

## FULFILLING TAPS GOALS

TAPS programs reach their goals by implementing many strategies. Find options that suit your program from the examples below, or create your own strategy.

### **Example:**

*What three new goals will your TAPS program work towards in the coming year?*

Mountain County Arts Council chooses three goals for the 2012-2013 year:

- Program Development
- Local Support
- Public Communication

*How will your TAPS program implement these goals?*

- Mountain County will fulfill its Program Development goal by offering square dancing to students. Half the students will take dance lessons while the others study their instruments. Then the groups switch. This strategy both expands the curriculum and allows for smaller class size.
- Mountain County will fulfill its Local Support goal by working with a few interested parents in putting on a JAM cakewalk during a local street festival. Next year, Mountain County hopes to build on the success of this event and invite these parents to form a parent support group.
- Mountain County will fulfill its Public Communications goal by working with a local college intern to create a Mountain County JAMMIES webpage that has been made available for them on the JAM, Inc. website.

| <b>GOALS →</b>         | <b>Program Development</b>                                                                                                                                                 | <b>Evaluation</b>                                                                                                       | <b>Local Support</b>                                                                                  | <b>Community Connections</b>                                              | <b>Professional Development</b>                                                                   | <b>Public Communications</b>                                  |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>STRATEGIES</b><br>↓ | Create and begin to implement a five year capacity building plan                                                                                                           | Maintain a written list of songs and a list of chords and fingerings mastered by individual students                    | Hold traditional, community style fundraisers such as bake sales, fish fries, stews, BBQ plates, etc. | Provide one to two school-based performances a year and invite the public | Develop resources Web page for local musicians                                                    | Create an individual program website                          |
|                        | Increase present year's enrollment over previous year by one to five students                                                                                              | Provide parents with written evaluations at the end of the year                                                         | Direct letter campaign to local businesses                                                            | Provide one to two community-based performances a year                    | Encourage instructors to register for the BRNHA Traditional Artist Directory                      | Maintain an individual program website                        |
|                        | Develop a recruitment program: create flyers, social media program, a telephone campaign, present musical performances in school and/or community, at school Parent Nights | Provide behavioral and performance goals, the necessary steps to achieve them, and chart student progress towards goals | Seek local sponsorships from business and organizations                                               | Invite musicians to hold one-time performance/ workshops                  | Invite classroom teachers to observe TAPS and meet with TAPS faculty                              | Create a page for your program on the JAM, Inc. website       |
|                        | Schedule before school as well as after school classes                                                                                                                     | Videotape individual and group final performance of tunes studied                                                       | Silent auctions                                                                                       | Take students to area festivals, concerts, and youth music contests       | Monitor the N.C. Arts Council website and other local arts organizations for artist opportunities | Create a page to be included on the N.C. Arts Council website |

| <b>GOALS →</b>         | <b>Program Development</b>                                                                      | <b>Evaluation</b>                                                               | <b>Local Support</b>                                                                              | <b>Community Connections</b>                                                     | <b>Professional Development</b>                                                                                           | <b>Public Communications</b>                                                                                             |
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| <b>STRATEGIES</b><br>↓ | Host monthly Family Hours during lessons, inviting family members to attend                     | Celebrate success with recognition badges (earn one for each song, chord, etc.) | Benefits — concerts, auctions, tours, etc.                                                        | Invite musical groups to perform for TAPS students                               | Set aside funds to purchase materials requested by instructors                                                            | Create and maintain a program blog or other social media (i.e., Twitter account) for announcements, publicity, reminders |
|                        | Encourage family participation at recitals with square dances or other participatory activities | Introduce staff to self-assessment models                                       | Applications to other funding agencies                                                            | Hold a TAPS “open house” for parents, journalists, community                     | Set aside funds to send instructors to professional development workshops and programs                                    | Post curriculum on website page — tunes, lyrics, recommended recordings                                                  |
|                        | Host end-of-the-semester potlucks and Family Days                                               | Consult with JAM, Inc. on development of assessment forms                       | Join with other TAPS programs to present multi-county performances and/or workshops               | Organize TAPS students to perform acts of community service once or twice a year | (In western N.C. counties) Join JAM, Inc. and facilitate instructors participation in professional development activities | Record videos for a YouTube account and post                                                                             |
|                        | Offer parent-child lessons                                                                      | Coordinate curriculum with other programs                                       | Join with other organizations in marketing strategies (advertisements, radio spots, social media) | Organize TAPS performances at other schools in the county                        | Purchase software so that instructors can create curriculum materials                                                     | Submit regular press releases to local news sources                                                                      |
|                        | Offer sessions for parents to learn TAPS art forms                                              | Director and staff observe other TAPS programs                                  | Initiate fundraising with other organizations                                                     | Perform at local arts and other festivals                                        | Host gatherings of TAPS instructors                                                                                       | Maintain TAPS calendar on local websites and on the N.C. Arts Council website                                            |

| <b>GOALS →</b>         | <b>Program Development</b>                                                                                       | <b>Evaluation</b>                                                                                                    | <b>Local Support</b>                                                                                                                                         | <b>Community Connections</b>                                                                                             | <b>Professional Development</b>                                                                                                      | <b>Public Communications</b>                                          |
|------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <b>STRATEGIES</b><br>↓ | Create JAM family bands, or a community band or other TAPS group                                                 | Have students write their goals and maintain their own progress charts                                               | Investigate in-kind support offered by local agencies, businesses, nonprofits                                                                                | Host “slow jams” for beginners in the community                                                                          | Advertise instructors performances and recordings on websites and as a display in building                                           | Maintain a file of images and video clips                             |
|                        | Hold family jam sessions                                                                                         | Create practice “calendar” for students to encourage daily practice                                                  | Join with other after-school programmers to expand audiences, participants, etc.                                                                             | Solicit recordings from local musicians, families, communities for TAPS library                                          | Hire instructor and his/her band for local events                                                                                    | Create public displays (bulletin boards, flyers, local exhibitions)   |
|                        | Create a TAPS blog and solicit participation from the blog followers                                             | Create reward system for tracked practice sessions (parents initialize session on a “practice calendar”)             | Invite a parent volunteer to organize a parents support group                                                                                                | Solicit community for instrument and other donations                                                                     | Host JAM sessions for advanced musicians                                                                                             | Create a TAPS blog and solicit participation from the blog followers  |
|                        | Add instruction in related traditions, such as square dancing, clogging, ballad singing, harmony singing, gospel | Organize classes according to skill levels. As students demonstrate mastery of levels, they move to next skill level | Organize a telephone tree for TAPS announcements                                                                                                             | Contact local radio stations and discuss program and performance possibilities                                           | Create a “special projects” fund and invite instructors to apply for it, or invite them to work together to create a special project | Tweet TAPS performance and exhibition information to media outlets    |
|                        | Maintain an information table at local festivals, malls, street fairs, etc.                                      | Create “extra credit” program to encourage students to learn music on their own by ear                               | Create a steering committee of parents, administrators, instructors and community supporters to chart the course of the program year by year, month by month | Contact local community college for possibilities of intern program in arts administration and/or cultural documentation | Post biographies, discographies, photos of instructors on websites                                                                   | Photograph or video lessons, performances, outings and post regularly |
|                        | Apply for the Master/Apprenticeship Program                                                                      | Create end-of-year reward program with many categories, especially attendance                                        | Raise funds through a website program such as power2give.org & “Kickstarter™”                                                                                | Locate local tourism boards and officers and provide them with TAPS information                                          | Raise money for an instructor scholarship to study with a famed local musician                                                       | Create an online or paper newsletter for family and community         |