

FMEA Annual Conference  
**Coalition Connections Panel**  
January 9, 1998

*Developing Strategies*

Have a plan:

- Mission
- Goals
- Objectives
- Strategies

Update annual or short-term goals

Design and implement appropriate working committees

Examples:

Identify specific advocacy tasks for the year. Examples:

- Seven period day
- Art and music carts @ elementary level
- Ongoing administrative commitment to quality arts programs

Use newsletter as educational and advocacy tool. Send to:

- arts teachers
- principals
- PTA presidents
- SAC chairs
- Band booster presidents
- Curriculum administrators at all levels
- Education directors at all cultural institutions
- Staff and board of local arts agency
- County commissioners
- Legislative delegation to Tallahassee
- ACE/FAAE Executive, Curriculum and Professional Development and Awareness Committees

Make friends with school administrators and board (avoid adopting and adversarial stance):

- We meet at least annually with the area superintendents
- Have the same coalition representative at every school board meeting
- Send periodic arts education articles, etc. to selected administrators and entire board
- Made appointments to speak to superintendent to identify ACE and share our agenda in helping him/her address the issues of quality education
- After five years we had a luncheon to honor our ten top administrators and the school board