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(APPROPRIATE RESPONSE TO INTRODUCTION)

AS I LOOKED OVER THE PROGRAM OF THE PENNSYLVANIA MUSIC EDUCATORS ASSOCIATION (PMEA) I WAS STRUCK BY THE WIDE VARIETY OF THINGS THE GROUP HAS IN MIND,

DURING THESE THREE DAYS, MEMBERS ARE ADDRESSING SUBJECTS AS BROAD AS INNOVATIVE SOFTWARE FOR MUSIC EDUCATION, THE OPERA EXPERIENCE, DISNEY STYLE PROGRAMMING AND PRODUCTION, MUSIC THERAPY AND A SCHOOL BOARD'S VIEW OF MUSIC EDUCATION PROGRAMS.

AND THESE ARE JUST A FEW OF THE AREAS FOR DISCUSSION. INTERWOVEN INTO ALL THE SEEKING, THE LEARNING THAT WILL TAKE PLACE WILL BE MUSIC! MUSIC! MUSIC! AND RIGHTLY SO.... THERE IS A WONDERFUL ARRAY OF PERFORMERS WHO WILL SHOWCASE THEIR TALENTS AT THIS IN-SERVICE CONFERENCE. PMEA IS TO BE CONGRATULATED FOR THE COMPREHENSIVE SCHEDULE IT HAS PUT TOGETHER FOR THIS EVENT.

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AS PART OF THIS CONFERENCE, WE'VE COME HERE TODAY FOR AN INVITATIONAL PRESIDENTIAL LUNCHEON OF SCHOOL SUPERINTENDENTS FROM ACROSS THE COMMONWEALTH. YOU HAVE COME TOGETHER AS GUESTS OF THE ASSOCIATION, AND THIS MORNING WE WITNESSED ONE OF YOUR OWN--Oscar Knade Jr. Williamsport (NAME) OF _____ (DISTRICT) _____--RECEIVE THE "OUTSTANDING SUPERINTENDENT" AWARD.

THIS ACCOMPLISHMENT IS TO BE HIGHLY COMPLIMENTED. CONGRATULATIONS, Dr. Knade (NAME) _____. IF OUR NATION IS TO CONTINUE AS A BASTION FOR LEARNING, THEN IT WILL BE OWED IN NO SMALL PART TO PEOPLE LIKE DEDICATED EDUCATORS SUCH AS YOU AND ALL THOSE ATTENDING THIS CONFERENCE.

AS A FORMER EDUCATOR AT THE HIGH SCHOOL AND UNIVERSITY LEVEL IT'S ONLY NATURAL I AM PLEASED TO SEE THE CAUSE OF EDUCATION ADVANCED. ONE OF THE BEST WAYS TO ENSURE QUALITY LEARNING IS TO RECOGNIZE AND REWARD THOSE WHO ARE OUTSTANDING TEACHERS, SUPERINTENDENTS--EDUCATORS ALL. CONSEQUENTLY, THE Dr. Knade NAME OF WINNER _____ OF THIS WORLD WHO HELP ADVANCE LEARNING, OCCUPY A VERY SPECIAL PLACE IN MY HEART.

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TODAY I'D LIKE TO SHARE WITH YOU MY THOUGHTS ON WHAT KIND OF SUPPORT MUSIC EDUCATORS ARE GETTING FROM THE COMMONWEALTH, PARTICULARLY OUR DEPARTMENT OF EDUCATION, AND THEN TALK BRIEFLY ABOUT YOUR ROLE AS SUPERINTENDENTS IN MOTIVATING TEACHERS IN YOUR SCHOOL DISTRICTS TO HIGHER LEVELS OF IMPROVEMENT OF THEIR SKILLS, STRATEGIES AND TECHNIQUES AS MUSIC EDUCATORS.

THERE IS A REAL RENAISSANCE IN THE WAY THE ARTS ARE BEING TAUGHT.

AS MANY OF YOU KNOW, THE PENNSYLVANIA MUSIC EDUCATORS ASSOCIATION WORKS DIRECTLY WITH THE ARTS DIVISION OF THE STATE EDUCATION DEPARTMENT. AND THE DEPARTMENT IN TURN RELIES HEAVILY ON ITS ASSOCIATION WITH PROFESSIONALS IN MUSIC. THE TWO ARE, IN THE WORDS OF DR. JOSEPH DEANGELIS, WHO HEADS THAT DIVISION, "IN TUNE WITH EACH OTHER."

NEWLY AVAILABLE IS THE END PRODUCT OF 18 MONTHS' WORK AND MUCH COOPERATION BETWEEN THE ASSOCIATION AND THE DIVISION. IT IS THE JUST-PUBLISHED GUIDELINES FOR MUSIC INSTRUCTION IN PENNSYLVANIA SCHOOLS.

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HERE AGAIN, THERE HAS BEEN TREMENDOUS COMMITMENT ON THE PART OF THE CURRICULUM COMMITTEE OF PMEA AND THE DEPARTMENT DIVISION TO ENSURE THAT THE NEW GUIDELINES FIT WITH THE EDUCATION DEPARTMENT'S PLANNED COURSE FORMAT. WE ALL KNOW THAT IS TERRIBLY IMPORTANT IF THE GUIDELINES ARE TO BE REALISTIC AND HELPFUL FOR ALL CONCERNED.

IN THE EXPLOSION OF THE ARTS THAT HAS OCCURRED IN OUR NATION IN RECENT YEARS, MUSIC HAS NOT BEEN NEGLECTED. THE AMERICAN SYMPHONY ORCHESTRA LEAGUE, HEADQUARTERED IN VIENNA, VA., HOME OF THE RENOWNED WOLF TRAP CENTER FOR THE PERFORMING ARTS, REPORTS THAT 40 MORE SYMPHONY ORCHESTRAS OPERATED CONSISTENTLY IN THE PAST 30 YEARS. OPERA COMPANIES HAVE SHOWN COMPARABLE GROWTH.

THERE IS NO DOUBT MUSIC IS MORE PRESENT THAN EVER IN OUR EVERYDAY WORLD. IN PENNSYLVANIA, MUSIC IS VERY ALIVE AND THINGS ARE HAPPENING AT ALL LEVELS, DR. DEANGELIS TELLS ME.

AMONG THOSE LEVELS, OF COURSE, ARE ELEMENTARY AND SECONDARY SCHOOL MUSIC INSTRUCTION AND EDUCATION.

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IN PENNSYLVANIA, AS IN MANY OTHER PLACES, OUR EDUCATION DEPARTMENT OFFICIALS, ALONG WITH OUR MUSIC EDUCATORS, RECOGNIZE THE FACT THAT NOT ALL KIDS WILL PLAY AN INSTRUMENT OR SING. IT WAS THOMAS JEFFERSON WHO SAID: "MUSIC IS INVALUABLE WHEN A PERSON HAS AN EAR. WHEN THEY HAVE NOT, IT SHOULD NOT BE ATTEMPTED." I THINK WE CAN ALL AGREE WITH JEFFERSON ON THAT ONE!

BECAUSE THAT IS TRUE, AND REALISTIC, MUSIC EDUCATORS AND OUR EDUCATION DEPARTMENT BELIEVE MUSIC INSTRUCTION SHOULD NOT BE ENTIRELY FOCUSED ON PERFORMANCE ALONE. THAT ALL MUSIC IS NOT "SHOWTIME." THAT MUSIC SHOULD BE THERE FOR ALL PEOPLE, WHEN THEY ARE YOUNG AND AS THEY GROW OLDER, AS CONSUMERS--AS CONCERT-GOERS. AS THE "LISTENERS" WHO BUY TAPES, COMPACT DISCS OR VIDEO TAPES, OR TUNE INTO LIVE PERFORMANCES ON TELEVISION.

LONGFELLOW SAID "MUSIC IS THE UNIVERSAL LANGUAGE OF MANKIND." IN FOLLOWING THAT TRAIN OF THOUGHT, PENNSYLVANIA EDUCATION OFFICIALS ENVISION A MORE SERIOUS STUDY OF MUSIC SO THAT THE CHILDREN OUR TEACHERS TEACH WILL BE MORE ABLE TO LISTEN TO MUSIC INTELLIGENTLY. TO ANALYZE AND CRITIQUE. AND TO KNOW THE HISTORY OF WHAT THEY ARE HEARING AND SEEING.

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THE QUESTION REMAINS, THEN: WHAT CAN YOU, AS SCHOOL SUPERINTENDENTS, DO TO ENSURE DEPARTMENT GOALS ARE MET? WHERE, HOW DO YOU JOIN IN THIS EDUCATION PARTNERSHIP BETWEEN THE CHILDREN WHO LEARN, THE TEACHERS WHO TEACH AND OUR STATE EDUCATION DEPARTMENT? HOW CAN YOU MOTIVATE YOUR TEACHERS TO HIGHER LEVELS OF ATTAINMENT? TO THE IMPORTANCE OF IMPROVING SELF AND, THEN, HELPING OTHERS IMPROVE THEMSELVES?

FOR STARTERS, YOUR ACTIVE AND CONTINUING SUPPORT FOR AN OUTSTANDING AND WELL BALANCED MUSIC PROGRAM IN YOUR SCHOOL DISTRICT IS VITAL. COOPERATION BETWEEN ADMINISTRATION AND FACULTY IS NECESSARY FOR SUCCESSFUL EDUCATIONAL PROGRAMS IN PENNSYLVANIA'S PUBLIC SCHOOLS.

HOW CAN YOU, AS A SUPERINTENDENT, DEMONSTRATE THIS? BY YOUR RECOGNITION, YOUR SUPPORT OF THE IMPORTANCE OF MUSIC AS AN INTEGRAL PART OF TOTAL CURRICULUM, BY YOUR SENSITIVITY TO THE UNIQUE MUSIC EDUCATION PROGRAM REQUIREMENTS OF STAFFING, SPACE, EQUIPMENT, SCHEDULING AND FINANCIAL SUPPORT.

ALSO OF PRIME IMPORTANCE IS YOUR LEADERSHIP IN PROVIDING OPPORTUNITIES FOR STAFF DEVELOPMENT, COMMUNITY AND SCHOOL BOARD SUPPORT, AND BY THE RESULTS SHOWN IN TERMS OF PROGRAM DEVELOPMENT AND IMPROVEMENT UNDER YOUR ADMINISTRATION.

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YOU CAN WORK TO ALLOW, TO ENCOURAGE, TO DEVELOP PROGRAMS THAT ASSIST YOUR TEACHERS IN CONNECTING STUDENTS TO ROLE MODELS IN THE WORLD OF WORK. ~~THE~~ FIELD TRIPS ~~THEY TAKE KIDS ON~~ TO OPERAS, BROADWAY SHOWS, NEARBY AND LOCAL ENTERTAINMENT ~~EVENTS--~~ ^{ARE IMPORTANT} TAKE TREMENDOUS TIME AND EFFORT TO PLAN, COORDINATE, AND COMPLETE SUCCESSFULLY. DO NOT DIMINISH THE IMPORTANCE OF THIS KIND OF ACTIVITY AND THE TEACHER'S ROLE IN IT. WE ALL KNOW THE PART ROLE MODELS PLAY IN MOTIVATING,

NOT TO BE FORGOTTEN IS THE ALL-IMPORTANT PART YOU PLAY IN MAKING AVAILABLE TO YOUR FACULTY THE INNOVATIVE TECHNOLOGY, THE COMPUTERIZATION, THAT IS BECOMING SO MUCH A PART OF THE WORLD OF MUSIC. THOSE ATTENDING THIS CONFERENCE ARE LEARNING EVEN MORE AS THEY ATTEND WORKSHOPS DURING THESE THREE DAYS AND HEAR EXPERTS IN ELECTRONIC MUSIC EXPLAIN THE NEW WAVE THAT'S UPON US.

IT IS UP TO YOU, AS A SUPERINTENDENT, TO ENCOURAGE YOUR SCHOOL BOARD TO SEE THAT THIS TECHNOLOGY IS AVAILABLE TO FACULTY AT THE DISTRICT LEVEL. IT GIVES YOUR FACULTY A NEW CHALLENGE. A NEW WAY TO INNOVATE. TO MOTIVATE. AND THAT'S IMPORTANT, TOO. FOR NOT ONLY DOES IT MOTIVATE AND EXCITE THE STUDENTS THEY TEACH, IT KEEPS THE TEACHER STRETCHING TOWARD EVEN MORE SELF-IMPROVEMENT OF THEIR TEACHING SKILLS AND STRATEGIES. AND BRINGS THEM RIGHT INTO THE 21ST CENTURY.

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KEEPING UP-TO-DATE ON WHAT'S NEW IS IMPORTANT. WHILE TRADITIONAL TEACHING METHODS OF ALL THE MUSIC DISCIPLINES IS VITAL AND NECESSARY, YOU SHOULD MAKE CERTAIN YOUR FACULTY MEMBERS ARE WELL EQUIPPED WITH THE PROPER TOOLS TO PREPARE THEIR PUPILS FOR TODAY, AND TOMORROW AS WELL. YOU SHOULD SEE THAT YOUR SCHOOL BOARDS, YOUR ADMINISTRATORS ARE AWARE OF THESE NEEDS AND KEEP THEM IN MIND AT BUDGET-MAKING TIME.

FOR, JUST AS WITH EVERYTHING ELSE, THE MUSIC WORLD IS CHANGING RAPIDLY AND RADICALLY. IT IS IMPORTANT YOU, AS SUPERINTENDENTS, WANT TO BE--AND ARE--READY TO BE PART OF THAT CHANGE, THAT INNOVATION. BE A FORWARD-LOOKING PARTNER IN THE PROCESS.

NOW, BEFORE CLOSING, I'D LIKE TO SUM UP WHAT DOING ALL THESE THINGS REALLY MEANS. IT MEANS YOU ARE CAST IN AN EMPOWERING ROLE. AS SUPERINTENDENTS, YOU CAN EMPOWER YOUR FACULTY BY SHARING THEIR VISION. BY TAKING A PERSONAL INTEREST IN THEIR PROGRESS AND POTENTIAL. ENCOURAGE THEM TO TEST THEIR OWN SELF-IMPOSED LIMITS AND FULFILL THEIR OWN UNREALIZED POTENTIAL. HELP THEM TRANSLATE INTENTION INTO REALITY AND SUSTAIN.

RECOGNIZE THEIR STRENGTHS. COMPENSATE FOR THEIR WEAKNESSES. AND NURTURE THEIR SKILLS.

*performance
accountability*

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THE RESULT OF ALL THIS IS THAT YOUR FACULTY MEMBERS BECOME--AND FEEL--COMPETENT. THEY ALSO DEVELOP A SENSE OF COMMUNITY, OF EVERYONE PULLING TOGETHER. A SENSE OF SIGNIFICANCE. THEY FEEL THEIR WORK, THEIR INDIVIDUAL CONTRIBUTION MEAN SOMETHING. AND, THEY CAN EVEN GROW TO APPRECIATE MORE OF THE NON-MATERIAL REWARDS INVOLVED IN THEIR WORK.

DIDN'T KNOW YOU HELD SO MUCH EMPOWERMENT, DID YOU? BUT, BY DOING ALL THESE THINGS YOU CAN MAKE A DIFFERENCE. FOR, AS I SAID AT THE OUTSET OF MY REMARKS, YOU PLAY A PRIME ROLE IN MOTIVATING TEACHERS IN YOUR SCHOOL DISTRICTS TO HIGHER LEVELS OF IMPROVEMENT OF THEIR SKILLS, STRATEGIES AND TECHNIQUES AS MUSIC EDUCATORS.

I HOPE I'VE GIVEN YOU SOME IDEAS ON HOW BETTER TO MOTIVATE THEM. I HOPE I'VE MOTIVATED YOU, AS SUPERINTENDENTS, TO WANT YOUR DISTRICT TO BE PART OF THE RENAISSANCE TAKING PLACE IN THE MUSIC WORLD. I WISH YOU SUCCESS IN ALL YOUR EFFORTS IN THIS DIRECTION AS YOU GO ABOUT ADVANCING THE CAUSE OF EDUCATION AT ALL LEVELS.

THANK YOU FOR ALLOWING ME TO SHARE MY THOUGHTS WITH YOU ON THIS SPRING AFTERNOON. IT HAS BEEN A REAL PLEASURE TO BE WITH YOU.

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ATTITUDES LIKE THIS ON YOUR PART WILL MOTIVATE THEM TOWARD EVEN MORE SELF-IMPROVEMENT....WILL ENABLE THEM TO DO SEVERAL THINGS.

THEY CAN GET A CLEAR PICTURE OF THE "FIT" BETWEEN THEIR SKILLS AND THE JOB REQUIREMENTS. THEY CAN DEVELOP A POSITIVE REGARD FOR THEIR SUPERIORS, THEIR PEERS AND TREAT THEM WITH EMPATHY, DIGNITY AND TRUST. AND THAT CAN BUILD WONDERFUL, HEALTHY RELATIONSHIPS. THE KIND OF RELATIONSHIPS THAT ARE SO VITAL TO GOOD MORALE, SMOOTH-FUNCTIONING PROGRAMS AND PLEASANT SCHOOL DAYS.

ALSO WHEN YOU EMPOWER OTHERS, YOU RAISE THEIR ABILITY TO PERFORM. YOU PROVIDE TRAINING. YOU PROVIDE RESOURCES. YOU IMPROVE THE CONDITIONS UNDER WHICH TASKS ARE TO BE DONE. EVEN MORE IMPORTANT, YOU RAISE THE INDIVIDUAL LEVEL OF ASPIRATION. YOU STRENGTHEN SELF-CONFIDENCE.