Lonis

Sponsored by CADME, Music Conference Alberta

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# ADVOCACY

- Is a daily, weekly, monthly activity – not just a random act
- Requires specific planning for the various constituencies that can be of assistance – “Know Your Stuff, Know Who You Are Stuffing, and Stuff ‘Em” (John Paynter)
- Is based on moving your “potential advocate” from extrinsic valuing (or no valuing) to their own understanding and intrinsic valuing of the program
- Is a team effort – it requires getting others to do the work for you



# BEFORE YOU CAN ADVOCATE...

## **MEASURING SUCCESS?**

How do YOU measure success?

How will your administrators measure success?

How will your students measure success?

How will the parents measure success?



BEFORE YOU CAN ADVOCATE...

## **DEFINING SUCCESS**

Extrinsic vs Intrinsic

Process vs Product

Numbers

Shared Values



## BEFORE YOU CAN ADVOCATE...

- **COLLABORATION** – is a key ingredient to success
- **COMMUNICATION** – excellent communication is essential
- **VISION** – starting with a goal in mind
- **VALUE** - if we teach for value - our students will value what we teach
- **MOTIVATION** – move from *Extrinsic* to *Intrinsic* as fast as you can
- **TRUST** – is a prerequisite for all learning



# Who are your BEST ADVOCATES?

- Custodial staff, Support staff Administrators, Your teaching peers
- Your students, Other students in your school or nearby schools (this includes siblings), Alumni
- Parents
- School Board, Community members, Politicians,
- The Press



## CONCLUSION

**SUCCESS** = Shared Values + Shared Goals - Built on Trust

**TO BE SUCCESSFUL YOU MUST BE SUCCESSFUL**



# THANK YOU

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