



Building Your Instrumental Music Program!

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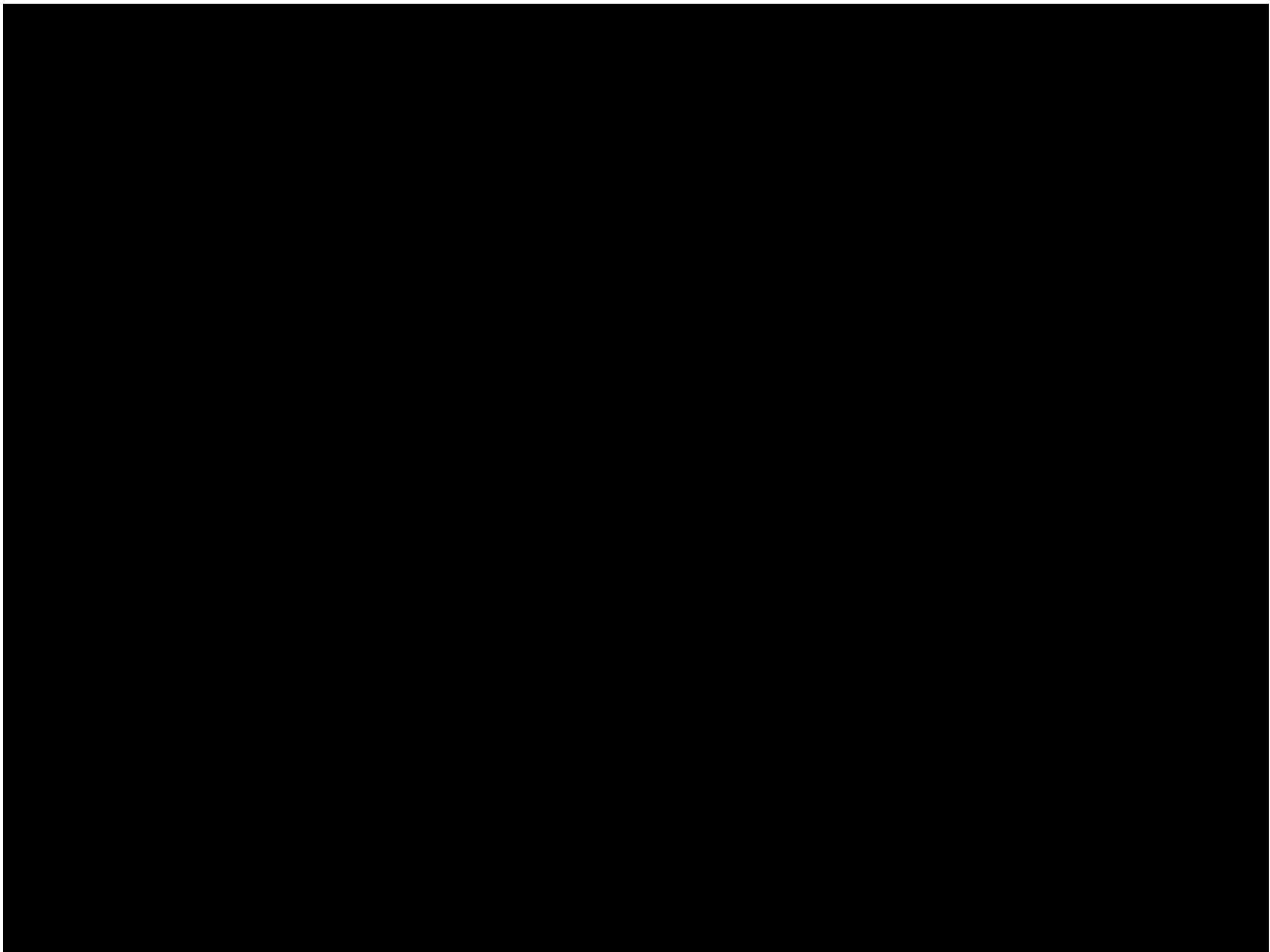
The image features a black background with the word "WHY?" in large, bold, yellow capital letters. Surrounding the text are several clusters of stylized musical notes. Each cluster consists of three notes: two green and one red. The notes are arranged in a triangular pattern, with the red note at the bottom and two green notes above it. There are six such clusters in total, positioned around the central text.

WHY?



Exstasis: *All I Want to do is Fly*





School is. . .

Impressionistic

VS

Music is. . .

Expressionistic

*Music-making can help prepare
young people for their futures.*

Creativity

Critical Thinking

Collaboration

Confidence

Communication

Therefore. . .



The Music Skills Practice Room is. . .

The Music Skills Practice Room is. . .

The Life Skills Practice Room



I. RECRUITING



Attracting
Prospective Students

Engaging with
Prospective Parents

Attracting Prospective Students

Being visible YEAR-ROUND

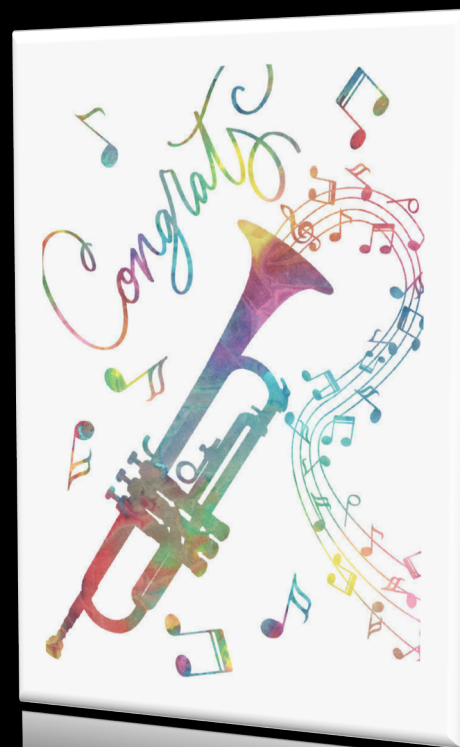
- Instrument **demos/petting zoos** with your current students
- **Regular** visits with feeder programs/teachers (*Exchange Days*)
- **Mass Concerts** with feeder programs including recorder classes
- Follow-ups – **Show Up for Everything!**



Follow-up Idea #1

Jeff Scott & Emily Wilkinson, ALMEA
Have Older Students Communicate with
Younger Students

“Congratulations!
You have been
chosen to play
(*insert instrument*)
in the Mozart
Middle School
Band!”



It's NEVER TOO EARLY to Plant That Seed!



CBS EVENING NEWS WITH NORAH O'DONNELL

On the Road

www.musicachievementcouncil.org

It's NEVER TOO EARLY to Plant That Seed!

Follow-up Idea #2: The 3-Step Approach

Chris Crone, PAMEA



1. Have each 4th grader touch, hold, and play three instruments of choice



Follow-up Idea #2: The 3-Step Approach

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1. Have each 4th grader touch, hold, and play three instruments of choice
2. Send a **personal letter** home letting parents know which instrument their child experienced successfully

Follow-up Idea #2: The 3-Step Approach

Chris Crone, PAMEA



1. Have each 4th grader touch, hold, and play three instruments of choice
2. Send a **personal letter** home letting parents know which instrument their child experienced successfully
3. “Watch **numbers go through the roof!**”

Attracting Prospective Students

Build and nurture support among
administration & classroom teachers

“Come on Down...”



Attracting Prospective Students

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“Come on Down...”

- Hand out instruments
- Perform with the kids



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Celebrate Staff Birthdays



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“Come on Down. . .”

- Hand out instruments
- Perform with the kids

Celebrate Staff Birthdays

Teacher Appreciation Activity

Engaging with Prospective Parents

Best Ambassador is an Excited Child



www.musicachievementcouncil.org

Engaging with Prospective Parents

Best Ambassador is an Excited Child



Recruitment Info

- Emphasize rewards, social benefits
- Maintain accessibility and don't give up!

Engaging with Prospective Parents

Best Ambassador is an Excited Child



Recruitment Info

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- Maintain accessibility and don't give up!

Initial Meeting: Involve

- Current parents
- Current students
- Current administrators

Engaging with Prospective Parents

Publicize
advocacy
information –
and teasers?

MUSIC SCHOLARSHIPS

at McLennan Community College

Can your child read this?
We can help change your
child's future!

*Sign up for
Music!*

**Ensemble scholarships can be awarded to any student
who can read music, regardless of major.**



Engaging with Prospective Parents

<http://bit.ly/MusResearch>



Informing
Parents of the
Benefits of
music makes
THEM smarter!



161 Pages of Research Data

Samples...

Engaging with Prospective Parents

<http://bit.ly/MusResearch>

Category	Age Group	Content	Fact or Quote	Source
Educational	Toddler	Research reveals strong connections between rhythm skills and pre-reading abilities in toddlers.	Fact	Woodruff Carr K, W.-S.T., Tierney A, Strait D, Kraus N. , Beat synchronization and speech encoding in preschoolers: A neural synchrony framework for language development. , in Association for Research in Otolaryngology Symposium. 2014: San Diego, CA.
Social	Teen	Secondary students who participated in band or orchestra reported the lowest lifetime and current use of all substances (alcohol, tobacco, drug abuse).	Fact	Texas Commission on Drug and Alcohol Abuse Report. Reported in Houston Chronicle, January 1998
Health	Senior	Adults age 60 to 85 without previous musical experience exhibited improved processing speed and memory after just three months of weekly 30-minute piano lessons and three hours a week of practice, whereas the control group showed no changes in these abilities.	Fact	Nina Kraus, Samira Anderson, "Music Training: An Antidote for Aging?" Hearing Journal, Vol. 66, No. 3, March 2013.

II. RETAINING



Key Steps: Engaging Beginning Students Early!

2-Note Halftime Show



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Pre-game Activities

1. Have HS students invite MS students to a pre-game pizza party.



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Pre-game Activities

1. Have HS students *invite* MS Students to a pre-game pizza party.
2. Have HS students invite MS students to sit/play with HS band at game.



Key Steps: Engaging Students Early!

Pre-game Activities

1. Have HS students *invite* beginners to join the high school students in a pre-game pizza party.
2. Have HS students *invite* MS Students to sit/play with HS band at game.
3. Encourage high school boosters to host a middle school parent reception and invite both principals to speak.



Key Steps: Engaging Students Early!

Pre-game Activities



4. Ensure VIP seating/treatment in the stands for parents of MS band students.

Teach the Beginning Parents Too. . .
They don't know what NORMAL is!

Teach PARENTS how to
support their child's
practicing



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Give PARENTS ideas of
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their children



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Give PARENTS ideas of
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Encourage PARENTS to
play an active role in the
learning process and to
become involved



Engage Parent Support...*Directly!*

The Beginning Parent Band – REALLY FUN!



Engage Parent Support...*Directly!*

The Beginning Parent Band – REALLY FUN!



REMEMBER: Students don't quit if their parents remain involved ACTIVELY in the program! Lean on your parents—They want to help!



Scheduling Models that Work

Vertical Alignment



Scheduling Models that Work

Vertical Alignment



Keeping Your New Recruits

Why Do Kids Stay? Let's Ask THEM!

1 3 Reasons
Why You
Should Stay
in
Band

Keeping Your New Recruits

Why Do Kids Stay? Let's Ask THEM!

Taking Off This Fall in a
School Near You!



III. FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION



nammfoundation.org/fpndoc

First Performance
National Day of Celebration
3rd Thursday of November Annually



First Performance
National Day of Celebration
3rd Thursday of November Annually



nammfoundation.org/fpndoc

The Results:

- Reduces Beginner Dropout



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- Reduces Beginner Dropout
- Provides Short-Range Achievement Goals



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- Encourages Engagement with Parents



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- Encourages Engagement with Parents
- Strengthens Administrative Support

The Results:

- Reduces Beginner Dropout
- Provides Short-Range Achievement Goals
- Encourages Engagement with Parents
- Strengthens Administrative Support
- Celebrates Musical Accomplishments of Beginners

What's Included?

a. Director Letter with Full Set of Instructions



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.

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 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

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.

What's Included?

b. Customizable Letter of Invitation to Parents



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

What's Included?

c. Customizable Letter of Invitation to Principal



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

What's Included?

d. Customizable Script to Make It Your Own!



SCRIPT

OPTIONAL INTRODUCTION: (Industry Spokesperson)

Good Evening/Afternoon,

Welcome to (name of school)'s FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION. I'm (name) representing (name of business). I appreciate (director) inviting me to make a few comments about this exciting event! We have found that young people are motivated to learn to play a musical instrument for a number of reasons but many times, it's because it just looks like fun—and it is!

We are pleased to be a part of this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION and are here representing the Music Achievement Council, a 501(c)(6) nonprofit organization which believes in the important and value of music education in our schools. Your child will not only have an experience that will lead to a path of enjoyable, life-long music-making, but will also accumulate many great memories that will last for a lifetime.

I am personally proud to support the work of the Music Achievement Council and this FIRST PERFORMANCE program to keep music in our schools and communities so that your children will be able to take advantage of the many benefits that will come along inherently as a direct result of their active music-making.

As a prelude to this evening's performance, the (band, orchestra, strings, et.al.) will now play a composition they like to use as a warm-up, (title).

Musicians perform

ANNOUNCER'S SCRIPT: (Principal, Supervisor, Booster Parent, HS Band or Orchestra Director)

Good evening, Moms and Dads, brothers and sisters, grandmas and grandpas, aunts and uncles, friends and neighbors! It is a thrill for us to present these young musicians in the (year) FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION—a day that has been designated for recognizing the achievements of beginning music students! We know that you will be pleasantly surprised at their many accomplishments over these first several weeks.

www.musicachievementcouncil.org
@MusicAchCouncil

1

fortunate enough to have the opportunity to play a music instrument through an in-school we at (school) value music education and know that it is programs like these that also led for our students to succeed throughout their school careers. Playing an instrument lination and mental concentration. It also takes regular practice time at home and your em makes all the difference. All of the musicians here tonight have demonstrated the play and have thus earned membership in the (school) (band orchestra, strings, et.al.)

day's) performance, the students will demonstrate what they have learned up to this out successful, musical careers. After learning how to take the instrument out of the case y finally got to do what they had been wanting to do—produce their first sound. g like this.

most awful sound possible with great enthusiasm!

had some challenges facing them for the next few days and (director) had to wonder

oved to be quite eventful. (director) worked patiently with the students until they could it note. Now they sounded like this.

hole note in unison with their very best sound.

ent, but they needed a lot more work to be ready for our performance.

note allowed them to continue through those first few lessons where they also learned to ieyed. This is important to help them learn to play together as a team.

of their first exercises but not a recognizable tune.

ow to count, they added different rhythms to those first notes and the music began to

of their rhythmic exercises but not a recognizable tune.

re interesting than the first note, but it is still not a complete tune that you might identify. more new notes and discovered they could link them together to play a tune you could ght have been the moment at home when you felt, for the first time, that the music ssues was starting to take hold. This is what they sounded like at school that day.

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@MusicAchCouncil

2

zable tune.

ollow this step-by-step process and as they completed each step, everyone was ing to be one of our finest beginning (band, orchestras, string groups, et.al.) ever! te pieces.

rite tune.

where you ask for volunteers to play as an individual, a group or a complete udents perform as you wish. This allows parents to hear a variety of 'musicianship. Be sure to have extra stands and music up front.

mit us to have each student perform individually, we have asked a few volunteers i small group.

(are) who will perform (title) on the (instrument/s).

al or group)

igs group, et.al.) has come a long way since that first note and they have worked 'IRST PERFORMANCE in such a short time. This has certainly been an exciting and we're glad that you were here to help celebrate this important milestone. 'your son or daughter is going to continue to progress at this quick pace so please xtor) for ideas on how to support your child's practice schedule. You can be sure rward to communicating with you as your child advances.

I be presented on (date) at (time) and will be held (location). Please plan to join us al journey.

final selection, (title).

u have just witnessed (name of school)'s (year) FIRST PERFORMANCE DAY w did they do?
applause.

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@MusicAchCouncil

3

What's Included?

e. Press Release Template

<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.

###

What's Included?

f. Certificate of Advancement



What's Included?

g. Ideas to Enhance the Experience by Involving High School Students



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!”

What's Included?

h. Certificate of Music Ed Leadership for
High School Student Participants



What's Included?

i. #FPCelebration Toolkit



FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION
Celebrate Your Beginning Students

Presented By
MUSIC ACHIEVEMENT COUNCIL
Music Teacher's Professional Development

#FPCelebration

MusicAchievementCouncil.org

nammfoundation.org/fpndoc

Music to Use?



Online Resources Included

FLUTE BOOK 1 ESSENTIAL ELEMENTS[®] FOR BAND

CONDUCTOR'S SCORE Book 1

ACCENT ON ACHIEVEMENT

By John O'Reilly and Mark Williams

2 CDs in 1!
for your PC
for your stereo
Interactive
enclosed!
• windows
• macintosh



Online Resources Included

VIOLIN BOOK 1 ESSENTIAL ELEMENTS[®] *for Strings*

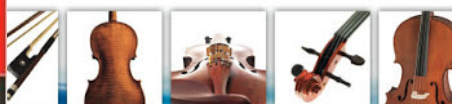
STRINGS

PIANO ACCOMPANIMENT | BOOK 1

SOUND INNOVATIONS[™] for STRING ORCHESTRA

A Revolutionary Method for Beginning Musicians

PHILLIPS | Peter BOONSHAFT | Robert SHELDON

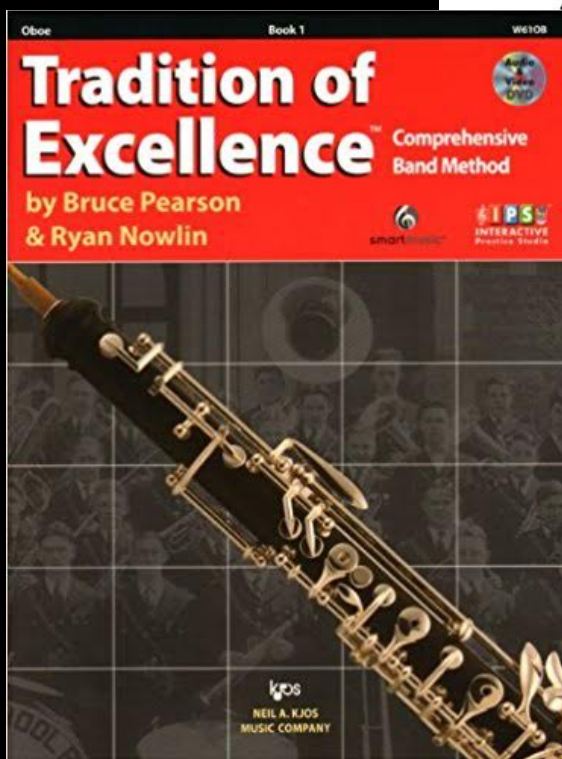


COMPREHENSIVE BAND METHOD

WHEISER
S
NGHINI
DER
DES
HENK

EDWARD
PUBLICATION

Fully compatible with
Essential Elements 2000



Response from F.P. LIVE at the 2017 Midwest Clinic

Consider Using: *Poll Everywhere*

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

Response from F.P. LIVE at the 2017 Midwest Clinic

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

A word cloud representing the responses of parents to the performance. The words are arranged in a circular pattern, with the most frequent words being the largest. The words include: excitement, heartwarming, enthusiastic, creative, musicianship, great, ecstatic, proud, amazing, awesome, wonderful, outstanding, impressed, spectacular, thankful, amazed, fun, joyful, superb, inspired, incredible, joyous, fantastic, joyful, elated, blessed, happy, work, grateful, awed, and inspired. There are also several emojis: two clapping hands, a thumbs up, a smiling face with open mouth, a flexing arm, and two gold medals.

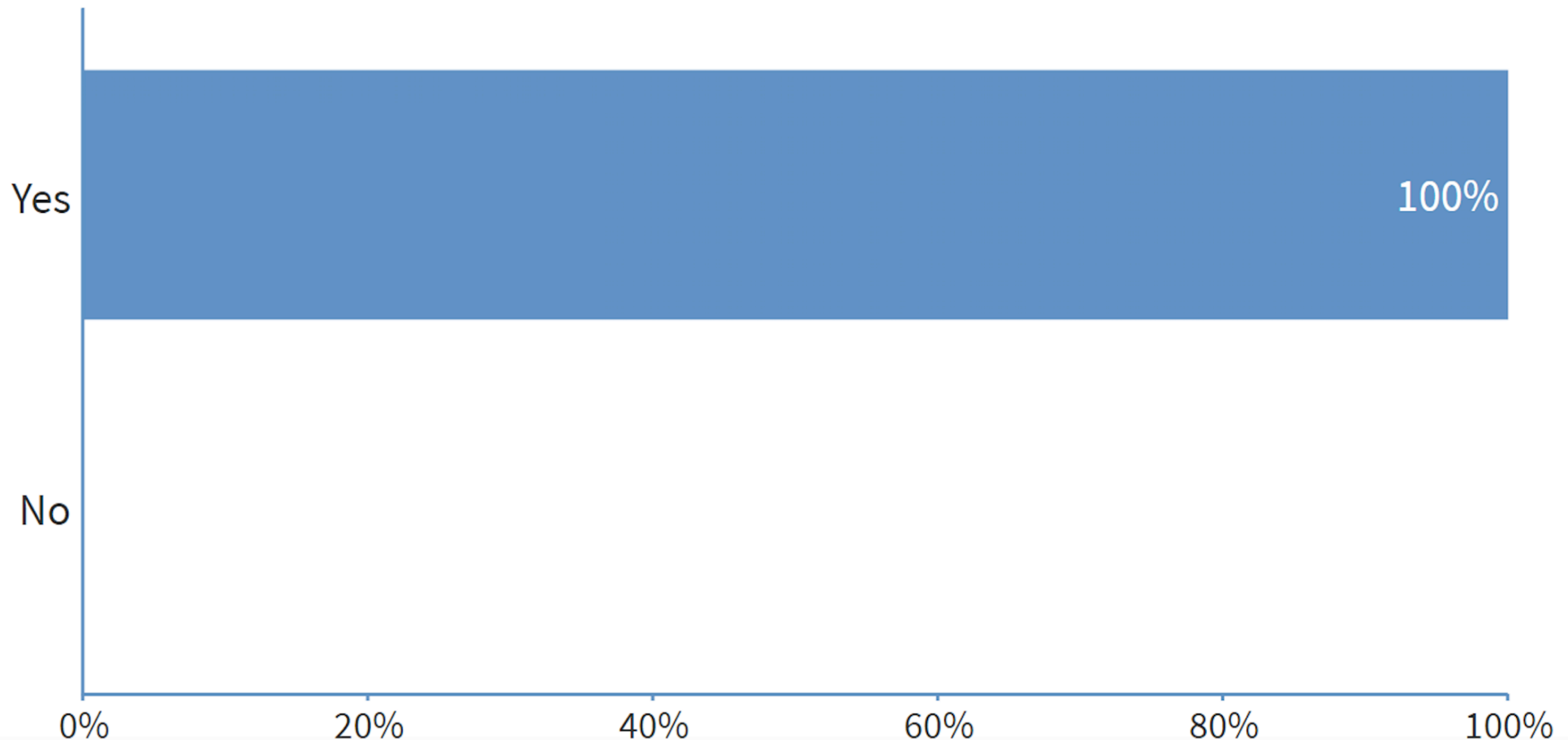
excitement
heartwarming
enthusiastic
musicianship
creative
great
ecstatic
proud
amazing
awesome
wonderful
outstanding
impressed
spectacular
thankful
amazed
fun
joyful
superb
inspired
incredible
joyous
fantastic
joyful
elated
blessed
happy
work
grateful
awed
inspiring

Response from F.P. LIVE at the 2017 Midwest Clinic

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

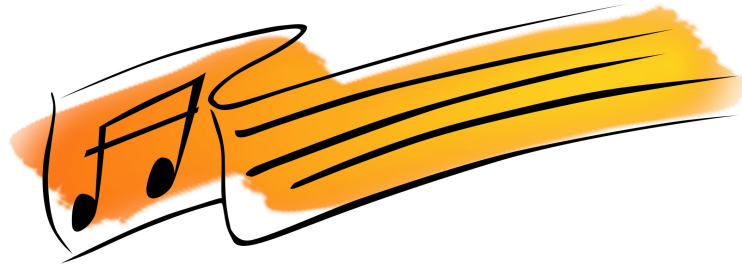
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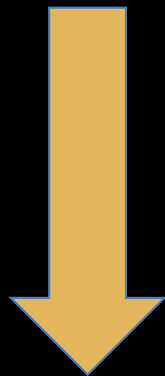
FREE Download



FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION

nammfoundation.org/fpndoc



msfq.org/guide

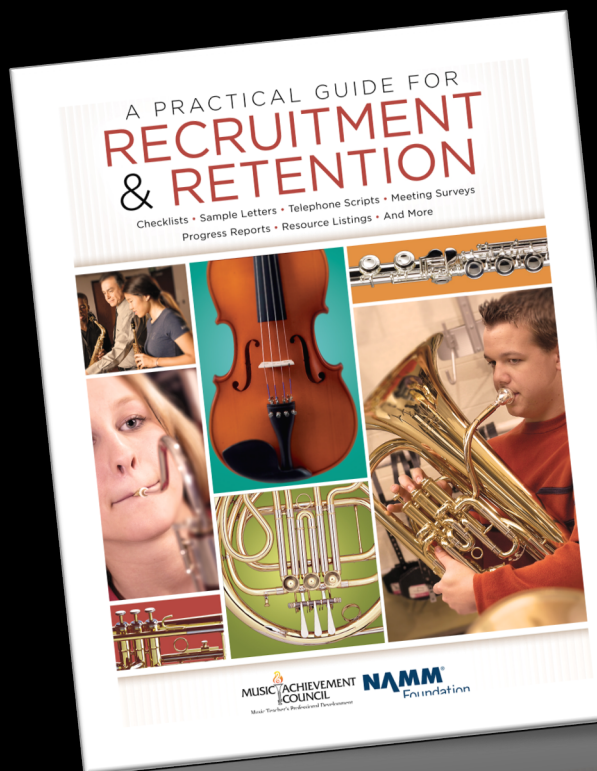


Your Enthusiasm is
what Matters!



Additional M.A.C. Resources

www.MusicAchievementCouncil.com



Thanks to our Sustaining Sponsors!



The PPT and Videos will be Posted at:
MusicEdConsultants.net/conference-materials



Contact Information

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@MusicEdConsult on Twitter

702.361.3553

Monthly Recruitment & Retention Reminders

msfq.org/guide