

ALL Advisory Leadership Letter

Spring 2007

Newsletter
of the
American
Orff-Schulwerk
Association
Advisory Board



Some National Board of Trustees members have completed their terms and say goodbye to their duties, while others are stepping into new roles. From left to right are: Michael Roberts, Lisa Bettke, Roger Sams, Vivian Murray, Jennifer Hartman, Sue Mueller, Suzette Swallow and Donna Staton.

Roberts, Bettke and Sams have completed their three years as Regional Representatives. Vivian Murray has finished her term as Conference Committee Chair, while Omaha National Conference Chair, Donna Staton, begins a much deserved rest. Suzette Swallow completes her term as treasurer, turning over that assignment to Jennifer Hartman. Sue Mueller will finish her term as AOSA president on July 1. AOSA thanks them for their hard work and devotion to the organization through a challenging year of transitions.

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Leadership Development & Nominations

by Region V Representative Lisa Bettke

As chair of the Leadership Development & Nominations for the past two years, I have shared in the awesome task of identifying future potential leaders who could serve on the National Board of Trustees. This committee has worked diligently to increase the pool of candidates for all positions.

At our national conference in Omaha, many of you expressed to the Regional Representatives an interest in serving in a leadership role on the national level. If you have served on the executive board for your local chapter, and have Level II Teacher Training certification, you are eligible as a candidate for Regional Representative! Regions I, II, III and VI will be electing new representatives in 2008. The position of Recording Secretary will also be on this ballot.

Serving on the NBT is a wonderful experience. It's hard to imagine that my three-year term of office as a Regional Representative is almost over. The time has absolutely flown by! As I prepare to place the leadership of this committee into the capable hands of Jill Peck, I would like to thank all the wonderful people that I have met and worked with, on both the national and local levels.



*Cora
Bigwood*

As chair of the Leadership Development and Nominations Committee, it is my pleasure to announce the results of the 2007 general election:

- Region III Representative – Cora Bigwood
- Region IV Representative – Sharon August
- Region V Representative – Michelle Przybylowski
- Region VI Representative – BethAnn Hepburn
- Treasurer – Jennifer Hartman
- Vice President – Julie Scott

Congratulations to the new members of the AOSA National Board of Trustees! AOSA also extends thanks to all of the excellent candidates who were willing to be a part of the elections. The future of leadership in AOSA indeed looks bright!!



*Sharon
August*

New chapters AOSA Blossoms in Baltimore

by Region IV Representative Michael Roberts

Baltimore-area music teachers can celebrate Orff Schulwerk when they gather this year as a new chapter serving the Greater Baltimore and Washington, D.C. area. Founding President Matt McCoy received the charter for AOSA's newest chapter at the annual 2007 AOSA National Conference this past November in Omaha.

The idea to start an Orff Chapter had been circulating for quite some time among students living in the Baltimore and D.C. area who attended George Mason University and Western Carolina Orff programs. That nexus led to a meeting with Teacher Trainer course graduates and former AOSA President Carolee Stewart. An introductory workshop was planned for more than seven school districts in the area. Jacque Schrader led the first workshop followed by a business meeting, and the chapter was off and running.

Matt McCoy, the current and founding president of the Greater Baltimore Chapter, applauds the selfless generosity of the first presenters. He advises those interested in starting a chapter to find a strong financial wizard and enlist help from local resources. For instance, the chapter banner (a striking rendition of Maryland's famous Blue Crab playing xylophone) was designed, created and donated by the spouse of a founding board member. Matt further counsels those wishing to start new chapters to devise a marketing plan to reach the schools in the area and schedule meetings to put things together in person, instead of relying too much on e-mail.

The Greater Baltimore Chapter is steadily growing. It has 17 members and more than 26 participants have attended workshops.

Congratulations to the Greater Baltimore Chapter for bringing the gift of the Schulwerk to students and teachers of the greater Baltimore area!



*Michelle
Przybylowski*



*BethAnn
Hepburn*

Greetings, Chapter Officers!

I hope you are having a wonderful spring semester and that your students are enjoying the motivating activities you present to them each week! I was delighted to learn just a few short weeks ago that I have been elected vice president of the American Orff-Schulwerk Association. I look forward to working with the Regional Representatives over the next four years.

Please do not hesitate to contact us if you have needs, concerns, or questions with which we can be of help. AOSA is fortunate to have you, and we sincerely appreciate all of the hard work you do to help make our organization successful!

*– Sincerely,
Julie Scott*



*Jennifer
Hartman*



Julie Scott

AOSA Advisory Board Meeting 2006 AOSA National Conference, Omaha Neb. Specialized topic breakout sessions

Orff 101

Portland OSA President Denise Phillips and Vice President Clare Bourquein presented their original idea for sharing the Orff process with those unacquainted with Orff

*To serve
is beautiful,
but only if it is
done with joy and
a whole heart
and a free mind.*

– Pearl S. Buck

Schulwerk. Cleverly coined, *Orff 101* is a workshop planned and presented by chapter board members. The workshop, held in September, is designed to give an overview of “Orff” – history, philosophy, movement, speech, barred instrument mallet techniques, etc. Each topic area presented is followed by time for questions and answers.

What are the benefits of *Orff 101*? It allows chapter board members to gain experience as presenters and for board members to bond as they work creatively, linking all the diverse sections of *Orff 101* with a central theme.

Membership in POSA has increased since offering *Orff 101*. To maintain the connections forged at this workshop, POSA sends follow-up e-mails to participants reminding them of the October workshop.

“Orff revealed in this manner so short and sweet, is ever so enticing and hard to beat.”
Kudos to the POSA Chapter!

For further information contact:

Denise Phillips at: denphill@comcast.net

Clare Bourquein at: clarebright@mac.com

Brainstorming ideas from the regional breakout sessions

by Region II Representative Jill Peck

There are many issues facing AOSA and its chapters nationwide. Some chapters are financially secure and have a solid membership base. Other chapters are barely hanging on. Advisory Board members explored topics from avoiding the “recycling” of leaders and increasing chapter membership, to ways to bring AOSA to the local level and encourage membership at the national level. Presidents from every region gathered to share problems, discuss solutions and brainstorm ideas.

To increase membership and attendance at the local level:

- Assign a “buddy” to each new attendee, especially student attendees; help them feel comfortable and welcome.
- First-time attendees receive wrapped cookie with a “Welcome-to-the-Bunch” note.
- Coordinate with college/university music education programs.
- Have some workshops at the college.
- Encourage professors to give extra credit to students who attend workshops.
- College students admitted for free or minimal cost.

To increase student memberships:

- Bring in university Methods classes, available free to students. Students pay an activity fee as part of their class. Copy and instructional fees go to local chapter (check with Heart of Florida chapter).
- Bring a friend.
- Visitors register as a one-time guest for free, registering in the guest book with name and e-mail address.
- Explore the possibility of having membership fees paid by payroll deduction as pre-tax dollars.
- Invite music, curriculum, and instruction supervisors to workshops, and add them to mailing lists.
- Share workshop schedules with neighboring chapters.
- Offer membership scholarship; recipient submits essay of financial need and presents a 20-minute synopsis on what he/she learned at a workshop.
- Offer “Early Bird” registration, e.g., a discount on membership received before specified date.

To encourage new leadership in the chapter:

- Invite members to attend some of the board meetings to “learn the ropes.”
- Nurture the younger, newer members of your chapter (invest time).
- Show young members you care; honor their fresh ideas.
- Personally invite them to conferences and workshops; mentor them.
- Communicate (e-mail) and socialize with them.
- Personally invite young members to assist with small responsibilities. Personal

*The person
who moves a
mountain begins
by carrying away
small stones.*

– Chinese proverb

invitations from the president will encourage more participation.

- Include them in smaller jobs to feel ownership.
- Create “member-at-large” voting positions on the board. They get to know the workings of the board without having specific responsibilities. It is a good introduction, and could be the year’s training before assuming specific positions.
- Arizona’s chapter has special shirts for its board members only; the chapter pays for the shirts.
- Limit the number of consecutive terms a member may be on the board
- Create a six-year commitment policy: two as 1st vice president, two as president, and two as 2nd vice president.

Communication:

- Explore possibility of on-line chats and/or blogs.
- E-mail alone is not sufficient for member communication. Use postcards and newsletters to supplement communication.
- Look into free Web sites.

Chapter finances:

- Sponsor “Summer Music Camp” and designate proceeds for scholarships.
- Find corporate sponsors.
- Boutiques at workshops are good sources of income. Encourage teachers to donate materials they don’t use.
- Silent auctions can be used to raise money for scholarships.
- Seek vendor donations.
- Wal-Mart and Target stores award grants to teachers.

In-service and/or college credit for workshop attendees:

- In-service requirements vary with districts. Chapters create certificates of participation to distribute.
- Arrange with local college/university to offer credit for attending all of the workshops and writing a paper.

How chapters encourage national membership:

- “It’s a mindset: we require it! The perks are many: quarterly newsletter, e-mail hotline, local and national Web site, workshops at half price, chapter scholarships.”
- Give a chapter membership discount to AOSA members.
- Evergreen Chapter allows its national members to borrow the chapter’s instrumentarium.
- Raffle a national membership.
- Award “Premiere Door Prizes” for national members.
- Offer scholarships to attend national conference.
- Clinicians at workshops should stress the importance of national membership.
- Board members bring scholarship forms to chapter workshops and distribute.
- Recipients relate their experiences.
- Encourage all AOSA members to apply for scholarships.

Why chapters encourage national membership:

- It offers opportunities to refresh and learn through publications and conference.
- It offers opportunities for national scholarships.
- It provides access to mentors.
- To be the best, you need to hang out and work with the best!

What AOSA could do to encourage membership:

- AOSA could discount the first year of membership.
- Offer a free rental from the AOSA Video Library as an incentive.
- Create a short DVD to be shown at the beginning of chapter workshops, e.g., a message from AOSA president, VP, and/or active NBT members speaking to benefits of joining AOSA, thereby giving non-members names, faces and facts to know about AOSA.

*What saves
a man is to take a
step. Then another
step. It is always the
same step, but you
have to take it.*

– Antoine de
Saint-Exupéry

Ideas to connect AOSA to local chapters:

- Post “video vignettes” of national presentations on the AOSA Web site.
- Have presentations at all conferences that relate to classroom curriculum (to attract administrators).
- Have a button labeled “Scholarships” linked to scholarship information on the AOSA Web site.

Newsletter editor Connecting to a broader audience

A variety of suggestions were offered by participants to increase the “audience” for chapter newsletters.

- Good layouts produced in *iWork* (Apple), *Office Publisher* (Microsoft) or *QuarkXPress* increase readership. Pictures attract attention and fill space. Try contacting your state’s department of education to get a mailing list of schools to reach a broader audience.
- Lower the cost of reproducing and mailing newsletters by checking the U. S. Postal Service Web site, especially the service to print and mail newsletters. The cost is for postage and minor production costs. Laura Krejci found it to be more economical than conventional printing and mailing.
- Reach a nation-wide audience by sending Charles Palella, chapter news editor for *Reverberations*, a copy of the chapter newsletter. Send other chapter news as well, which may be included in his column.

For further information, contact the following:

Jennifer Hartman at: hartmanjennifer@yahoo.com

Laura Krejci at: laurakrejci@teacher.com

Ruth Ann Chiaraluce at: ruthanne@comcast.net

University credit/declining membership

University credit varies by state. Most follow a model of offering credit requiring attendance at all workshops during the year plus a written paper. CIUs or CPUs are other types of credit that can be offered to satisfy state requirements for maintaining teacher certification.

Numerous ideas were shared to address the concerns over declining membership and recycling leadership at the chapter level.

- Seek to involve younger members such as college students.
- Solicit college organizations to assist at workshops for free admission.
- Establish a chapter Web site.
- Create new committee chair positions to involve more members in leadership.
- Offer scholarships to chapter members for workshops, conferences or membership fees.
- Promote national membership through speakers addressing the benefits of national membership.

For further information contact Michael Chandler at:

michael-chandler-aosa@tx.rr.com

Mentoring young leaders

Participants shared a variety of ideas for involving more people in local chapters. Monetary inducements such as reduced dues for new teachers, offering a discount for joint membership in AOSA and the local chapter, and free workshops for students were found to be effective. Other suggestions included developing a chapter Web site, providing instrument loans, and making personal contacts through phone calls and e-mails.

Successful ways to encourage and mentor young leaders in the chapter was the second

topic for discussion. Create incentives by offering scholarships or a dues reduction for chapter officers. Make board meetings enjoyable by offering food or including a party. Have senior members allow younger members an opportunity to serve, then mentor them as they learn the ropes so that the leadership tasks are not overwhelming.

For more information contact Dena Byers at: denabyers@mac.com

Past Presidents' meeting

Sue Mueller shared details from the search for AOSA's new executive director.

The Professional Development program was also discussed. Concern was expressed over the discontinuity which can occur with the rotation of the PD chair everyone or two years. If a PD director were put into place, considerations and duties for the part-time, four-year job include:

- Membership on the NBT,
- Would have run and taught Levels I, II and III,
- Would report to the PD Committee,
- Would work with the Alliance for Active Music Making, and
- Would work with the International Outreach Committee.

Having a PD director would make it possible to address concerns about PD, including clarification of multiple rules and establishing an over-arching philosophy of professional development for AOSA.

Other issues discussed included listings of approved courses on the AOSA Web site, the continuation of an Urban Track at the next two AOSA national conferences, development of and need for a Level IV course, and apprenticeships for recorder and movement teachers.

Leadership Lounge reflections

by Region III Representative Jennifer Hartman

During the past three years, one of my favorite jobs as a Regional Representative has been getting to know chapter leaders from around the country. Some of the best conversations I have had at conference have been in the Leadership Lounge. Thanks to each of you for taking time to share your chapter's successes with other chapter leaders in the Leadership Lounge. Below are some of the responses chapter leaders submitted on the idea boards in Omaha.

"My AOSA membership means to me..."

- A relationship with dedicated professionals that support my work with children. Belonging, sharing, caring, and learning.
- People!
- I can reconnect with those who are truly the heartbeat of education.
- New ideas! AOSA keeps me excited about teaching.
- A link to something big. A connection to like-minded thinkers.
- Vital connection to others who "speak" my language and understand.
- Excited and *proud* to be a music teacher.
- Everything! Where would I be without it?

"When I think about Orff Schulwerk I think..."

- How can anyone teach without it?
- A chance for all to have at least a moment of success.
- Hands on learning, kids actively engaged, brain development, higher-order thinking skills!
- Creating, Singing, Dancing, Moving, LIFE!!
- Making music fun, making fun music.
- Imagination, creativity, and the possibilities for children in the music classroom.
- Kids having fun in a non-threatening environment. If the kids have fun, smile, and know in their heart that that they ARE the music ... they've got the Schulwerk!

As someone aptly wrote in the Leadership Lounge: *"To be the best, you have to hang out and work with the best."* Chapter leaders, you are THE BEST! Your Region Reps look

forward to hanging out and working with you again at the 2007 AOSA National Conference in San Jose, Calif. this coming November. See you there!

Top 10 ways to use your *Winning Way* video

10. School board meeting, indoctrination for your board members
9. Music teacher meetings, district in-service events, local music teacher association events, local MENC chapters
8. PTA meetings (they might give you some \$\$\$\$)
7. District and local music festivals
6. School staff meetings – show them what you do
5. Meetings of local philanthropic organizations (Lions club, Rotary club (they might give you some \$\$\$\$ too)
4. Teacher Training Courses
3. The local university that teaches undergraduate music education; collegiate chapters of MENC
2. As a prelude to music events at your school, before the program
... and the #1 way to use your *Winning Way* video (can you hear the drum?):
1. Preceding, at breaks, and during the lunch break of your meetings and workshops, silly goose!!!!!!

Top 10 ways not to use your *Winning Way* video

10. Mini-Frisbee
9. Petite hors d'œuvre platter
8. Compact mirror
7. Survivor signal flash
6. Substitute plans
5. Friday night movie
4. Accidentally send it back to Netflix
3. Entertainment for your child's birthday party
2. Martial arts self-defense weapon
- ... and the #1 way to **not** to use your *Winning Way* video:
1. Collecting dust in its original container inside the box of who-knows-what the last president passed onto you.