



# **Plan Your Program's Success: Getting Started with Strategic Arts Planning**

**Saturday, February 18, 2023**  
**3:00 – 3:50 p.m.**  
**Fresno Convention Center**

**Michael Stone, Presenter**  
**Visual and Performing Arts**  
**Coordinator**  
**Bakersfield City School District**

# This morning...

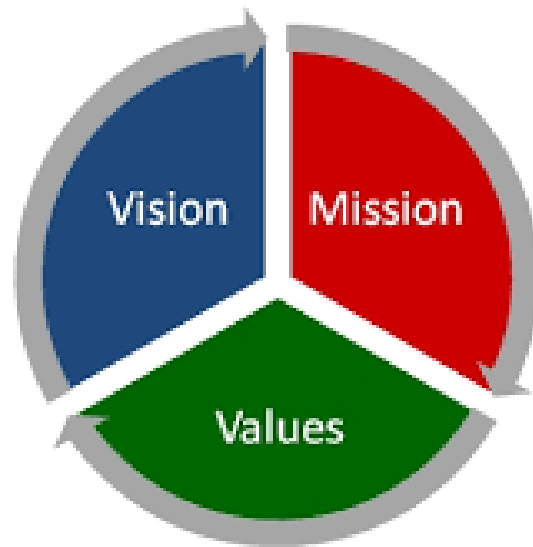
- **What** is a Strategic Arts Plan...and what isn't it?
- **Why** a Strategic Arts Plan?
- **How** does the music teacher successfully lead the strategic arts planning process?





Hand-outs:  
<https://go.bcsd.com/ori>

# What is a strategic plan?



# Values

- Way we will work together to reach our vision.



# Vision

- Where are we going?



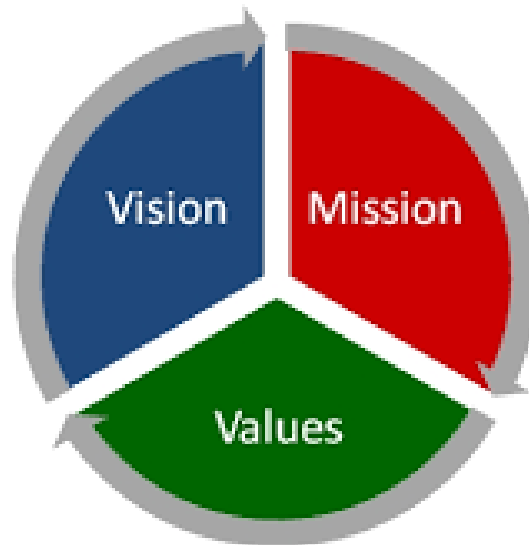
# Mission

- How are we going to get there?



# Values, Vision, & Mission

- Values- Way we work together
- Vision- Where we are going
- Mission- How we are going to get there



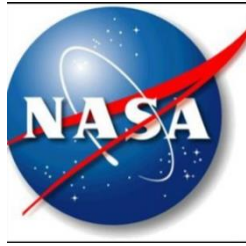


# Values, Vision, and Mission



# Values, Vision, & Mission

- Vision- “We chose to go to the Moon!”



*President John F. Kennedy, 1962*

<http://www.youtube.com/watch?v=g25G1M4EXrQ>



# President Kennedy's **Vision**

- Put America on the moon by 1970



# NASA's Values



- NASA families on the launchpad to support one another
- NASA Custodian said: “I’m working to put a man on the moon”

PROGRESS PRIDE INTEGRITY SUPPORT  
ACCOUNTABILITY TEAMWORK TRUST  
RESPECT COURAGE LEADERSHIP DIVERSITY  
HONESTY PASSION COMMUNICATION  
INTEGRITY  
COURTESY RESPECT  
QUALITY COMMITMENT RELIABILITY  
PERFECTION VISION PROGRESS CAPABILITY  
POTENTIAL EXCELLENCE OPENNESS  
SUPPORT CONFIDENCE SIMPLICITY

# VALUES



# NASA's Mission

- All the work to get to the moon



## EXAMPLE: California Music Educators Association (CMEA) Values, Vision, & Mission



- Values- Opportunity, Comprehensiveness, Professionalism, Collaboration, and Responsibility
- Vision- The CMEA's vision is to ensure that all California students have equal access to a first-class education in music.
- Mission- Leadership, Advocacy, Membership Services, and Communication

## EXAMPLE: Bakersfield City School District Values, Vision, & Mission

- **Values-** Equity, Integrity, Caring, Collaboration, Personal and Collective Accountability
- **Vision-** To be a leader in public education through a collaborative and supportive learning community that ensures all students are inspired to achieve academic and artistic excellent and become life-long learners and productive citizens.
- **Mission-** Access, Instruction, Parent Engagement, Collaborative Partnerships, Facilities, Technology, and Resources, and Site Administrators



# “a Five Year Plan”

5  
YEARS

## STRATEGIC PLAN 2017 - 2021

### Values, Vision, & Mission

#### Values

The Bakersfield City School District Visual and Performing Arts Department is committed to strong values that guide our daily behavior toward student success. All administration, faculty, and staff members in the Department adhere to the following five core values:

- ▲ Equity- To ensure impartial treatment of all students and adults whereby all students have access to educational opportunities according to their unique needs
- ▲ Integrity- To demonstrate honesty, trustworthiness, and strong moral principles
- ▲ Caring- To treat others with empathy and genuine concern for their well-being
- ▲ Collaboration- To work jointly towards common goals through the sharing of our responsibilities, knowledge, and experiences
- ▲ Personal and Collective Accountability- To honor our obligations and take ownership of our actions and results

#### Vision:

The Bakersfield City School District Visual and Performing Arts Department will be a leader in public education through a collaborative and supportive learning community that ensures all students are inspired to achieve academic and artistic excellence and become life-long learners and productive citizens.

#### Mission:

It is the mission of the Bakersfield City School District Visual and Performing Arts Department to provide a safe and nurturing learning environment in which all students receive access to a comprehensive curriculum in the visual and performing arts.

#### Mission Areas

- |  |   |
|--|---|
| ACCESS-                                | Provide more students access to education in the Visual and Performing Arts content areas                       |
| INSTRUCTION-                           | Increase instructional vitality in the Visual and Performing Arts   |
| PARENT ENGAGEMENT-                     | Inform parents how to successfully support their child's education in the Visual and Performing Arts            |
| COLLABORATIVE PARTNERSHIPS-            | Build collaborative partnerships  |
| FACILITIES, TECHNOLOGY, AND RESOURCES- | Improve facilities and technology   |
| SITE ADMINISTRATORS-                   | Professionally develop site administrators with regards to Visual and Performing Arts education in the District |



VISUAL AND PERFORMING  
ARTS DEPARTMENT



# Our Strategic Arts Plan guides our work!



Student Course Access

Focus on Instruction & Professional Learning

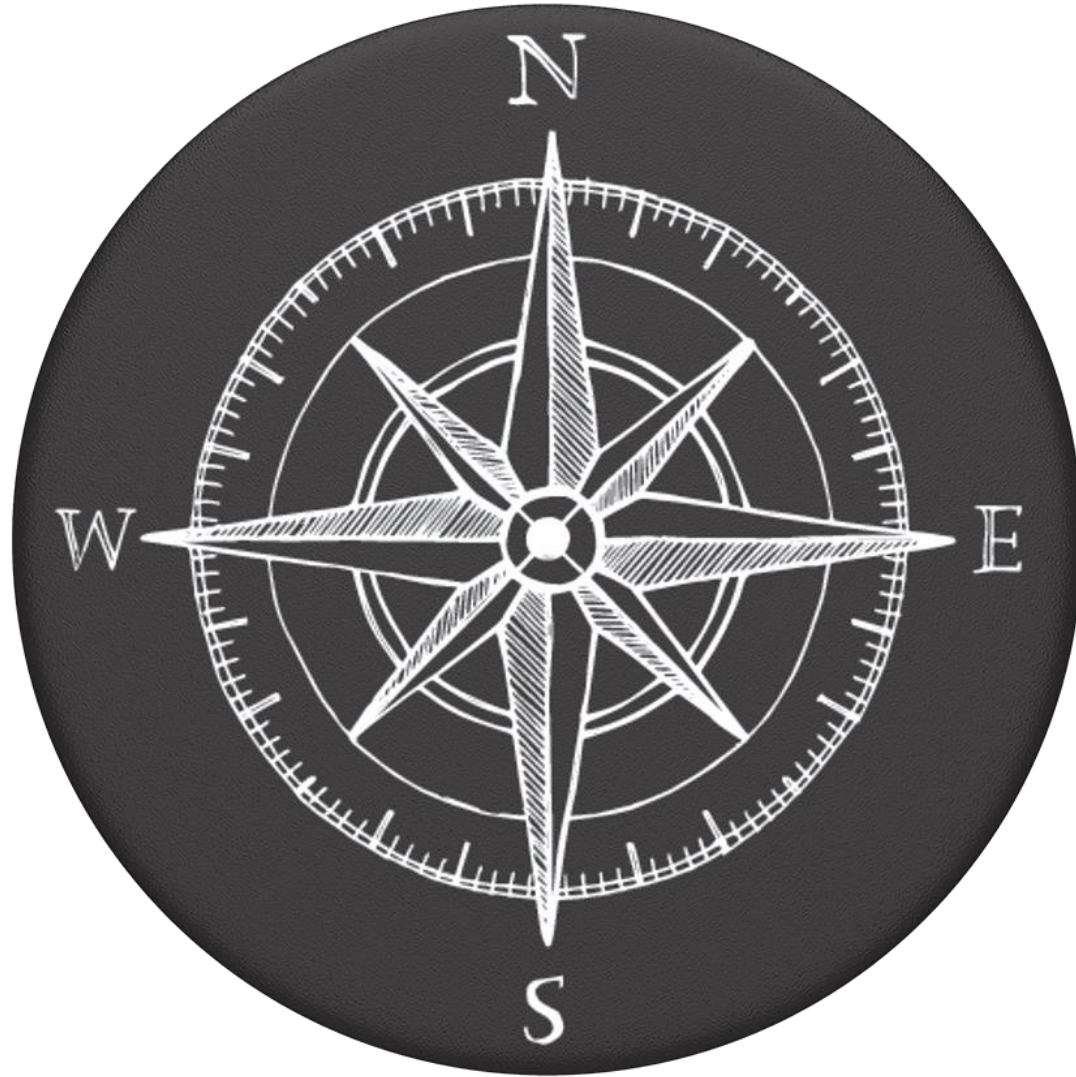
Parent Engagement

Collaborative Partnerships

Budget, Facilities, Technology & Resources

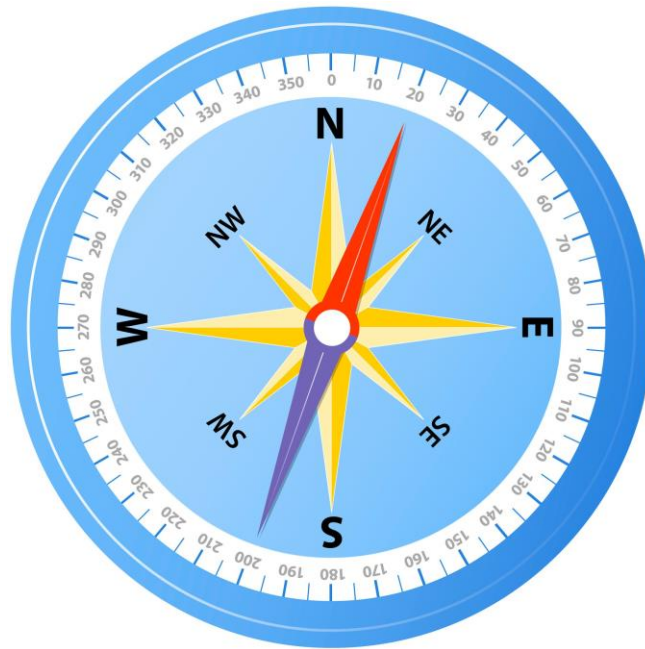
Supporting Site Administrators

# Why a strategic plan?



# Why a strategic plan?

- Gives a compass to collective work
- Determines how budget is expended
- Provides accountability for all Stakeholders



# How to successfully lead the process?



# **5 Steps to A Strategic Arts Plan**

## **STEP 1:**

**Set Vision**

## **STEP 2:**

**Determine Values**

## **STEP 3:**

**Set Mission Through SWOC Analysis**

## **STEP 4:**

**Write Goals to Address SWOC Analysis Findings**

## **STEP 5:**

**Compile Plan**

Modesto City Schools  
Strategic Arts Planning Day Professional Development  
Modesto City School District Office  
Saturday, December 11, 2021  
8:30 a.m. – 3:30 p.m.

**8:30 a.m.**

I. Welcome and Introductions

Michael Stone  
Visual and Performing Arts Coordinator  
Bakersfield City School District

II. Icebreakers Activities

III. Inspired Teaching: A Philosophy for Arts Education

IV. What Is A Strategic Plan? (Part 1)

- A. Values, Vision, and Mission
- B. Examples

**Around 10:15 a.m. BREAK**

**10:30 a.m.**

V. What Is A Strategic Plan? (Part 2)

- A. Values, Vision, and Mission
- B. Examples

VI. Determining Vision and Values

VII. SWOC Analysis Updating Determine Mission Areas (Goals)  
(Strengths, Weaknesses, Opportunities, and Challenges)

VIII. Create the Mission in Areas by Grouping Strengths, Weaknesses, Opportunities, and Challenges (Part 1)

**11:45 – 12:45 p.m.-LUNCH**

**12:45 p.m.**

IX. Create the Mission in Areas by Grouping Strengths, Weaknesses, Opportunities, and Challenges (Part 2)

X. Create Goals and Metrics for Mission Areas in Break-out Working Groups

**2:00 p.m.- BREAK**

**2:15 p.m.**

XI. Finish Creating Goals and Metrics for Mission Areas in Break-out Working Groups

**3:15 p.m.**

XII. Closing Remarks; Next Steps

**3:30 p.m. -END**

# Sample Agenda For Facilitation

# Step 1: Setting the Vision!

Look at your School District's Vision Statement:

*Every student graduates with the skills, knowledge, and character traits essential to thrive and contribute to society.*

Align your Program's Vision with that of the District.

**5 Steps to  
Strategic Arts Plan**

Your result might be...

**STEP 1:  
Set Vision**

*Every student graduates with the skills, knowledge, and character traits essential to thrive and contribute to society.*



*Every student graduates with a lifelong love for music, and is inspired to create, perform, and respond to music with great passion.*





# Determining Values

- SAMPLE ACTIVITY:
- At your tables, come up with 2-3 core “Values” for “HOW” you believe educators and para professionals should work together to serve students in your community.
- 7 minutes



Share Out

# Step 3: Finding the Mission

**STEP 3:  
Set  
Mission  
Through  
SWOC  
Analysis**





# Mission and SWOC Analysis



# Strengths

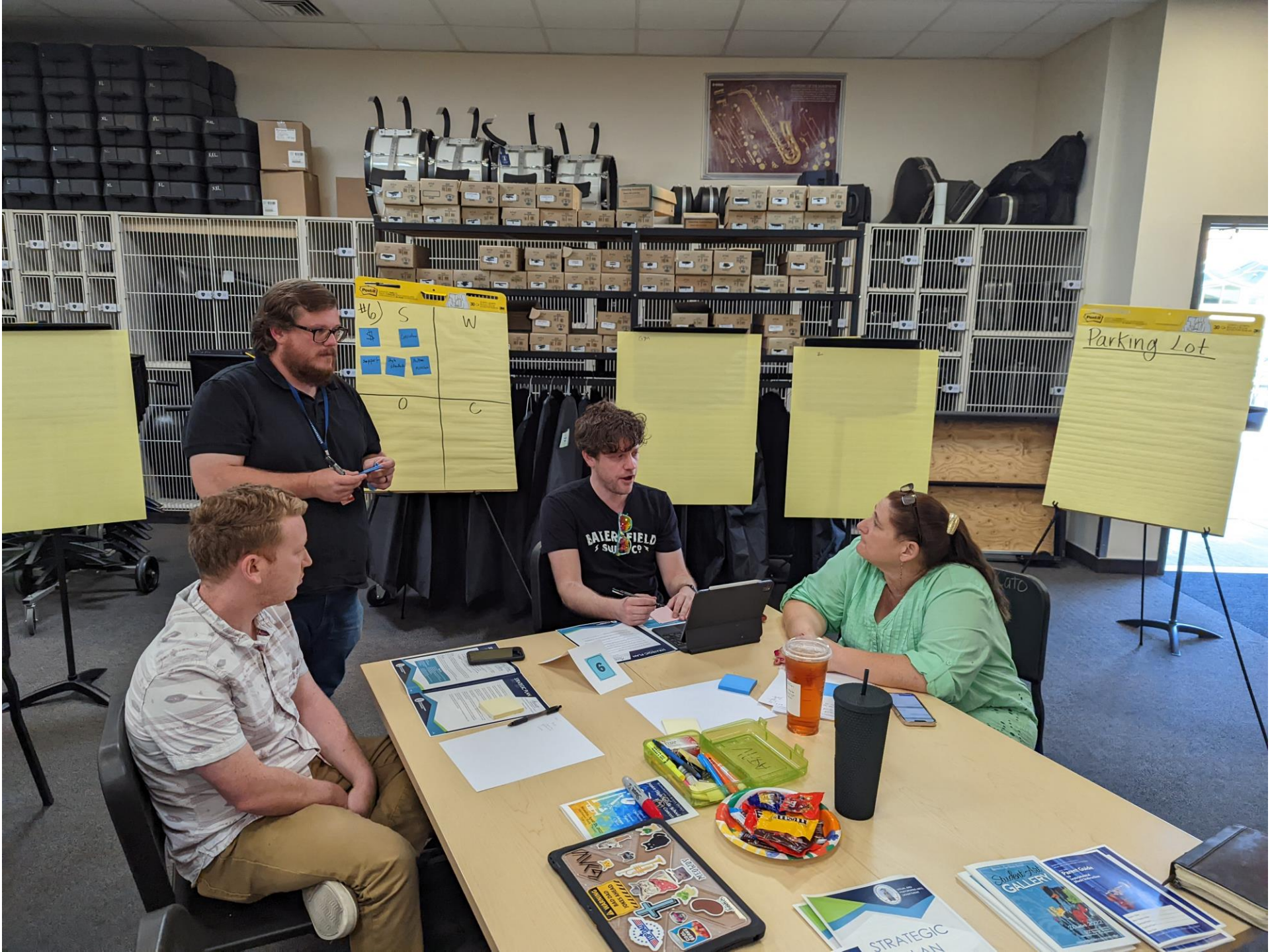
- What are the current **strengths** of arts education in Bakersfield City School District?
- Write these on Post-its! And place on your poster paper in “S” box
- 5 minutes



# Weaknesses

- What are the current **weaknesses** of arts education in Bakersfield City Schools?
- Write these on Post-its! And place on your poster paper in “W” box
- 10 minutes





#6) S W  
O C

Parking Lot



STRATEGIC PLAN  
STUDENT GALLERY



# Opportunities and Challenges

- What are the current **opportunities** and **challenges** of arts education in Modesto City Schools?
- Write these on Post-its! And place on your poster paper in “O” box
- 10 minutes

Elementary Music Festival

Funding for elementary music  
Supplies (Elementary Accumulation centers)

for SH...  
music

turnover of...  
techs @ the...  
level

Accounting  
of what  
is going on  
in the  
arts prog

O

Connecting with feeder schools

Bar coding the instrument

String Festival  
4-12

ASES

Rigid Academy  
Special Programs  
Provide electives

\$

Mind set of arts  
we're just  
float and  
stuff

Collab Arts  
workshops for  
our students -  
district wide

Cultural Connections  
• Masachi  
• Folklorico  
• Banda

Time in the instructional day

transportation  
busing

District Art Gallery

District Music Resource Library

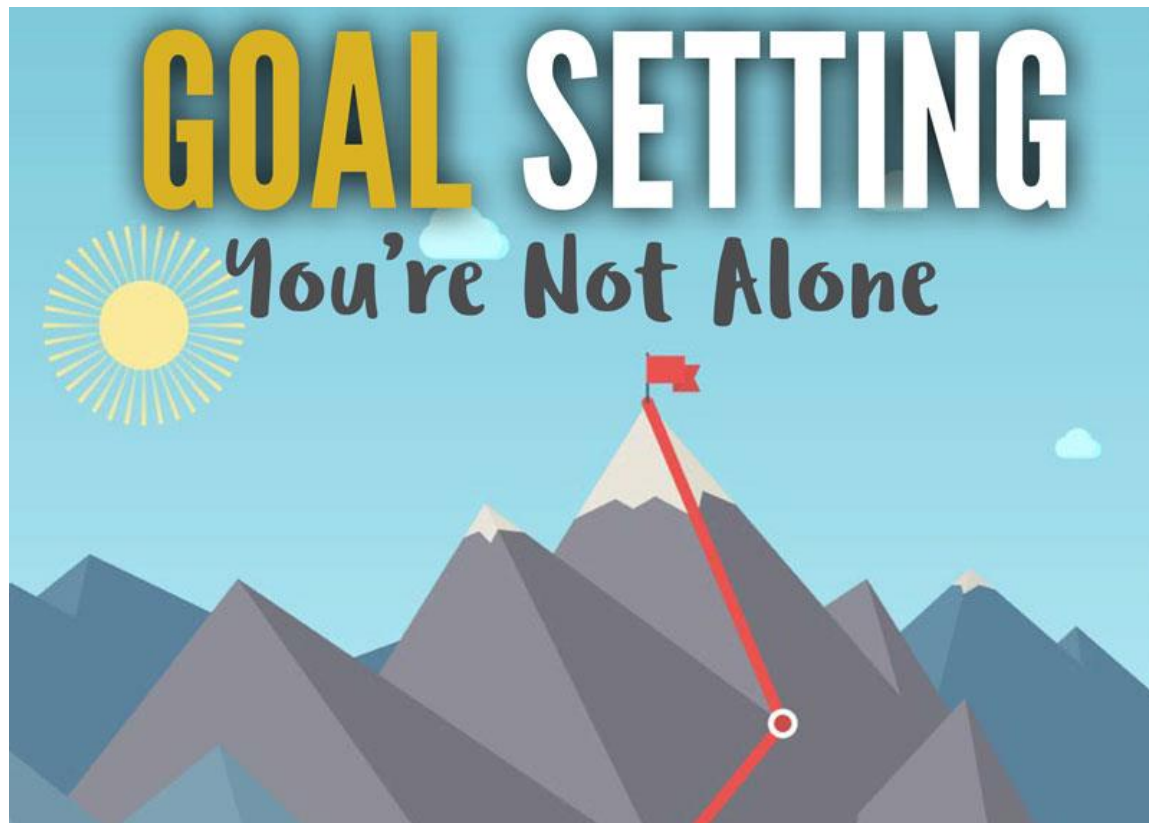
Magnet school Art School  
R-12

MCS District Art Galleries



Weaknesses, Challenges and Opportunities are addressed within Mission Areas.

*Think of Mission Areas as “Groups of Goals”*



# Mission Area Grouping Activity

- Bring your **Weaknesses, Challenges, and Opportunities** “Post-its!” up one table at a time.
- Let’s group these as we go!







# Very Important...

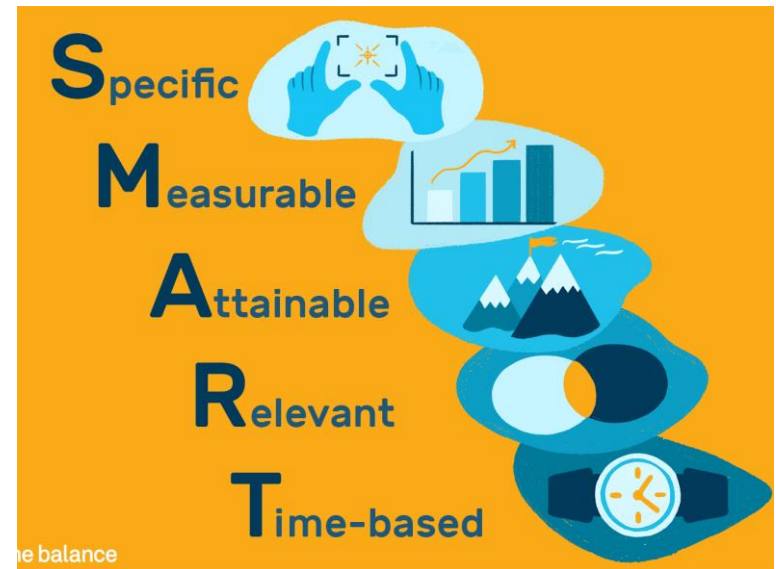
The SWOC Analysis should be done by Teachers together in a room; this is their plan!

The Faculty will take ownership of the work if they create it!

# Step 4: Writing Goals with Metrics

**STEP 4:  
Write Goals to  
Address SWOC  
Analysis Findings**

**GOAL**





Now...Address your Weaknesses, Challenges, and Opportunities by writing strategic **Goals** with **Metrics** to address each item.



- Weakness: *We need more school-district owned musical instruments in our inventory.*
- Goal with Metric: *VAPA Department will organize an annual Musical Instrument Donation Drive during the 2021-2022 school year and assign collected instruments to schools with most need.*

# Step 5: Compile the Plan Components

## **STEP 5: Compile Plan**

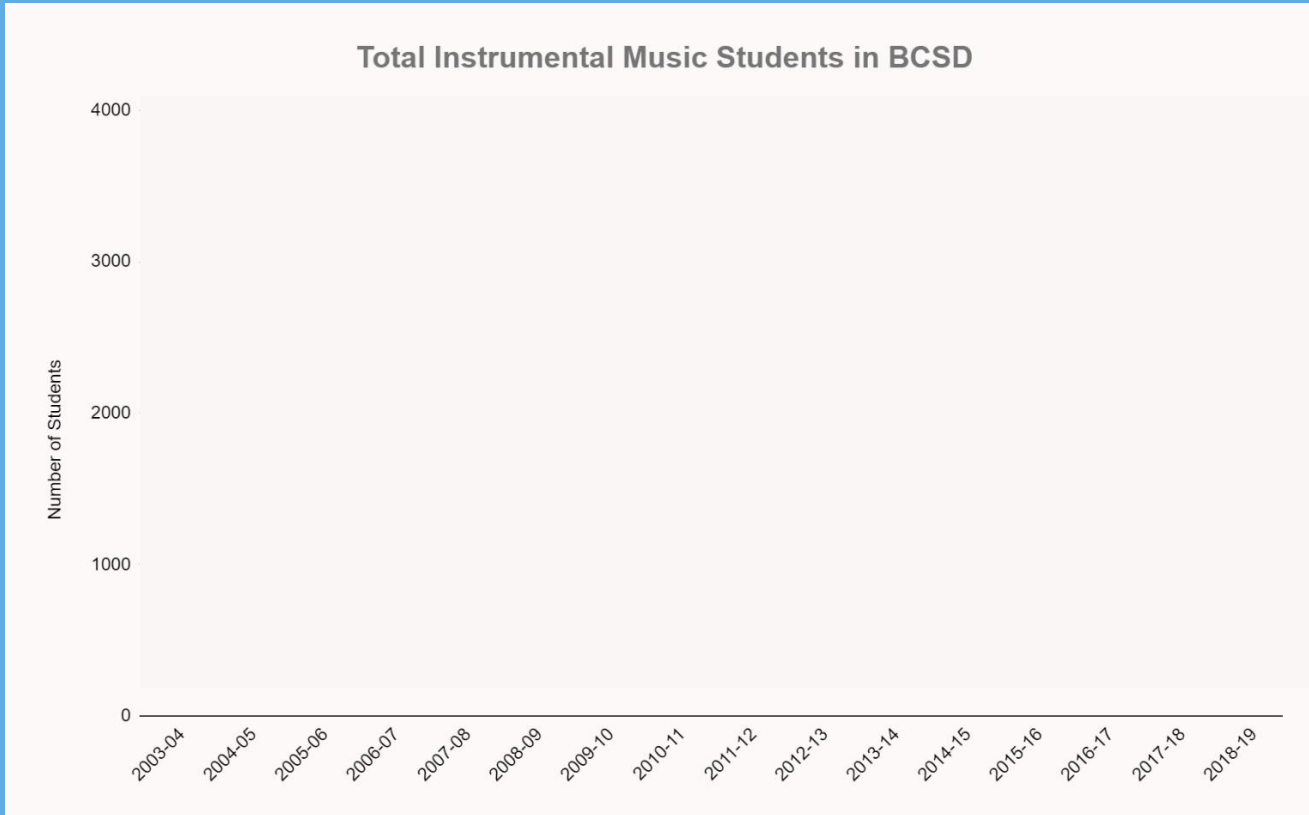


# Our Results!

- 80% of our strategic goals were met within 2 years
- Our Plan was 92% complete a year earlier than the five year plan.



# 2018-2019 Music Program Participation was Highest Since 2003



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# Art Partnerships with our Community

All District 3rd, 5th and 6th Graders attend a professional Symphony Orchestra Concert and Ballet annually.



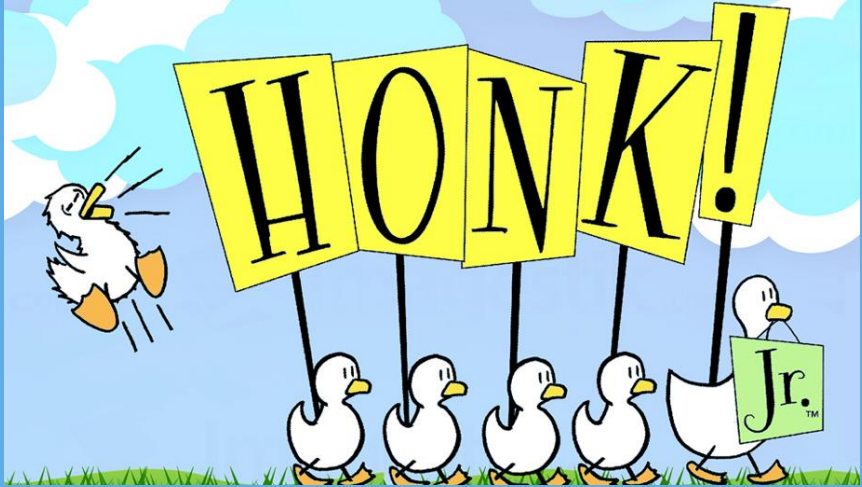
**Civic Dance  
Center**



10,050 Student Participants!

# Bakersfield Music Theatre

Fall Productions!





# Music In Our Schools Week!

## Music Program Entry Point

- Entry Point to Instrumental Music Program
- Program Format
- Fun Factor
- Replicability

***2017-2018 included highest music enrollment in District since 2003: 4,370 Students!***



More than 9,000 students attend

“Music in our Schools” assemblies

# Music In Our Schools Week!



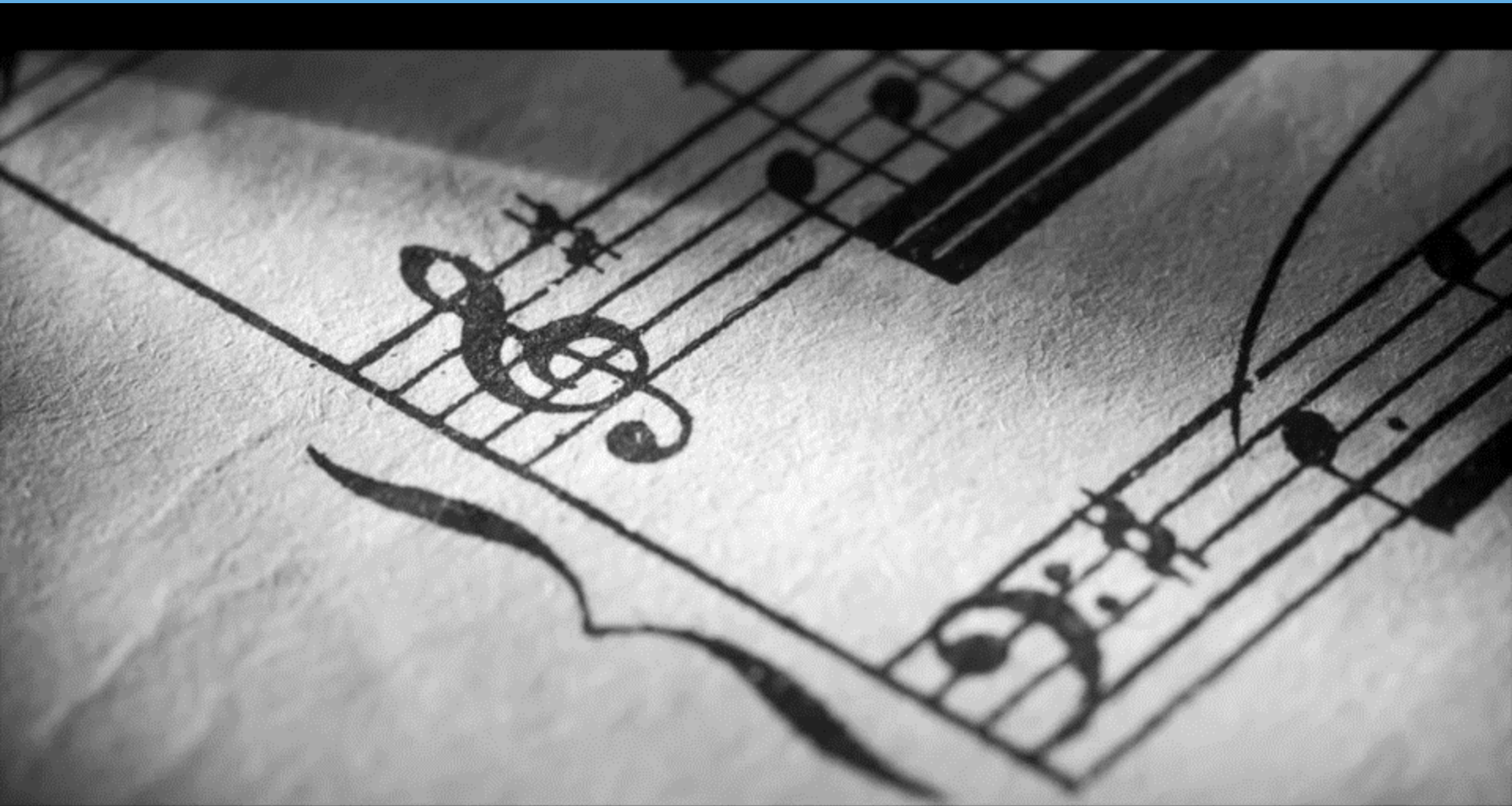


# Junior High/Middle School Standards Festivals

- Advanced Bands, Choirs, and Orchestras
- Standards Assessment
- Clinic and Sight-reading Format
- Professional Learning for Music Faculty through Clinic Format



**These two events in March include all instrumental and vocal music students in advanced classes at the junior high/middle school levels.**



# Elementary Festival Concert

- Enrichment for the best Elementary Music Students
- Rabobank Arena
- Motivational and Inspirational
- Collaborative for our Music Faculty
- Over 7,000 parents and family in attendance



1,000 Student Performers!

**This festival features close to 1,000 of the district's finest elementary musicians who perform at the Rabobank Arena in May.**

# Junior High/Middle School Honor Concert

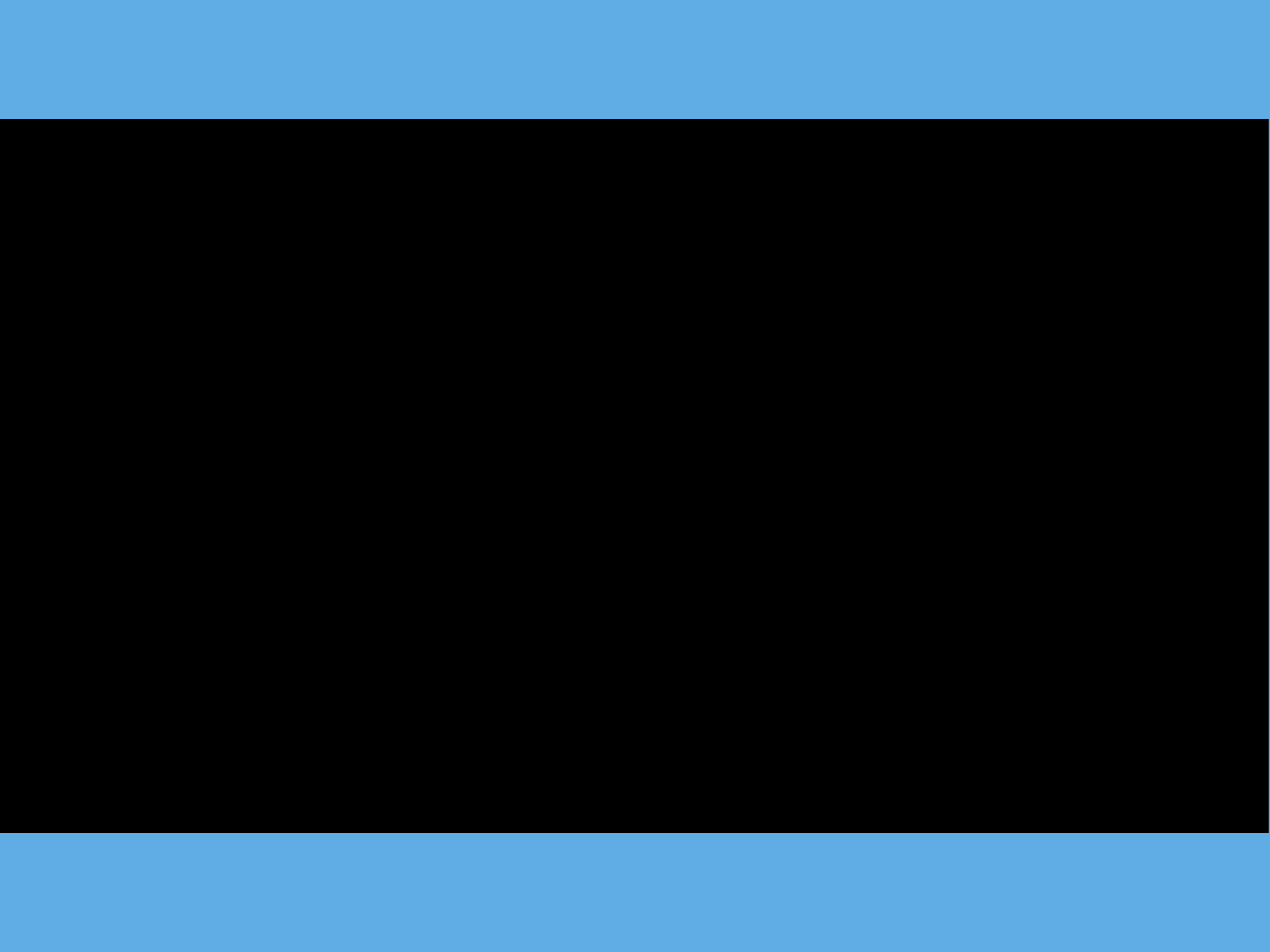
- Enrichment for top music students
- Rabobank Theater
- Guest Conductors
- Grand Finale



450 Student Performers!

**This event features 450 of the district's finest young musicians who exceed District Standards and receive enrichment provided by guest conductors in April.**





# How to Start a Mariachi Program

Extended Learning Program Time

Funding through VAPA and ELP

National Mariachi Conference



SAVE THE DATE

★★★  
National Mariachi  
Workshops for Educators®  
July 8–12, 2019

Featuring  
Maestro  
Jose Hernandez

*The Fabulous*  
Golden Nugget Hotel  
& Casino Las Vegas



# Some Last Suggestions...



# Remind Stakeholders the Process will be...

- Collaborative
- Challenging
- Consensus-driven
- Fun!



# What will I do differently for the next Five Year Strategic Arts Plan?

- Involve the Community
- Involve Collaborative Partners
- Include an Principals and District Office Administrators to provide their perspectives





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# Create a Culture of Celebrating Successes!



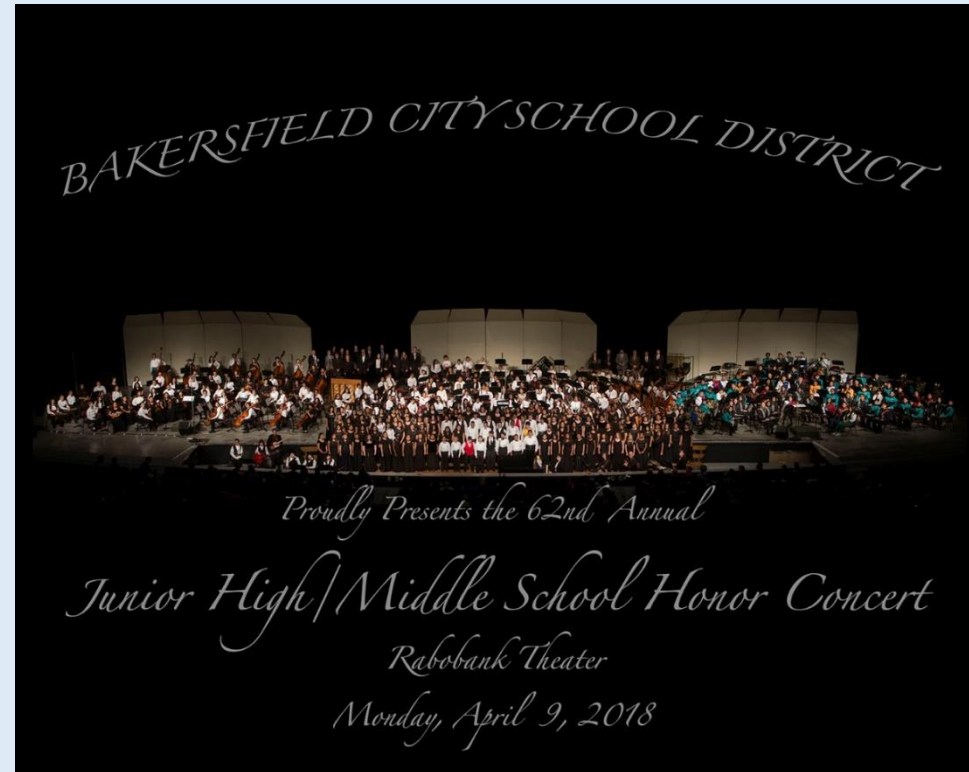


# Quality is quality...

- Students will be attracted to programs where they perceive quality
- They will stay in a program if they feel they are challenged and growing



# Events for Students



# Inspiration...

- Teachers who model constantly

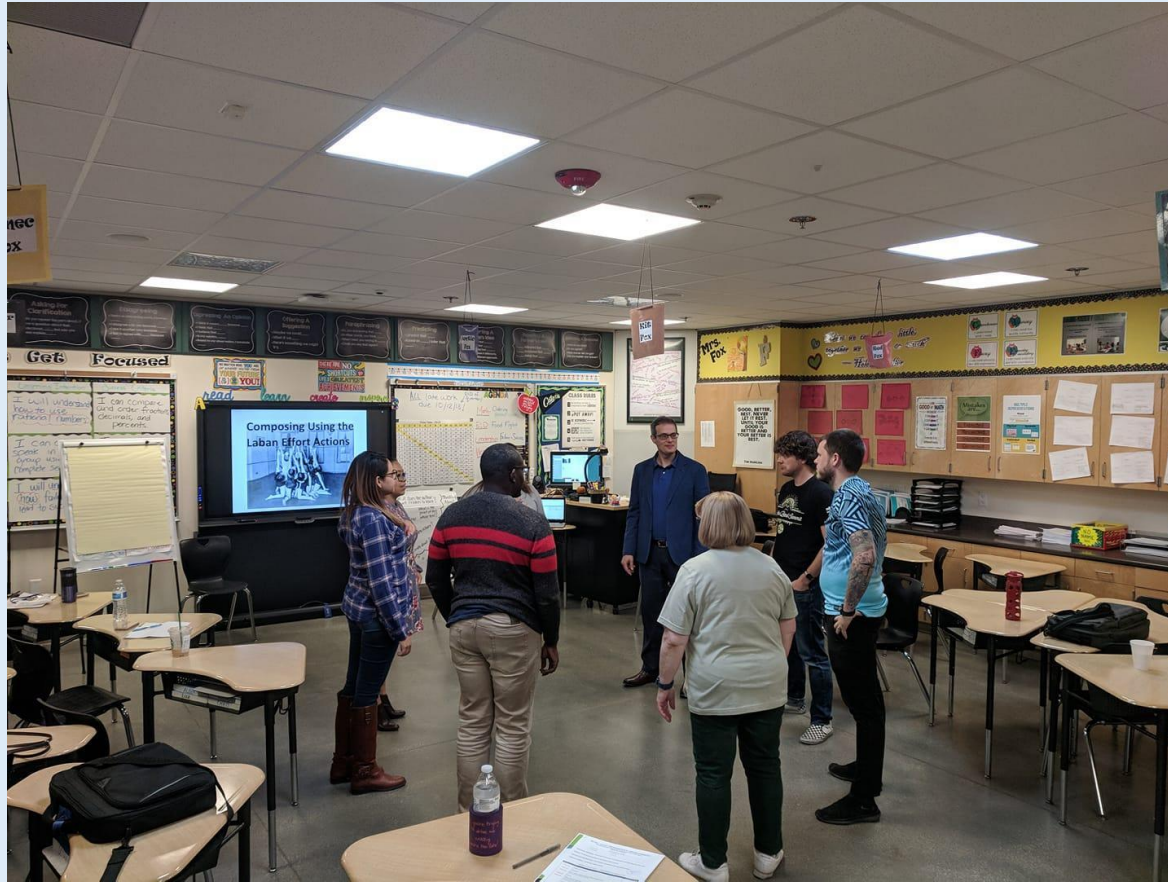


# Culturally-relevant Teaching



# Inspiration...

- Teachers who crave professional learning experiences



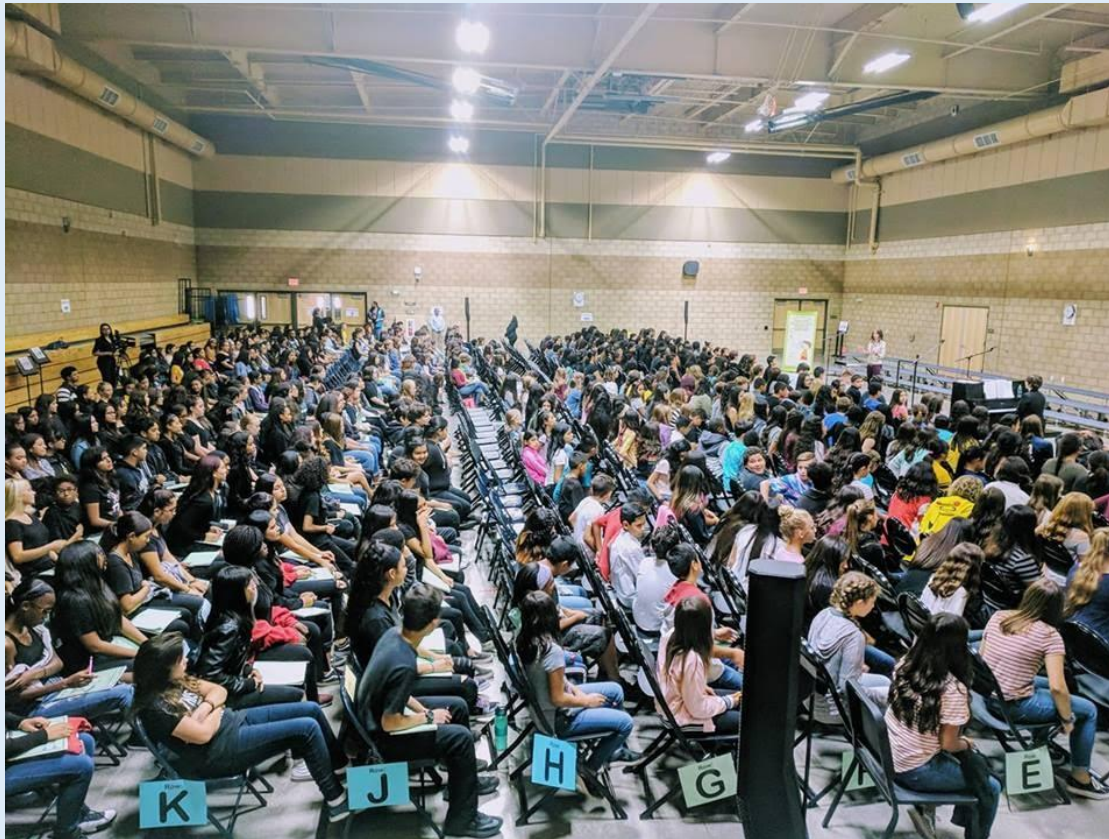
# Inspiration...

- Teachers who have fun at work!



# Inspiration...

- Teachers who build enrollment in their programs



# Inspiration...

- Teachers who understand all students can succeed





The  
**NAMM**  
Show

THE NAMM FOUNDATION SESSION



# Building a Nationally- Recognized Music Program: It's All About Collaborative Structures

Presented by Annamarie Bollino, Lance Nielsen  
and Michael Stone



NAMM<sup>®</sup>  
**music**)))  
EDUCATION  
DAYS



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