

# BUILDING A POSITIVE MUSIC CULTURE

*CASMEC 2019*  
*Becky Stewart*

# ABOUT ME



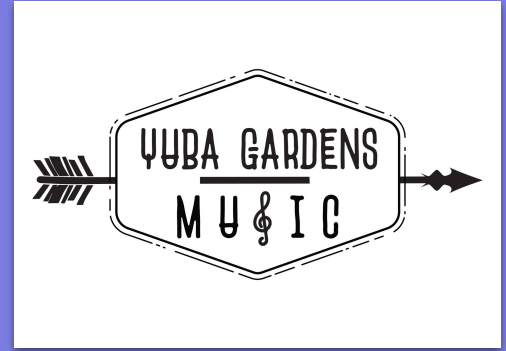
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Graduate from Sacramento  
State.

Band and Choir Director at  
Yuba Gardens Intermediate

# ABOUT YUBA GARDENS

- 850 7th and 8th graders.
- PBIS/PLC School.
- 95% Free and Reduced Lunch & Title I
- Going into 4th year of music program.
- Very high suspension and expulsion rate.
- Gang activity.
- Low education throughout community.
- Poor community outlook.
- Lowest test scores in the district.



# WE BUILT FROM THE GROUND

28 members



125 members





# THE PROBLEM

Many music students and music directors feel like their student body doesn't care about the music department or they have a negative attitude towards it.

**TIME FOR BAND**



**Take No Prisoners**

A blurred background image of a musical score with various notes and chords like Bm and D.

# THE SOLUTION

Here are strategies  
that I've used to  
build a positive  
culture at our  
school...

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# BE ACTIVE ON SOCIAL MEDIA!

When mayonnaise isn't an  
instrument



Facebook: Yuba Gardens Music Department

Instagram: [@yubagardensmusic](https://www.instagram.com/yubagardensmusic)

# MARKETING

1. Mass e-mails through Aeries ([smore.com](https://smore.com))
2. Morning Bulletin
3. School Newsletter
4. Leadership posters
5. Invitations
6. Marquee
7. [Remind App](#)
8. Instagram ([Canva](#))
9. Facebook
10. Shirts

A school band is performing outdoors in front of a recycling truck. The conductor, a woman with her back to the camera, is leading the group. The students are seated with their instruments, including flutes and saxophones. The recycling truck in the background has a green 'R' logo and the word 'Recycling' on its side. The scene is set in a sunny, open area with trees and a clear blue sky.

OPPORTUNITY.

# IN SCHOOL PERFORMANCES

Rallies

Student vs. Teacher Games

Advisory Games

Lunch Concerts





# COMMUNICATION

Communicate with your staff about events, honors and awesome things that your doing with your program!





# CLINICIANS



# OPEN HOUSE





# AFTER SCHOOL CONCERTS





DON'T WATER THE ROCKS





SPORTS, ASB & MUSIC SHOULD BE  
FRIENDS!

# DRESS UP DAYS!





# THIS IS KIMO

- 4.0
- Football
- Track
- Pep Band
- Advanced Band
- Band Tutorial
- Choir
- Honor Choir
- Solo and Ensemble





# PEP BAND



# RALLIES



MUSIC  
MAKES ME



Music In Our Schools Month®





# MIOSM IDEAS

- Spirit Week
- Concert
- Guest Artist
- Decorating Hallways
- Guess the Teacher
- Visit elementary schools
- Door decorating contest



WORK HARD, PLAY HARD





"WOW"

HOW TO BE A CLASS ACT



# BIG IDEAS

- Social Media
- Communication
- Opportunity
- Don't Water the Rocks
- Music In Our Schools Month
- Work Hard, Play Hard





FEEL FREE TO CONTACT ME!

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