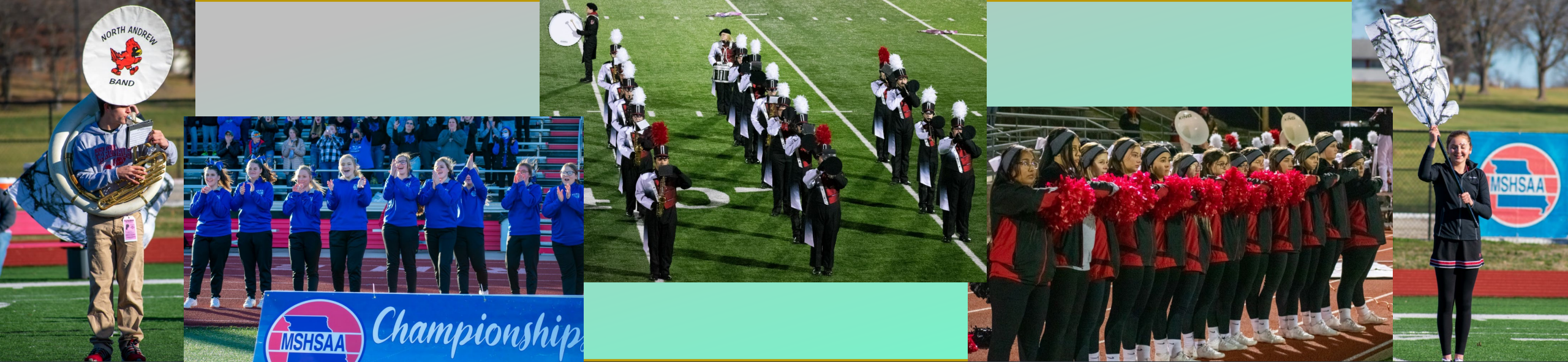


2022 NFHS SUMMER CONFERENCE





HOW TO GATHER MORE SUPPORT FOR YOUR PERFORMING ARTS AND ACTIVITY PROGRAMS

DAVINE DAVIS, ASSISTANT EXECUTIVE DIRECTOR
MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION
JULY 1, 2022



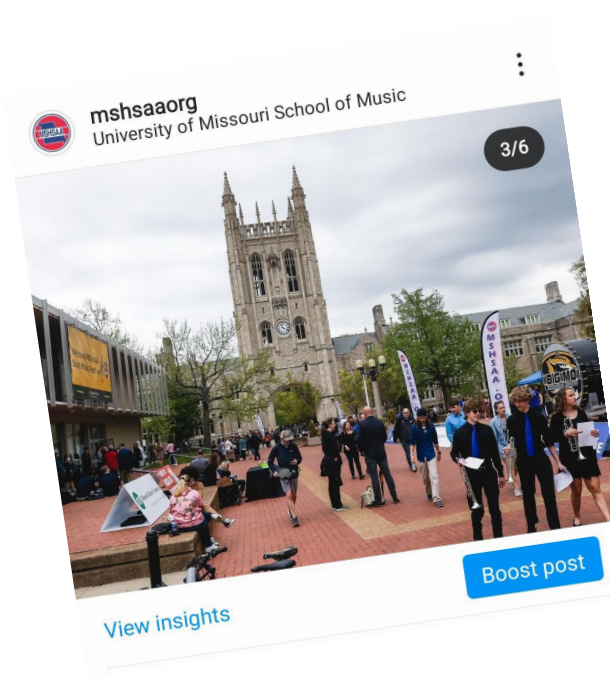
STATE MUSIC ORGANIZATIONS

- MISSOURI MUSIC EDUCATORS ASSOCIATION
- MISSOURI BANDMASTERS ASSOCIATION
- MISSOURI CHORAL DIRECTORS ASSOCIATION
- MISSOURI AMERICAN STRING TEACHERS ASSOCIATION
- MISSOURI MUSIC TEACHERS ASSOCIATION
- MISSOURI ASSOCIATION FOR JAZZ EDUCATION



SOCIAL MEDIA

- 2021-22 FULLY STAFFED SOCIAL MEDIA DEPARTMENT
- SOCIAL MEDIA PRESENCE AT ALL 24 STATE CHAMPIONSHIPS & MUSIC FESTIVAL
- PLATFORMS UTILIZED
 - FACEBOOK 
 - TWITTER 
 - INSTAGRAM 



INSTAGRAM

- USED TO HIGHLIGHT THE EVENTS THROUGH HIGH QUALITY PHOTOS.
- A “SUMMARY” OF EACH DAY THROUGH PICTURES SURROUND A CERTAIN THEME AND CAPTION TO TIE IT ALL TOGETHER.



FACEBOOK/TWITTER

Missouri State High School Activities Association
Published by Sendible [?] · April 27 ·

Over the next three days there will be over 3,600 musical performances at the 2022 MSHSAA State Music Festival. Approximately 7,000-8,000 students will be participating in this years festival. Festival information can be found on the Music page of the MSHSAA.org website.

We can't wait to listen to the sweet sound of music again!



STATE MUSIC FESTIVAL
University of Missouri
April 28 - 30, 2022

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

4,483 People reached 242 Engagements

Boost post

Missouri State High School Activities Association
Published by Jennifer Bethmann [?] · March 19 ·

Presenting a special game ball to the Stockton Band and their director Marvin Manring is one of our State Trooper Color Guard members and former Stockton Band alum Sam Glass.



Missouri State High School Activities Association
Published by Reaghan Lesh [?] · April 28 ·

The University of Missouri is alive with the sound of music!
Day 1 of the 2022 State Music Festival is wrapping up! check out this link for ratings <https://www.mshsaa.org/Activities/MusicFestivalRatings.aspx...>



TITLE IX Music RECOGNITIONS

Mary Lynn Lightfoot A staple in Music Education

- Magna Cum Laude graduate of Truman State University
- Taught in both Missouri and Iowa
- First published works in 1980
- Founding Editor of Sing! Choristers Guild
- Previously served as Executive Editor for Heritage Music Press
- Outstanding Young Woman of America Recipient in 1984
- Annual ASCAP Award Recipient since 1988
- Luther T. Spayde Award for Conductor of the Year in 1994
- Opus Award Recipient in 2005

Lightfoot currently serves as a guest conductor and clinician. Throughout her career she has over 260 published compositions, arrangements and musicals.

Title IX is a journey - send us YOUR story: Title9@mshsaa.org



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Nancy Seward An accomplished Band Director and Composer

August 9, 1930 - November 9, 2003

- Taught as a Band Director for 38 years in the following Missouri High Schools: Excelsior Springs, Ruskin, Stet, Richmond and Polo High School.
- Taught at the collegiate level at Central Methodist University (then Central Methodist College).
- Under her direction, the Ruskin High School Band performed in the 1960 Tournament of Roses Parade.
- Awarded the Distinguished Alumni Citation from Central Methodist University (College) in 1978.
- In 1981, while at Richmond High School, the band receives a 2nd place trophy in the International Youth and Music Festival in Vienna, Austria.
- Served as an Instrumental Clinician and Adjudicator throughout the Midwest and in Canada.
- Composed 38 published works for Concert Band.

Member of: World Association for Symphonic Bands and Ensembles, National Band Association, Women Band Directors International, Music Educators National Conference, National Federation of Interscholastic Music Education, Missouri Music Educators Association, Missouri Bandmasters Association, Missouri Women Band Directors Association, Midwest Clarinet Society, Phi Beta Mu Music Fraternity, Phi Beta Mu Honorary Music Fraternity and Sigma Epsilon Pi Honorary Scholastic Fraternity.

 [MSHSAA.ORG](https://www.mshsaa.org)

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Title IX is a journey - send us YOUR story:
Title9@mshsaa.org



BABS



MSHSAA Music Entry Program

- MUSIC FESTIVAL LARGE GROUP RATINGS
 - LISTS THE SELECTIONS PERFORMED BY THE SCHOOLS ALONG WITH RATINGS
 - CAN BE SORTED/VIEWED BY EVENT TYPE, RATING TYPE, SCHOOL, DISTRICT, CLASSIFICATION AND MUSIC SELECTIONS



Sports and Activities

Music Festival Large Group Ratings

[View Large Group Ratings prior to 2020-2021](#)

2021-2022 Large Group Exemplary Ratings

Music Family

Band

Orchestra

Vocal

Rating Type

Exemplary

All Rated

All

Band	Band 2	Band 3	Woodwind Choir	Brass Choir	Large Percussion Orchestra	2021-2022
Rating	School	Class	District	Group	Music Selections	
	Saxony Lutheran	2	1	Saxony Lutheran High School Band	Big Four March (Karl L. King arr. Swearingen) Shirebrook Overture (Joseph Pappas)	
	Central (Cape Girardeau)	5	1	Cape Central Wind Symphony	Third Suite I. March (Robert Jager) Third Suite II. Waltz (Robert Jager) Third Suite III. Rondo (Robert Jager)	
	Jackson	5	1	Wind Symphony	Fantasy on a Japanese Folk Song (Samuel Hazo) Esprit De Corps (Robert Jager)	
	Puxico	2	2	Puxico High School Band	Encanto (Robert W. Smith) Song of Hope (James Swearingen)	
	Poplar Bluff	5	2	Poplar Bluff Wind Ensemble	Trombone King (Karl L. King) Fate of the Gods (Steven Reineke)	
	Ava	3	3	Ava Symphonic Band	Flying Fortress (Robert W. Smith) Dreamsong (Richard Saucedo)	

MUSIC ENTRY PROGRAM

- MUSIC FESTIVAL RATINGS
 - CAN BE SEARCHED BY SCHOOL OR DISTRICT

Music Festival Ratings

Selection Type

☐ School ☒ Festival

Festivals

State Music Festival	District 7 Music Festival	District 14 Music Festival
District 1 Music Festival	District 8 Music Festival	District 15 Music Festival
District 2 Music Festival	District 9 Music Festival	District 16 Music Festival
District 3 Music Festival	District 10 Music Festival	District 17 Music Festival
District 4 Music Festival	District 11 Music Festival	District 18 Music Festival
District 5 Music Festival	District 12 Music Festival	District 19 Music Festival
District 6 Music Festival	District 13 Music Festival	District 20 Music Festival

Festival Type

☐ Solo & Small Ensemble ☐ Large Group

✓ Show Festival Ratings

Music Festival Ratings

< Back to Music Home

Selection Type

☒ School ☐ Festival

Enter MSHSAA Member School

✓ Show School Ratings

2021-2022 Music Festival Ratings Hickman High School

2021-2022			
Large Group	District Solo & Small Ensemble	State Solo & Small Ensemble	
Rating	Performance Name	Event Type	
Exemplary	Hickman High School A Cappella Singers	Treble Choir	
Exemplary	Hickman High School Orchestra	Orchestra	
Exemplary	Hickman High School Symphonic Band 3	Band 3	
Exemplary	Hickman High School Symphonic Winds 2	Band 2	
Exemplary	Hickman High School Wind Ensemble	Band	



MUSIC ENTRY PROGRAM

MUSIC PML USAGE FREQUENCY REPORT

2021-2022 PML Usage Frequency Report

Event Types

Piccolo Solo	Alto Clarinet Solo	Oboe Solo	Alto Saxophone Solo
Flute Solo	Bass Clarinet Solo	Bassoon Solo	Tenor Saxophone Solo
E-Flat Clarinet Solo	Contra Clarinet Solo	Soprano Saxophone Solo	Baritone Saxophone Solo
Soprano Clarinet Solo	English Horn Solo		

Oboe Solo Totals

PML	Title	District Total	State Total
#13255	Adagio and Allegro (Rubank Concert and Contest Collection) Ostransky Grade B	1	0
#13254	Andante and Allegro (Rubank Concert and Contest Collection) Loeillet Grade B	1	0
#12296	Andante Cantabile Tschaiovsky Grade B	2	0
#13247	Aria and Rondinella (Rubank Concert and Contest Collection) Handel, G. F. Grade B	3	2
#7081	Ariette from Panurge (Rubank Concert and Contest Collection) Gretry Grade C	2	0
#5315	Cavatina Chopin Grade C	1	0

2021-2022 PML Usage Frequency Report

Year

2021-2022

Music Family

Vocal

Piano

Strings

Woodwind

Brass

Percussion

Music Category

Solo

Small Ensemble

Generate Report

Event Types

SSA Trio	T-B Trio	SAB Trio	SATB Double Quartet
SSA Sextet	T-B Quartet	SATB Quartet	Miscellaneous Vocal Ensemble
SSAA Quartet	T-B Sextet	SAB Sextet	Madrigal
SSAA Double Quartet	T-B Double Quartet		

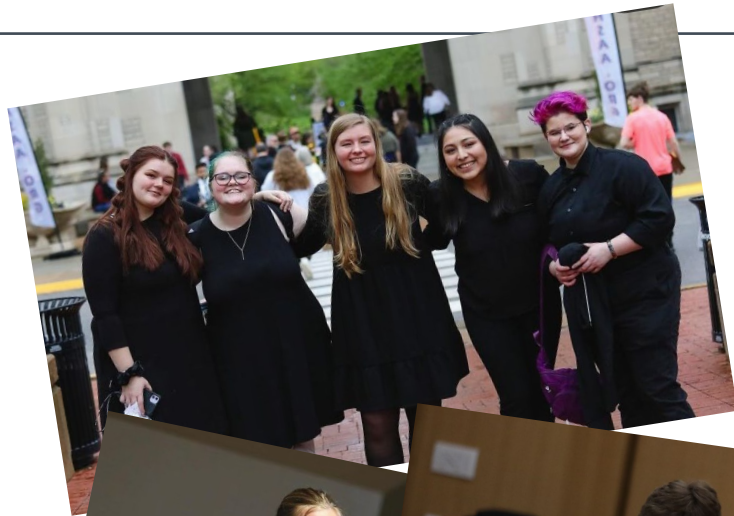
SSA Trio Totals

PML	Title	District Total	State Total
#2954	A Canon Of Praise Sleeth, N. Grade C	2	0
#18347	A Dream Within A Dream Gray, Ruth Morris Grade C	2	0
#510	A Red, Red Rose Schram Grade B	1	1
#245	Abbe Stadler Beethoven Grade B	1	1
#19508	Ad Astra Narverud, Jacob Grade B	1	0
#849	Adoramus Te Di Lasso Grade B	1	0



CONTACT INFORMATION

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DAVINE@MSHSAA.ORG





How to Gather More Support for Your Performing Arts & Activities Programs

National Federation of State
High School Associations



Adam Jacobi, *Executive Director*
Wisconsin/WISDAA (formerly WHSFA)
adam@whsfa.org www.wisdaa.org
[@wispeechdrama](https://www.instagram.com/wispeechdrama)





NFHS Context

- *Affiliate* association with performing arts and activities focus
- Cooperate, collaborate with other activities associations
- Engage with NFHS Performing Arts & Activities efforts/resources





Strategic Planning

- Know *who you are* (purpose, identity)
- Mission, vision, values
- Diversity, equity, inclusion, accessibility
- Strategic priorities – promote/market
- Key question: **how intrinsic and explicit are performing arts & activities in this?**





Messaging

- Academic + performing arts ***sports*** – delineate from *special interest* clubs.
- What added value do performing arts and other academic sports provide not found in athletic sports?





Data: Inventory Your Markets

- Census of participation by activity
 - Geographic breadth
 - Urban, rural, suburban
 - School-based depth
- Trends over time
- Identify vulnerabilities





State Landscape

- Professional coach/educator associations
- Educ. agency art coordinator (SEADAE)
- Arts advocacy (Americans for the Arts)
- National Endowment/Arts – state agency
- Nat'l Endowment/Humanities – state agency
- Teacher educator/training programs
- Share best practices with similar organizations





In-State Awareness

- Exhibit/trade show booths
- Newsletters: advertising/guest column
- Email blast (sponsored)
- Apply for grants to add a new component





National Org. State Chapters

These provide resources + recruiting ground.

- Nat'l Assoc. for Music Educ.
- Nat'l Speech & Debate Assoc.
- Educ. Theatre Assoc. (Thespians)





Administrators

- Share newsletters
- Letters commemorating school participation and successes
- Invitation to signature events
- “Recipes” for implementing programs





School Boards

- Have a school board assoc. rep on your board
- State convention: booth / session
- Work with boards to do guest recognition of educators who earn landmark recognitions



State/Local Government



- Advocacy events to celebrate, for example, *National Speech & Debate Education Day*



Press/Media

- Press releases
- Media alert (invitation to events)
- Call reporters/editors to follow-up
- Pitch what makes an angle unique, a story visual (for television or print photos)





Social Media

- Know audiences (youth on Instagram, TikTok; adults on Twitter, Facebook)
- Consider medium (photo, text, video)
- Encourage board, staff, volunteers to share, tag, and hashtag to raise awareness



➡ Awards for Advisors, Schools

- People and groups appreciate recognition outside contest success



Celebrate Success



- School assemblies, pep rallies, example:
25th year school earned our top Speech award

Merchandise & Swag



- People love wearables and practical things!



Questions? Ideas?

Let's advance the discussion!
Adam Jacobi, Executive Director

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www.wisdaa.org
@wispeechdrama

