

# More<sup>to</sup>Start Fewer<sup>to</sup>Quit



5 S.M.A.R.T. Ideas to  
RETAIN THIS YEAR'S  
BEGINNERS:

*A Primer for High School and  
Middle School Directors*

**Marcia Neel**



MUSIC & ACHIEVEMENT  
COUNCIL

NAMM  
Foundation®

NASMD

*Brought to You by the NAMM Foundation  
and Your Local NASMD Retailer*





# PERFORM EARLY & OFTEN

## Show them the pathway to Success





Taking Off This Fall in a  
School Near You!



## FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION



[nammfoundation.org/fpndoc](http://nammfoundation.org/fpndoc)



8



# Perform Early and Often





View Video at: <https://youtu.be/lk0xiAjwaGU>

# *The Results Are In!*

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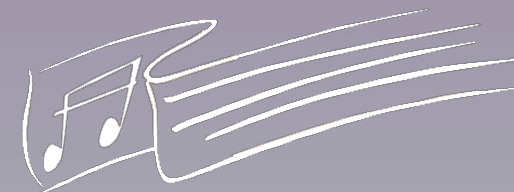
**FIRST PERFORMANCE**

DAY OF CELEBRATION

[www.nammfoundation.org/fpndoc](http://www.nammfoundation.org/fpndoc) 9

# *The Results Are In!*

- Provides Short-Range Goals and Recognition



**FIRST PERFORMANCE**

DAY OF CELEBRATION

[www.nammfoundation.org/fpndoc](http://www.nammfoundation.org/fpndoc)<sub>10</sub>

# *The Results Are In!*

- Provides Short-Range Goals and Recognition
- Encourages Early Engagement with Parents



**FIRST PERFORMANCE**

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[www.nammfoundation.org/fpndoc](http://www.nammfoundation.org/fpndoc)<sub>11</sub>

# *The Results Are In!*

- Provides Short-Range Goals and Recognition
- Encourages Early Engagement with Parents
- Strengthens Administrative Support through Direct Involvement

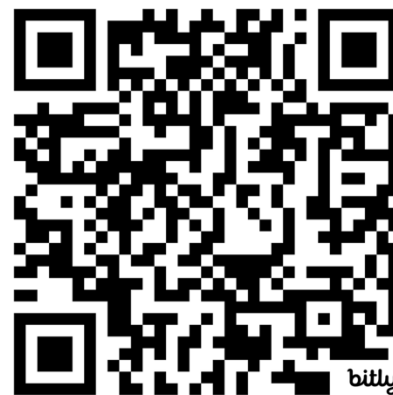


**FIRST PERFORMANCE**  
NATIONAL DAY OF CELEBRATION  
Celebrate Your Beginning Students

Presented By  
**MUSIC ACHIEVEMENT COUNCIL**  
Music Teacher's Professional Development

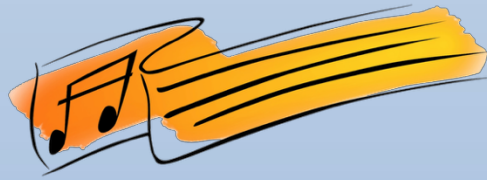
# First Performance Toolkit

[www.nammfoundation.org/fpndoc](http://www.nammfoundation.org/fpndoc)



bitly

**MUSIC ACHIEVEMENT COUNCIL**



# FIRST PERFORMANCE DAY OF CELEBRATION



## FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Dear Director:

SUBJECT: FIRST PERFORMANCE National Day of Celebration—A Beginner Demonstration Concert

We can all remember the excitement of our FIRST PERFORMANCE—dressing uniformly; being the center of attention yet within the security of a group setting; and especially hearing the rousing applause of an excited and supportive audience. These are all memories that last a lifetime. Certainly, a fully programmed concert is desirable from the director's musical standpoint but with beginners, there will never be a more enthusiastic group of performers and audience members than these young musicians and their family and friends. A demonstration concert at this stage in their development can help ensure a strong program overall.

The objectives of FIRST PERFORMANCE are:

- To reduce beginner dropout rate.
- To provide short-range incentive goals.
- To encourage communication with parents.
- To further strengthen administrative support and
- To celebrate the musical accomplishments of the students.

The FIRST PERFORMANCE kit contains all of the concert support you will need including:

- A sample letter/invitation to parents.
- A sample letter/invitation to administration.
- A fillable PDF Certificate of Advancement.
- A complete 20-minute concert with scripted narration.

All you will need to supply is:

- Appropriate performance material to play during the performance, likely either from your beginning band method book or from Music Achievement Council's own "First Performance – A Demonstration Concert" publication.
- A representative from your school administration, parent organization or the high school director to serve as the narrator.
- Advance publicity across the school and community including posters and school-wide announcements. (You may want to have a contest to design an appropriate cover.)
- Light refreshments to be provided following the performance
- Printed certificates for each student musician celebrating this major achievement.

[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)

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It is recommended that the date of the FIRST PERFORMANCE gets announced at the first parent meeting to ensure that it is recorded in the parents' calendars. A simple statement such as, "On \_\_\_\_\_ (date and time), we will be back together to hear the progress of this year's group of young musicians, so mark your calendars for our FIRST PERFORMANCE. You won't want to miss it."

Remember, FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION has been designed as a demonstration of progress. Many of the materials referenced above are also posted online at [www.musicachievementcouncil.org](http://www.musicachievementcouncil.org) so that they may be downloaded and personalized for your particular situation.

The Music Achievement Council and your local music dealer hope that this event will help in your efforts to bring the joy of instrumental music-making to many children in your school.

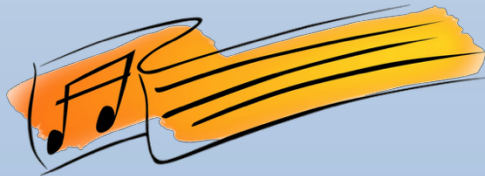
Best wishes!

THE MUSIC ACHIEVEMENT COUNCIL  
[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)

*The Music Achievement Council (MAC) is an action-oriented 501 (c)(6) nonprofit organization sponsored by the National Association of School Music Dealers (NASMD) and NAMM, the National Association of Music Merchants (NAMM). MAC's sole purpose is to enable more students to begin and remain in instrumental music programs and to share real-world, successful strategies developed by instrumental music teachers.*

[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)

# Director Instructions



# FIRST PERFORMANCE

## DAY OF CELEBRATION



### FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department  
1234 Lyrical Lane  
City, State, ZIP  
(000) 000-0000, x000

Dear Parents:

YOU ARE CORDIALLY INVITED TO OUR FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION!

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert featuring this year's Beginning (Band, Orchestra, Strings) Class, scheduled for (date). This is an exciting event that you won't want to miss. Students will demonstrate what has been learned up to this point and your attendance will help motivate them to perform at their very best.

We also want to look our best for our FIRST PERFORMANCE so we are requesting that the boys wear dark pants with white shirts and the girls wear dark skirts or pants with white blouses. Students must arrive by (time) for seating, tuning and warm-ups and should meet (location).

Our FIRST PERFORMANCE will begin promptly at (time) and the entire presentation should last approximately 20-30 minutes. Refreshments will be served immediately following the program and certificates will be presented to each student musician to celebrate this major achievement.

Please join us and bring all of your friends and family members. Also, be sure that your device is fully-charged as there will be many opportunities to take photos and record videos so that you and your child can enjoy this special moment for many years to come.

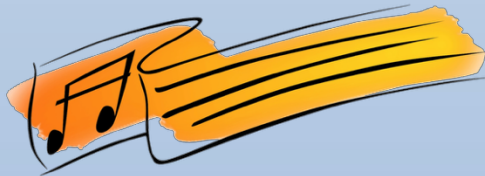
We are looking forward to seeing you at our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION.

Sincerely,

Name of Director  
director@mozartms.edu

[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)  
@MusicAchCouncil

# Customizable Parent Invitation



# FIRST PERFORMANCE

## DAY OF CELEBRATION



### FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department  
1234 Lyrical Lane  
City, State, ZIP  
(000) 000-0000, x000

Dear Mr./Mrs. Principal:

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert scheduled for \_\_(date)\_\_ featuring this year's Beginning Band (Orchestra, Strings) Class. We (I) would like to invite you to serve as host by announcing the program. A script is being provided or you could certainly feel free to use your own words for this impactful 20-minute program.

FIRST PERFORMANCE is part of a National Day of Celebration designated for recognizing beginning music students. It will give you an opportunity to see first-hand what is being accomplished in the band (orchestra, strings) program. Students will demonstrate what has been learned up to this point and your participation will help motivate them to perform at their very best. Your presence will also show our students and their parents that you support (name of school)'s Music Program and are interested in seeing how they progress. We expect to have (number) parents and friends in attendance.

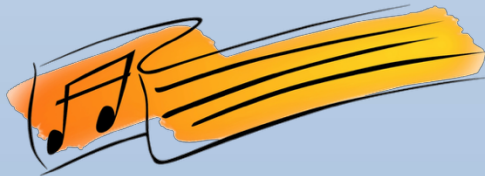
Our FIRST PERFORMANCE will begin promptly at (time). We are encouraging families to take photos and record videos so that they may enjoy this special moment for years to come. Refreshments will be served immediately following the performance and we would be grateful if you could also assist in the handing out of the Certificates of Achievement to each of the student musicians at this post-concert celebration.

This is an exciting event that you won't want to miss. Please join us so that we may celebrate this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION together.

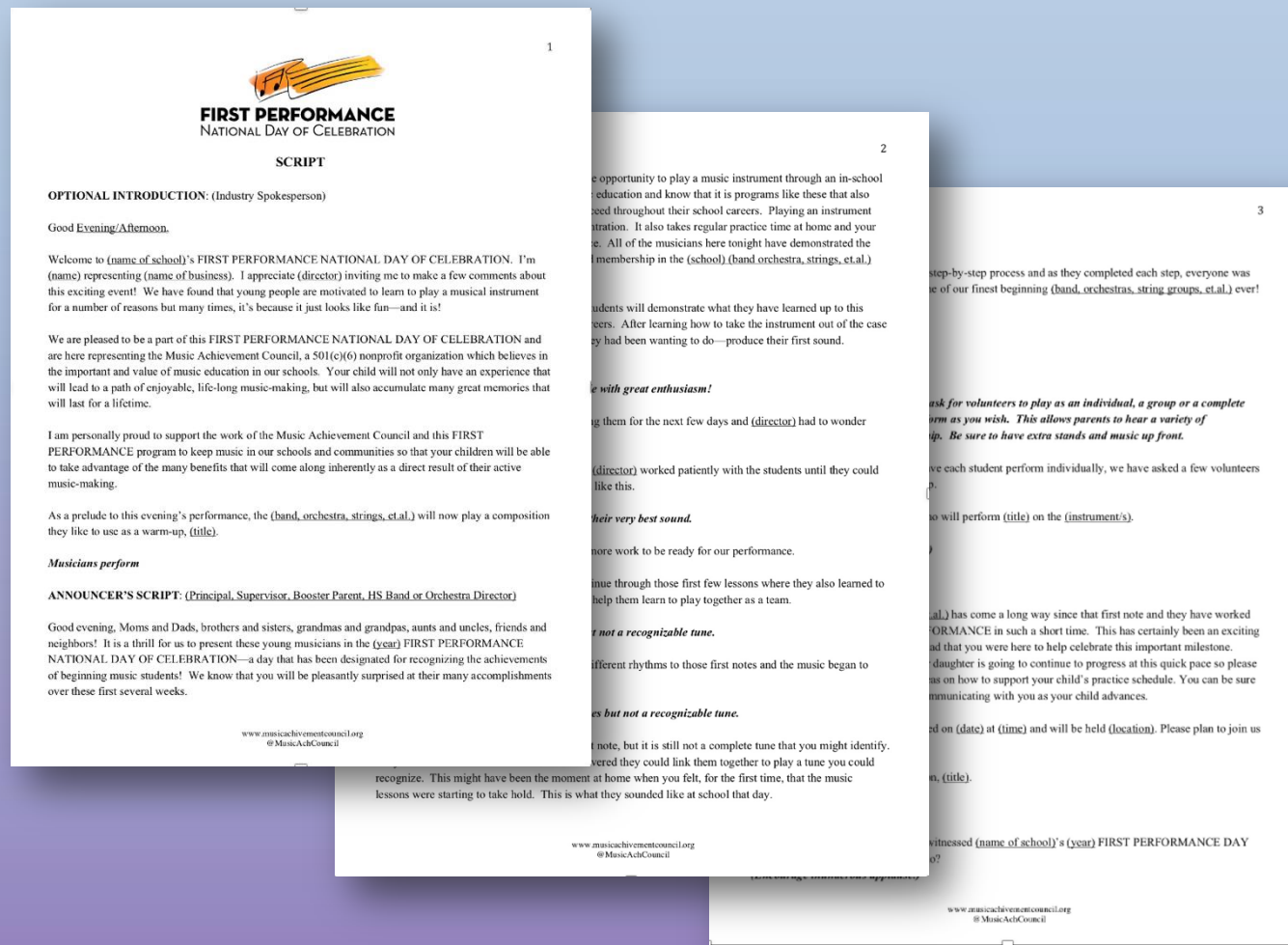
Sincerely,

Name of Director

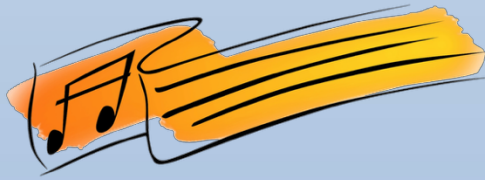
# Customizable Principal Invitation



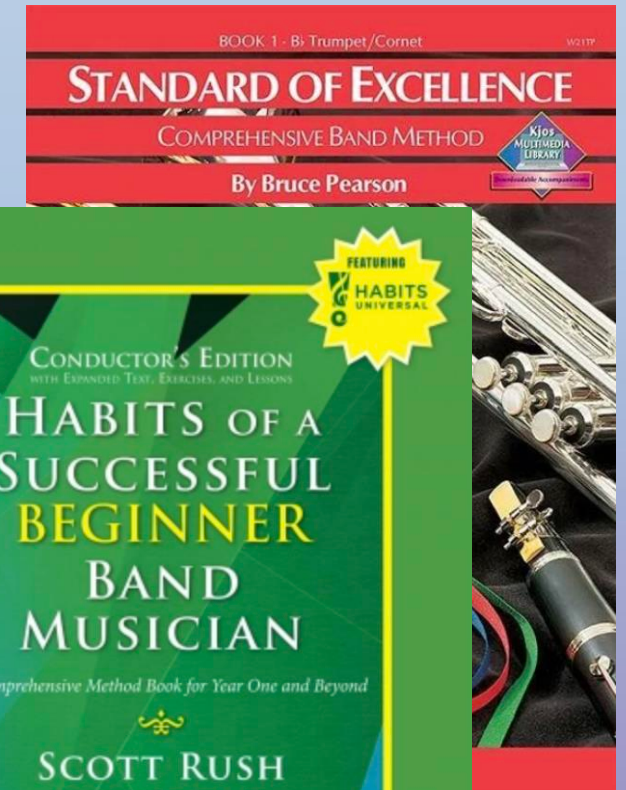
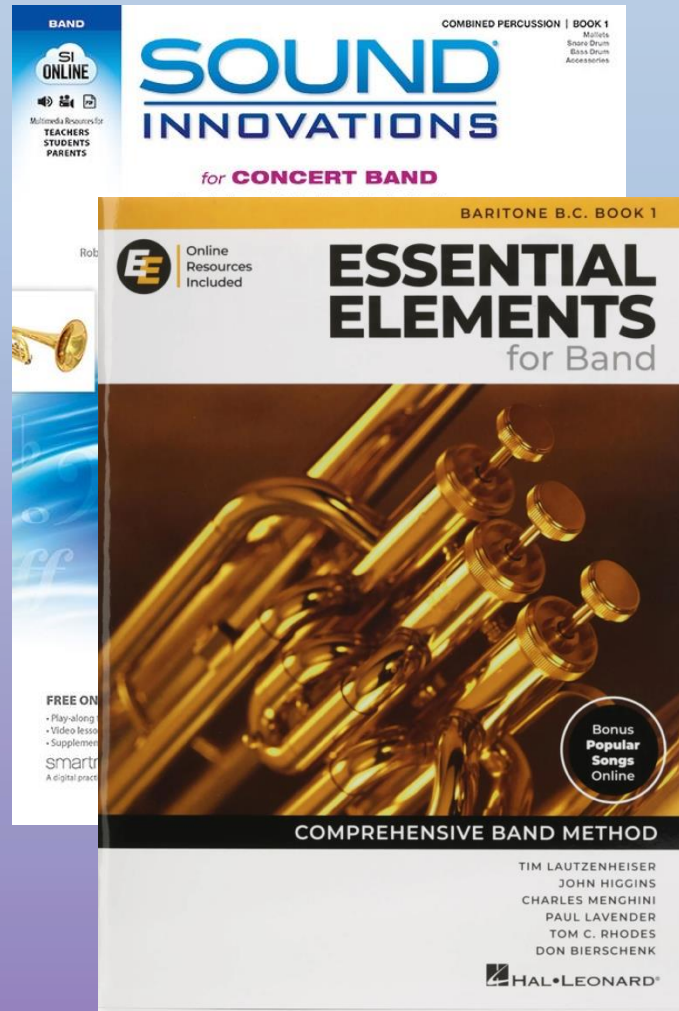
# FIRST PERFORMANCE DAY OF CELEBRATION



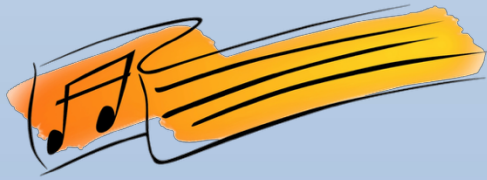
## Customizable Script to Make It Your Own!



# FIRST PERFORMANCE DAY OF CELEBRATION



Choose Music Right from  
Your Method Book and...



## FIRST PERFORMANCE

DAY OF CELEBRATION



# Make it EXTRA SPECIAL by:

Challenging students to compose a piece to be selected to perform with the notes & rhythms learned so far.

Engaging the audience through simple call and response rhythm exercises and/or songs like “Kye, Key (Chay, Chay) Kule” from Ghana!

<https://www.bethsnotesplus.com/2014/01/call-and-response-songs>

# Kye Kye Kule

Folk Song from Ghana

The musical score is written in 4/4 time on a single staff. It consists of two lines of music. The first line contains six measures, alternating between 'Call' and 'Response' sections. The lyrics are: 'Kye\_\_ ku - le, Kye\_\_ ku - le, Kye ko - fin - sa, Kye ko - fin - sa, Kye ko - fin - sa, Kye ko - fin - na'. The second line starts with a measure rest for 7 measures, then continues with five measures, alternating between 'Call', 'Response', and 'ALL' sections. The lyrics are: 'Ka-ka shi lan-ga, Ka-ka shi lan-ga, Kum a-den-de, Kum a-den-de, Kye\_\_ ku - le, ku - le.'.

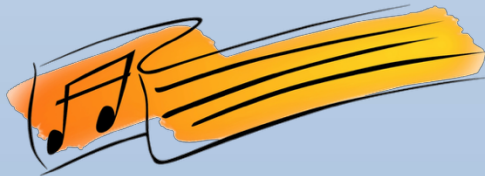
Call Response Call Response Call Response

Kye\_\_ ku - le, Kye\_\_ ku - le, Kye ko - fin - sa, Kye ko - fin - sa, Kye ko - fin - sa, Kye ko - fin - na  
(Chay \_\_ koo-lay) (Chay ko - fin - sa)

7 Call Response Call Response ALL

Ka-ka shi lan-ga, Ka-ka shi lan-ga, Kum a-den-de, Kum a-den-de, Kye\_\_ ku - le, ku - le.  
(Kah-kah shee lahn-gah) (Koom ah-den-day)

More info here: <https://funmusicco.com/kye-kye-kule-song/>



# FIRST PERFORMANCE DAY OF CELEBRATION



<Insert Name of School> Hosts Inaugural First Performance National Day of Celebration Concert

<Town/community name> participates in national event celebrating young students' very first performance and transformational power of music making

<CITY>, <State> - <Date> — <Name of school> is hosting the inaugural First Performance National Day of Celebration concert event with a <insert brief event description (eg, "a beginning band concert" or "a beginning orchestra concert")> on <date>. The Music Achievement Council (MAC) created First Performance National Day of Celebration (FPNDoC) to celebrate, honor and encourage the early achievements of music students across the United States, providing a platform for budding musicians to showcase their newly-acquired musical skills in a public venue.

<Name of school> invites parents and community members to attend the First Performance National Day of Celebration concert on <Insert date of event and details about event, including place, time it begins and ends, and what participants can expect to see/hear.>

<Insert "QUOTE" from band director about school's participation in FPNDoC and how making music positively affects their school, students and community.>

<Company contact information>

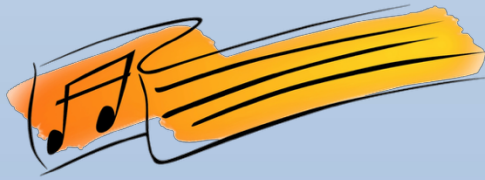
About <school>

About The Music Achievement Council:

The Music Achievement Council (MAC) was founded in 1983 to enable more students to begin and stay in instrumental music programs, to share real-world, successful strategies developed by instrumental music teachers. The council reorganized in 1990, forming a nonprofit 501(c)(6) organization.

###

# Customizable Press Release Template

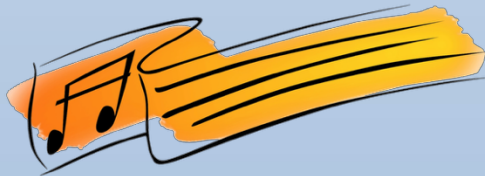


## FIRST PERFORMANCE

DAY OF CELEBRATION



Customizable  
Certificate of Advancement



# FIRST PERFORMANCE

## DAY OF CELEBRATION



### FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION

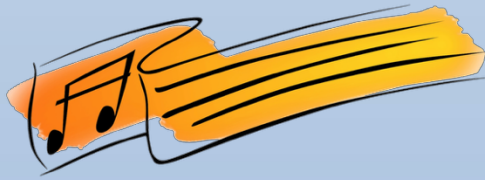
**Ideas to Enhance the Experience of the  
FIRST PERFORMANCE  
NATIONAL DAY OF CELEBRATION  
by Involving High School Band/Orchestra Students**

It is important to remember that students of this age look up to their older peers so involving high school band/orchestra students can serve to motivate the beginners and their parents to stick with it. Reach out to your high school directors to become involved by:

- Asking high school students (in uniform) to serve as ushers to distribute programs as people enter.
- Asking high school students (in uniform) to “meet and greet” the parents/students as they begin to show up to the warm-up area.
- Asking like-instrument high school students (in uniform) to assist in tuning the instruments for the beginners.
- For band, arranging for the entire high school marching band to burst into the performance area (as a surprise) playing the high school fight song just prior to the final selection. After students play their final selection, ask the high school band students to congratulate (i.e. high-five) the beginners.
- Arranging for a high school student combo (or several soloists) to perform at the post-performance reception.
- Asking high school students to send a congratulatory note to a beginner who played a like-instrument being sure to write something like, “looking forward to seeing you in our high school band/orchestra!”

[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)  
@MusicAchCouncil

# Ideas to Also Engage High School Students



# FIRST PERFORMANCE

DAY OF CELEBRATION



Customizable Certificate  
of Music Ed Leadership



Dr. Keith Wood  
Principal

Brooks Middle  
School

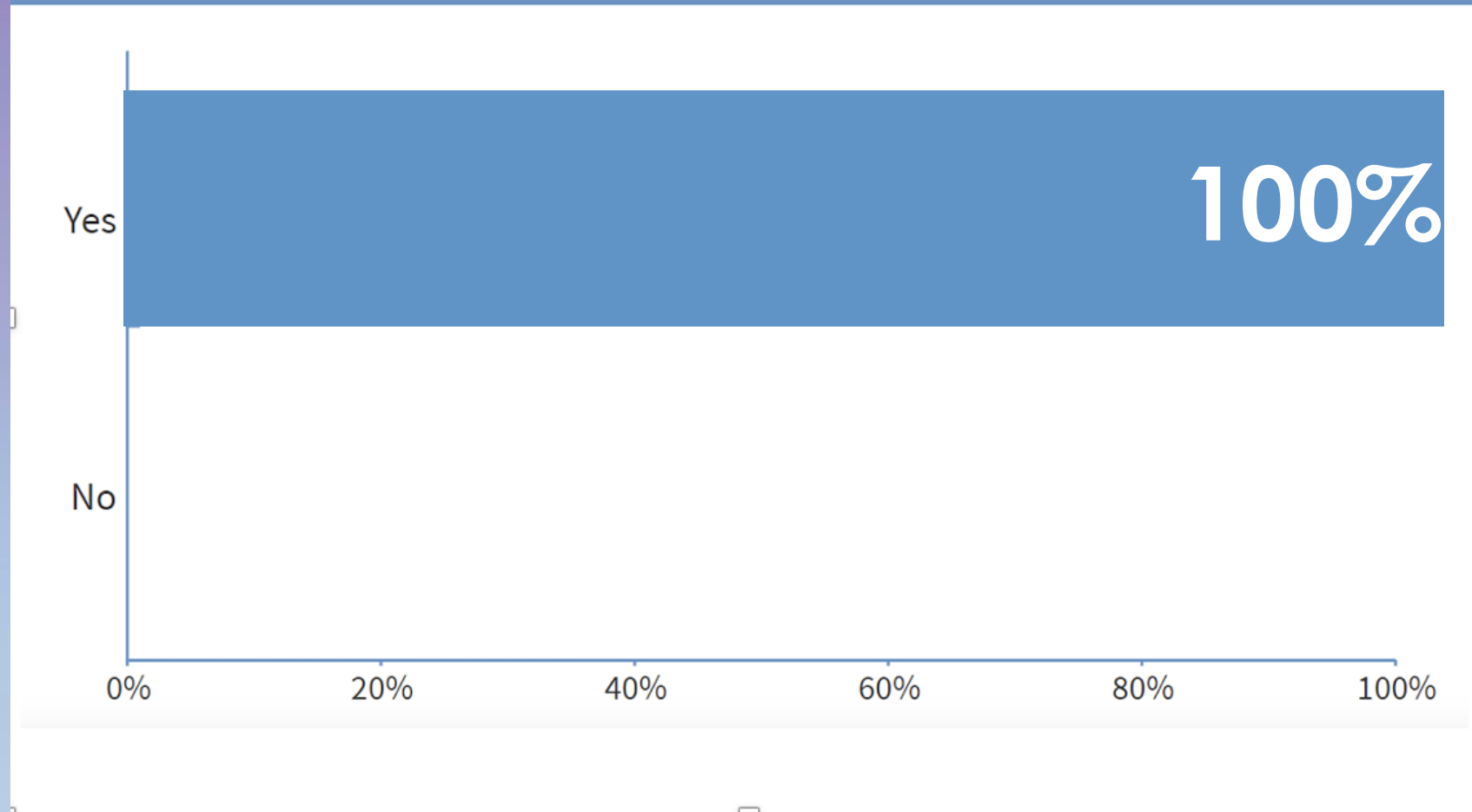
# Response from LIVE SESSION at Midwest ***Poll Everywhere*** via Smart Phone

Parents, what one word would you use to describe  
your reaction to today's performance?



# Response from LIVE SESSION at Midwest ***Poll Everywhere*** via Smart Phone

Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?





**FIRST PERFORMANCE**  
NATIONAL DAY OF CELEBRATION  
Celebrate Your Beginning Students

Presented By  
**MUSIC ACHIEVEMENT  
COUNCIL**  
Music Teacher's Professional Development

Free Download!  
[nammfoundation.org/fpndoc](http://nammfoundation.org/fpndoc)



**MUSIC ACHIEVEMENT  
COUNCIL**



## THE MUSIC PARENTS' GUIDE



A SURVIVAL KIT FOR THE  
NEW MUSIC PARENT

ANTHONY MAZZOCCHI



# The Facts About Retaining Our Beginners: *Educating the Parents*



- Up to 100% of students start on an instrument.
- One short year later, up to 60% are no longer playing.

**<https://bit.ly/NFHSNewMusicParent>**

View Video at: [https://youtu.be/zeo\\_VwHdsDE](https://youtu.be/zeo_VwHdsDE)



Success: Engage the Parents EARLY!



# Modeling



# Modeling: What Research Tells Us

- After family members, young teens emulate those they know best.
- Young teens seek to maintain connections and friendships with older peers who they often choose to imitate.
- High school music students develop leadership skills by mentoring younger students.



# Modeling: Show them what is in THEIR futures! *Have high school students help!*



- Teach Private Lessons
- Coach Sectionals
- Serve as Leaders for MS/ES Band Activities/Events
- Help Teach a Free Start-Up Summer Camp for Beginners



## Modeling: Show that “We Care About You!”

*Congratulations on your performance in the **First Performance Concert!***

*Can't wait for you to join us in the middle/high school program!*





# Modeling



Students should see themselves in the program.



# Modeling

Find a Way for Beginners to hear and see Live Music  
*They have no idea that their instrument can do what they will hear!*

boston  
BRASS





# Activities





# Activities: Keep Your Students ENGAGED!

Beginners thrive from rewarding experiences.





# Activities

## The “2-Note” Partnership Halftime Show

View Video at: <https://www.youtube.com/watch?v=I0JmBK-MF-A>





# The 2-Note Partnership Halftime Show

## Pre-game “Activities”



- a. High school students host the beginners for a pre-game pizza party.





# The 2-Note Partnership Halftime Show

## Pre-game “Activities”



b. Beginner band/s sit with the high school band at the game and make it a “thing!”



- T-Shirts
- Face-painting
- Spirit Games
- Sectional Cheering
- Instrument Decorating

# The 2-Note Partnership Halftime Show Pre-game “Activities”



- c. High school booster parents host a beginner parent reception and invite **BOTH PRINCIPALS** to speak.





## The 2-Note Partnership Halftime Show Pre-game “Activities”



- d. VIP seating in the stands for beginner parents and treat them like GOLD because THEY ARE.



# Activities: Organize a Service Project to Show Students How They Can Create a Difference

Food Pantry Drive



Handwritten  
Thank You Notes to  
a Favorite Teacher



# Activities

**Have Beginners Participate in Signing Day!**

<https://www.youtube.com/watch?v=J4bTw5uyiUY&t=3s>



# Activities

Students Become  
Rockstars  
by Creating  
Their OWN  
Posters!

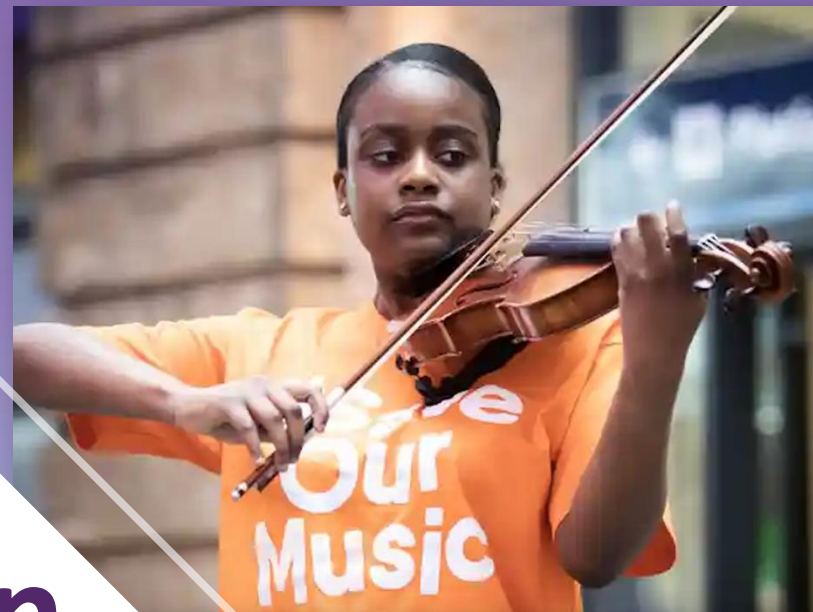
*Sign up for Band!*



Tony Wright  
Mozart MS Band

*"I like to make  
friends and  
perform for my  
family. Just do it!"*

*See your music teacher or  
guidance counselor*



**Reflection**

# Reflection





# Reflection

## Create Structured Opportunities



Students need to **REALIZE** that music-making **IMPACTS** their lives and **ENRICHES** them.

# Reflection

# Build Word Clouds after Performances





# Journaling

*Music Makes the Difference Because...*

*Making  
New  
Friends!*





# Journaling

*Music Makes the Difference Because. . .*



*Experiencing  
the Joy of  
Music-Making*



# Journaling

*Music Makes the Difference Because. . .*  
***It Gives Us a Unified Purpose***

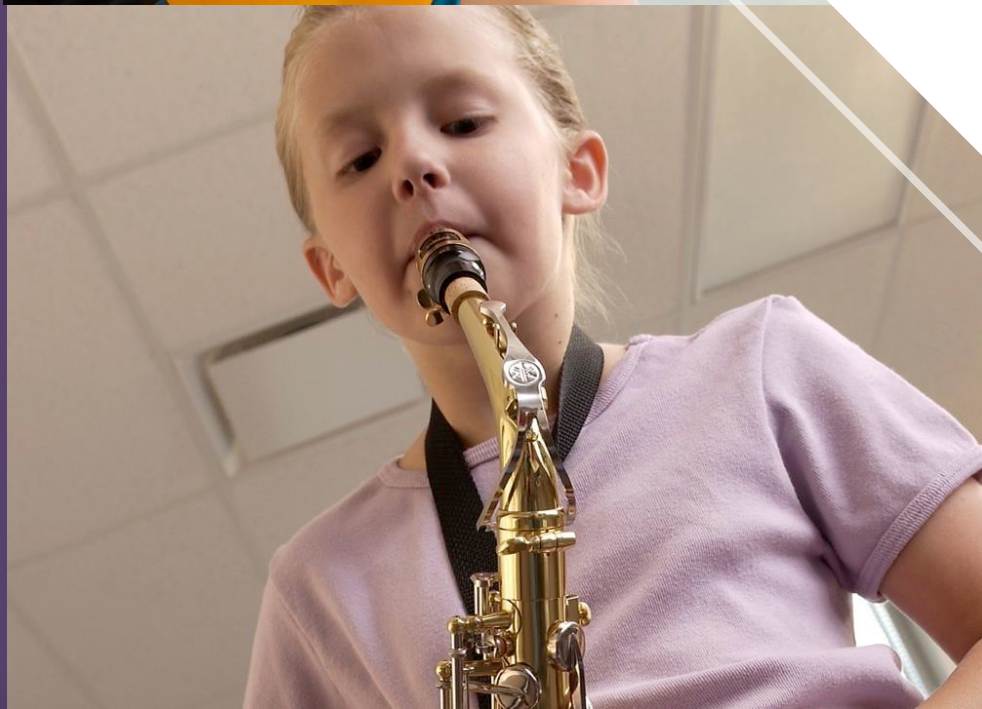


# Journaling

*Music Makes the Difference Because...*

*It's  
Fun!!!!*





**Trust**

# Establishing Trust

- Maintaining Integrity and Confidence by keeping our word and following through on promises made.
- Modeling our Vision and Values so that everyone understands our purpose and core beliefs.
- Showing Respect and demonstrating Compassion through servant leadership. **Know your why.**

# *The S.M.A.R.T. Approach to Retention*

Success

Modeling

Activities

Reflection

Trust



# MSFQ.org/guide

## MSFQ Monthly Tips Authors



Craig Aarhus

Angela Ammerman

Lafe Cook

Cheryl Floyd

Charlie Menghini

Marcia Neel

Ed Protzman

Don Stinson



Receive FREE  
student  
recruiting,  
retention,  
advocacy, and  
teacher support  
tips monthly

[MSFQ.org/guide](https://MSFQ.org/guide)



More to Start  
Fewer to Quit

MSFQ.org/guide

# Choose to Teach Project: Words of Encouragement

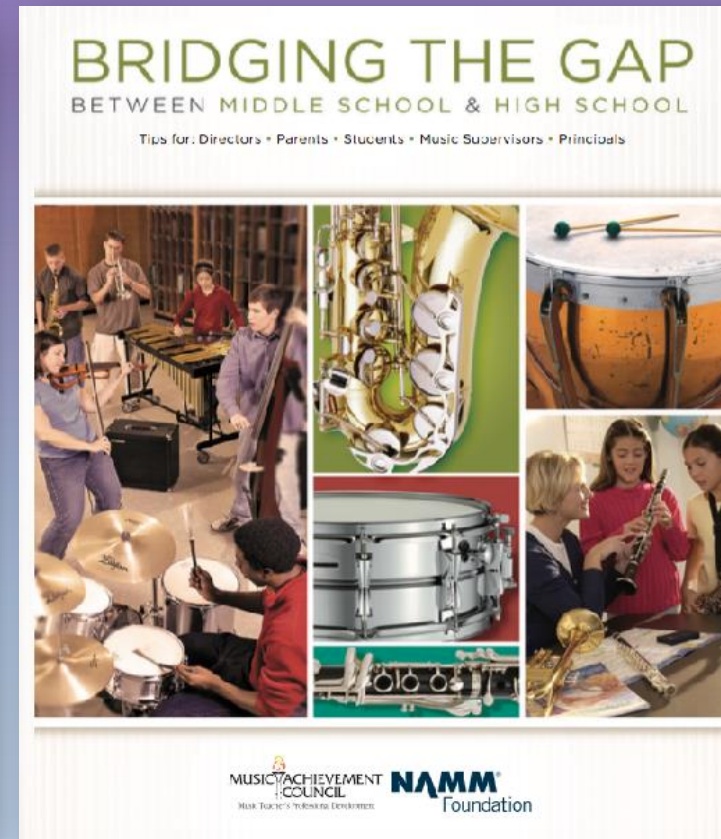
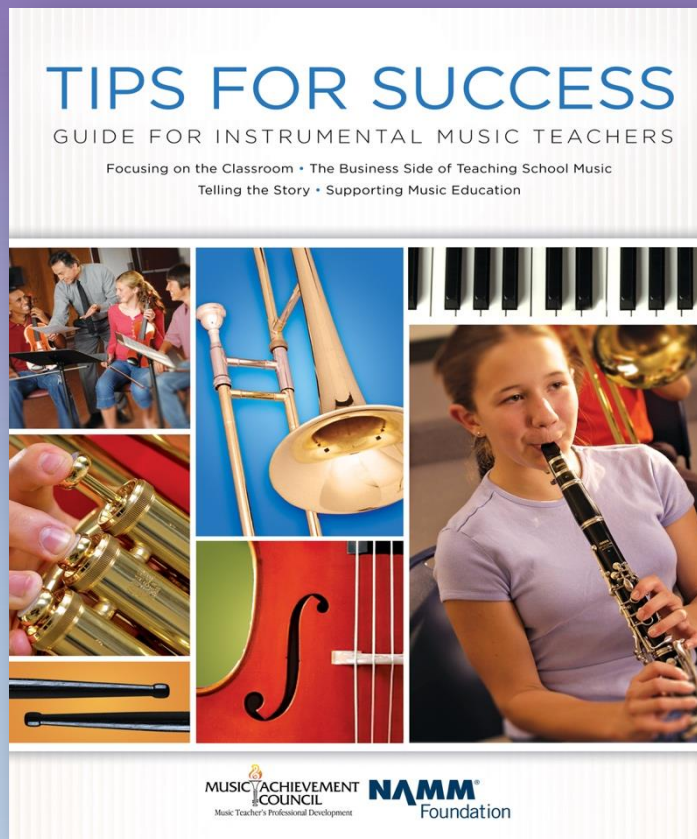
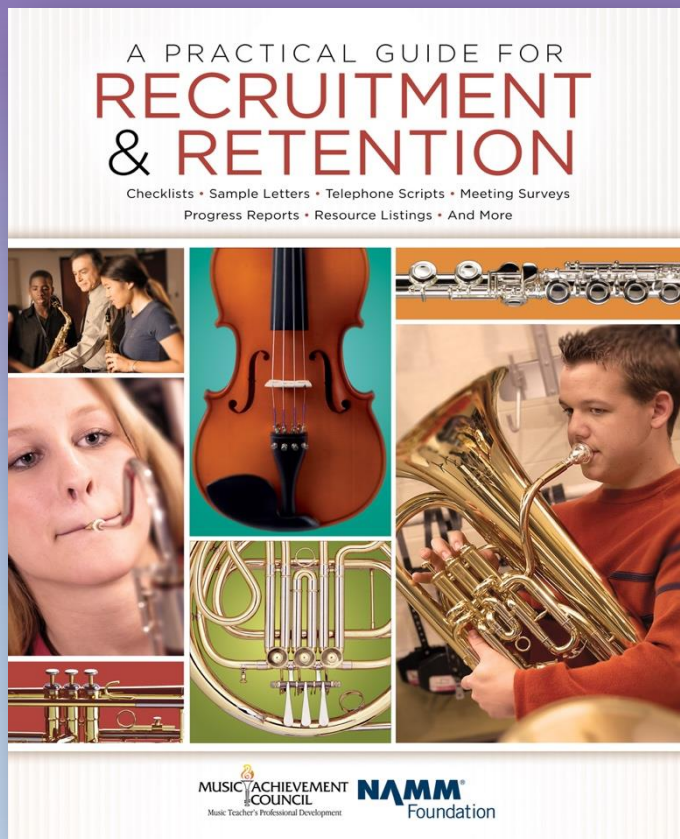


<https://www.youtube.com/watch?v=OgW0jHvmMos>

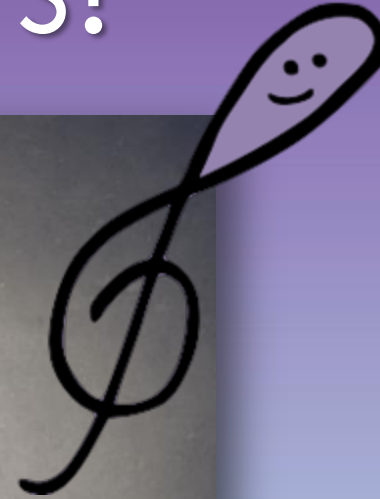


# Additional MAC Resources

MusicAchievementCouncil.org



# Your Enthusiasm is What Matters!



# Thanks to Our Sustaining Corporate Sponsors



**BUFFET CRAMPON**



[MusicAchievementCouncil.org](http://MusicAchievementCouncil.org)

# *Thank You!*

## **MAC Resources:**

<https://www.nammfoundation.org/resources-educators>

## **Session Posted:**

[MusicEdConsultants.net/  
conference-materials](https://MusicEdConsultants.net/conference-materials)

## **Marcia Neel Contact Info:**

[marcia@musicedconsultants.net](mailto:marcia@musicedconsultants.net)

