

Parent e-mail for 3/18/14 Jeffco Performing Arts Advocacy Meeting

We are forming a new organization called the Jeffco Performing Arts Advocacy Coalition. Our organization will bring together parents, teachers, businesses, and citizens of Jeffco who have an interest in supporting the Performing Arts (Instrumental Music, Vocal Music, and Theater) in our public schools.

Please attend our next meeting:

**Tuesday, March 18, 6:30pm Holy Shepherd Lutheran Church (basement)
920 Kipling St. in Lakewood, just south of Colfax Ave.**

It is critical at this time that we form a group which will advocate for the Performing Arts for years to come. You may recall that *for the 2012-2013 school year, we almost lost elementary school music* due to budget constraints. Only by passing 3A were we able to sustain elementary school music. This year, we see very similar budget pressures and competing priorities in the 2014-2015 Jeffco school budget draft. If you care about Performing Arts programs, the total person they can help build, and the proven academic benefits they provide students, then please join us.

Modeling after other Performing Arts advocacy groups around the country, our intent is to build a proactive, long term, sustainable organization which will focus on advocacy throughout our community at all levels. At our next meeting, we will be finalizing our draft purpose statement, synergized from public input during the last meeting, setting goals, proposing an organizational structure, and soliciting volunteers for board positions and committee leads.

Please joining us as we build this organization to work for long term advocacy. We are seeking:

- Parents of students
- Community members
- Interested businesses
- Educators & administrators
- Individuals with connections to community influencers
- Individuals with specialized skills such as: Non-profit management, legal, financial, IT, marketing, and any other specific skill you believe will help and are willing to share

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If you did not receive this message directly, you can stay informed by adding your name and e-mail at:
<http://goo.gl/us3ppg>. You can also contact us at any time at jeffcopaadvocacy@gmail.com.

We hope you will join us to make a difference in the education of children, current and future, in our community.

Thank you,
Kent Micho

Interested Parent & Board Member, Jeffco Performing Arts Advocacy Coalition

Please pass this e-mail on to *everyone* you feel might be interested.

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DRAFT outline for input (must keep the e-mail almost as short as the outline):

- Intro and why you should read this (we are coming with a lot of information, need to capture them right here so they read it all):
 - Why you should care (and continue reading the message)
 - Almost lost elementary music last year - tight budgets again this year with more competing priorities (allude to school/education choice priority?)
 - Have not yet seen priorities/plans/budget for next year (avoid direct attacks on the new board; focus on priorities, plans, budget; stay to facts; do not alienate any possible volunteers with suppositions)
 - Even if you don't have a child in the arts, home values depend on overall quality of education system
 - Well rounded children
 - Who we are (parents, educators, interested citizens)
- Our purpose:
 - Insert purpose statement from Diane synergized from 2/25/14 meeting
 - Ensure people understand two key things:
 - This is intended to be an ongoing, sustainable organization well into the future. Maybe say something like: "modeled on other successful arts advocacy groups across the country" (I will research the AMP web site early next week)
 - We are not another "board watch" organization (I think we need to be crisp and clear in our purpose and to ensure people don't mistake us for one of many other organizations springing up.)
- Why you should get involved with us:
 - Your own child's choices
 - Produce well rounded, high performing children into the future
 - Community/long term home values??? (go here or not?)
- We are seeking:
 - Parents of students
 - Community members
 - We also have a need for people with specialized skills (Marketing, IT, financial, legal, data analysts, other? - list them here)
- How to signup online - will we have a website or FB page? (I can look into a FB page as soon as we decide on a name)
- Our next meeting date/time/location
- Closing thank you for consideration