

TIPS for Success!

Shared By Directors For Directors

2020 MMEA Conference



MUSIC & ARTS



MusicAchievementCouncil.org

Consider the Education/Training Needed for These Careers

This is *YOUR* Job! How is it going?

Accountant

Politician

Architect

Psychologist

Author

Public Relations Executive

Career Planner

Quality Assurance Executive

Financial Planner

Sales Executive

Travel Agent

Magician

1. Focusing on the Classroom

MusicAchievementCouncil.org

Focusing on the Classroom

What does a Music Teacher Do?

Teach (Standards-based)

Communicate

Develop Curriculum

Communicate

Prepare Lesson Plans

Communicate

Assess Student Progress

Communicate



Focusing on the Classroom

How can I help students reach their potential?

Create opportunities for students to learn about and demonstrate good citizenship. **WHY?**

- Mentorship
- Volunteerism
- Ownership



**Hands down, this is
the best day of my life!**

Focusing on the Classroom

Mentorship: I can help my younger peers.



Music Mentors
@BMS

"I've developed meaningful friendships founded upon a shared passion for music."

~ Carmen



Music Mentors
@BMS

"I'm part of family of educated musicians that have assisted greatly in furthering my musical experience and have inspired me to pursue in music when I'm older."

~ Lauren



BROOKLYN
MUSIC SCHOOL

THE MUSIC MENTOR PROGRAM

A 360° Learning Experience

Achieve your full potential
Dual learning and leadership program
Ensembles, Jazz Band, Rock Band, Orchestra
Over 50 performance opportunities a year around NYC
Share the stage with rock stars!
100% matriculation rate into college and university
www.brooklynmusicschool.org



BROOKLYN
MUSIC SCHOOL

"The mentor program allowed me to be a role model [and] ... it enhanced my musicianship."

~ Justin

Music Mentors
@BMS

Music Mentors
@BMS

"I think of many of the other mentors as my brothers and sisters. The mentor program and BMS in general create a sense of family."

~ Hope



United Sound Peer Mentorship Program

unitedsound.org



United Sound Peer Mentorship Program

unitedsound.org

Focusing on the Classroom

How can I help students reach their potential?

Volunteerism: *I can help my community.*



Focusing on the Classroom

How can I help students reach their potential?

Ownership: *I am an integral part.*



Focusing on the Classroom
Ownership: I am an integral part.



Focusing on the Classroom Recruitment and Retention



Focusing on the Classroom Recruitment and Retention

Your task is to. . . *Get MSFQ!*

Develop a program that nurtures the support of:

- the school
- the administration
- the community



Let them see
YOU enjoying
making music!

#msfq

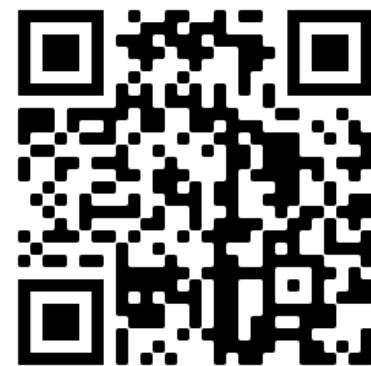
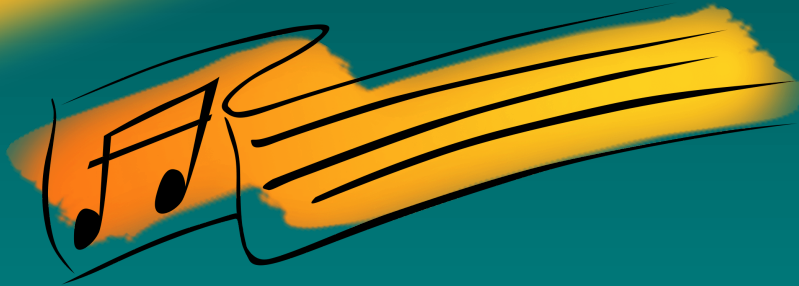


Motivate Them to Play using Humor!

“I’m going to stand here until you get quiet!”



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



The Results:

- Reduces Beginner Dropout
- Provides Short-Range Achievement Goals



The Results:

- Reduces Beginner Dropout
- Provides Short-Range Achievement Goals
- Encourages Engagement with Parents



The Results:

- Reduces Beginner Dropout
- Provides Short-Range Achievement Goals
- 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 yed. 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.

www.musicachievementcouncil.org
@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.

www.musicachievementcouncil.org
@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



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



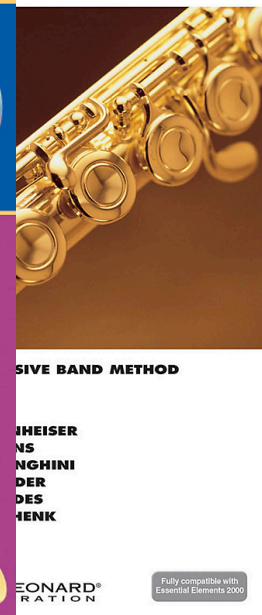
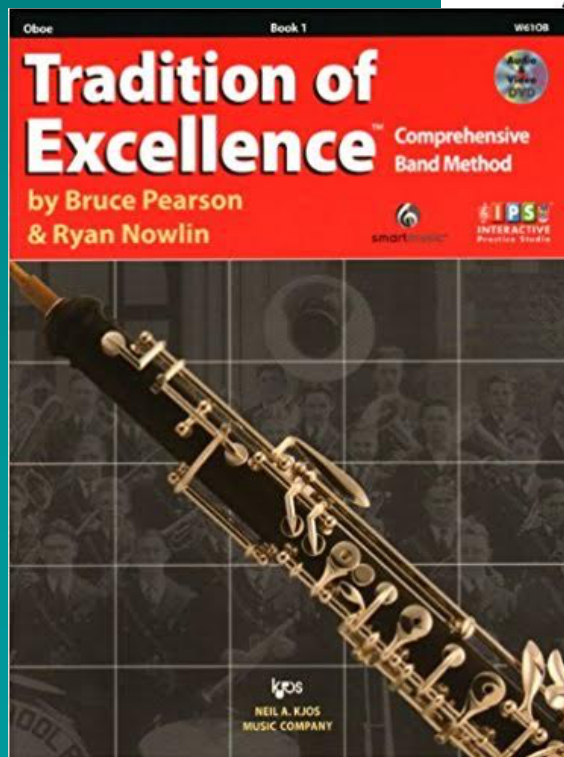
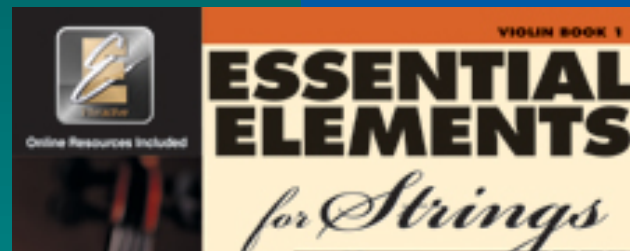
FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION
Celebrate Your Beginning Students

Presented By
MUSIC ACHIEVEMENT COUNCIL
Music Teacher's Professional Development

#FPCelebration [MusicAchievementCouncil.org](https://www.MusicAchievementCouncil.org)

nammfoundation.org/fpndoc

Music to Use?



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
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

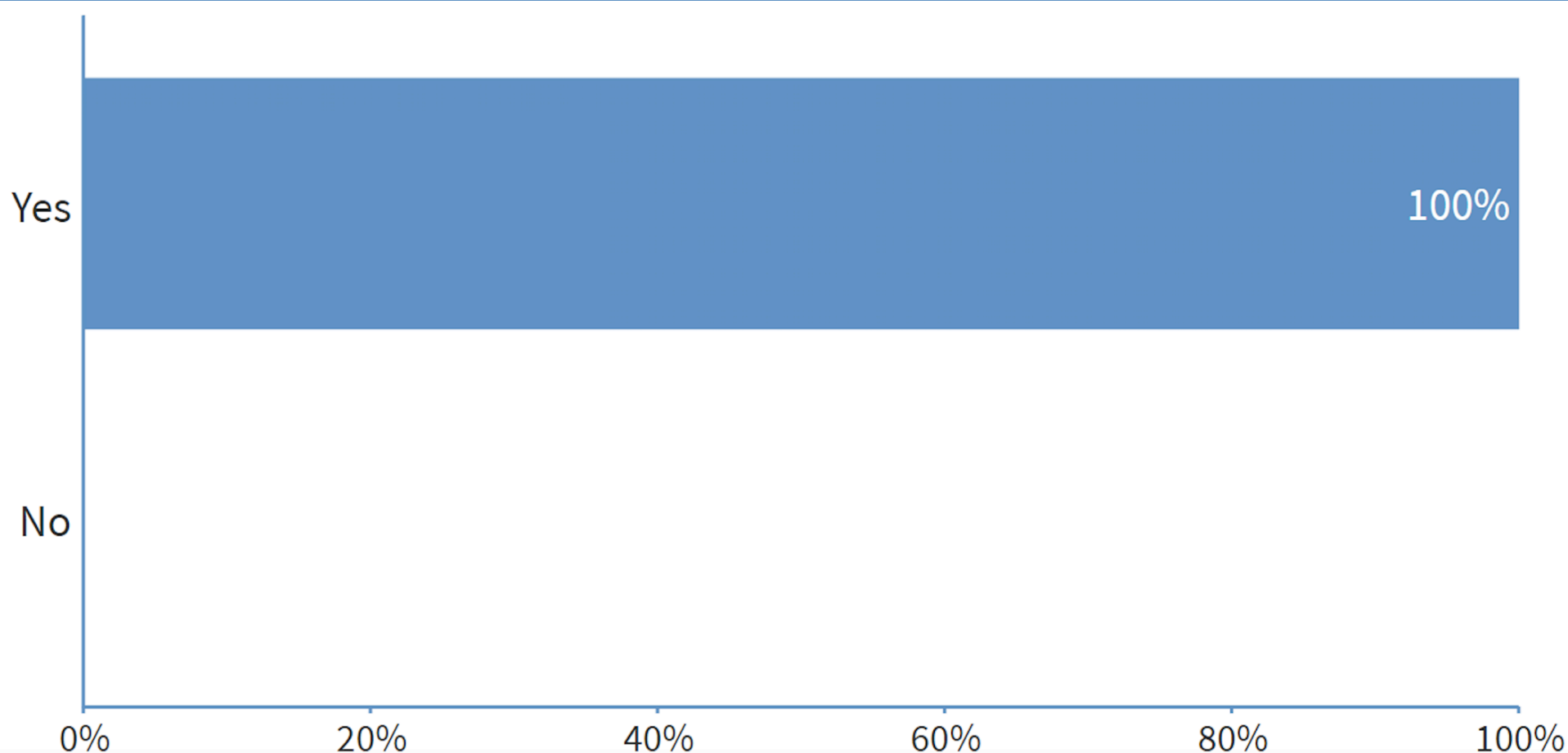
Consider Using: *Poll Everywhere*

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

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

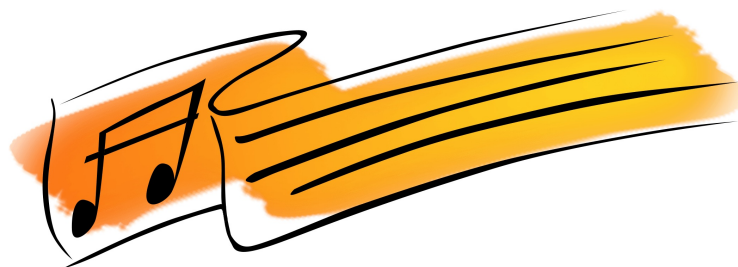
Consider Using: *Poll Everywhere*

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





FREE Download



FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION

nammfoundation.org/fpndoc



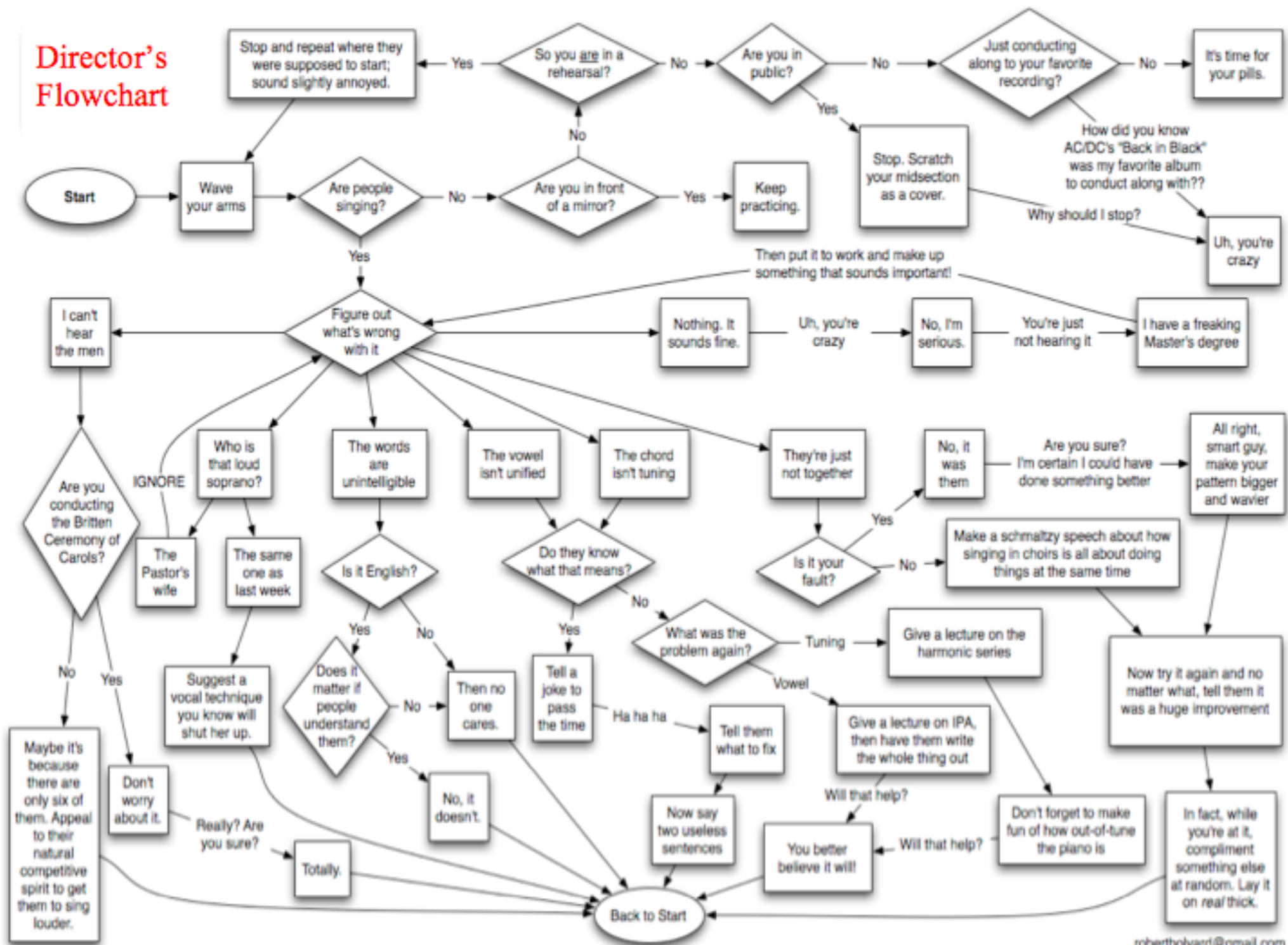
msfq.org/guide



2. The Business Side of Teaching

MusicAchievementCouncil.org

Director's Flowchart



Working with Administrators

Build and nurture support among
administration & classroom teachers

“Come on Down. . .”



Working with Administrators

Build and nurture support among
administration & classroom teachers



“Come on Down. . .”

- Hand out instruments



Working with Administrators

Build and nurture support among
administration & classroom teachers



“Come on Down. . .”

- Hand out instruments
- Perform with the kids



Working with Administrators

Build and nurture support among
administration & classroom teachers



“Come on Down. . .”

- Hand out instruments
- Perform with the kids

Celebrate Staff Birthdays

Working with Administrators

Build and nurture support among
administration & classroom teachers



“Come on Down. . .”

- Hand out instruments
- Perform with the kids

Celebrate Staff Birthdays

Provide a Teacher Appreciation Activity



Choosing a Music Dealer

The Dealer Should...

- Partner with you to develop the program
- Participate in your FPNDoC
- Be an authorized selling agent for a variety of brands, method books, and materials
- Provide loaner instruments for repair needs
- Provide access to advocacy materials and educational research reports
- Assist with inventory assessment & development of a 5-Year Instrument Replacement Plan

Choosing a Music Dealer

5-Year Instrument Replacement Plan

1. Evaluate the instruments. Create an **Inventory Record Guide**

Exhibit 1 – Inventory Record Template Guide

Instrument	Inventory Number	Make	Serial Number	New	Date Purchased	Present Value	Present Condition	Remaining Life

Choosing a Music Dealer

5-Year Instrument Replacement Plan

2. Prioritize a list that should be replaced within 5 years. Estimate probable growth of program.
3. Write up a complete *5-YEAR PLAN* that begins with a clear explanation.

**KEEP YOUR RATIONALE
*STUDENT-CENTERED.***

Choosing a Music Dealer

5-Year Instrument Replacement Plan

4. Maintain a Depreciation Chart.

Exhibit 6 – Depreciation Chart

Instrument	Inv. No.	Value Now	Yr #1	Yr #2	Yr #3	Yr #4	Yr #5	Yr #6	etc.
EX: Instrument #1 (est. life of 10 yrs)	123456	\$330	\$1,000	\$800	\$650	\$530	\$430	\$330	

Depreciation Schedule

Year	Estimated Life of 10 Years	Estimated Life of 15 Years
1	20%	20%
2	15%	15%
3	12%	10%
4	10%	8%
5	10%	7%

Choosing a Music Dealer

5-Year Instrument Replacement Plan

Sample Forms:

Schedule A

Instrument	1 st Yr	2 nd Yr	3 rd Yr	4 th Yr	5 th Yr
C Piccolo	XYZ brand \$X,XXX.00				
Oboe		XYZ brand \$X,XXX.00			
Bass Clarinet				XYZ brand \$X,XXX.00	
Bassoon					XYZ brand \$X,XXX.00

Schedule B

Misc./Repairs					
Overhauls					
Supplies					
Music					
Subtotal	\$	\$	\$	\$	\$

3. Telling the Story

MusicAchievementCouncil.org

Telling the Story

Shout it from the Rooftops!

- *ALWAYS* promote the benefits of an education in music.
- Have students tell their stories.
Music Makes the Difference Because. . .
- Become the centerpiece program of your school



Telling the Story

Shout it from the Rooftops!

- Involve your school **faculty** (**don't forget the coaches**) in the music-making process.
- Have **students write letters** inviting decision-makers to concerts to speak, perform, or even conduct.
- Stage a **Music Open House** for your community. Engage little ones/senior population!



Telling the Story

Acknowledge Achievements



- Profile Student Artists – *Student Artist of the Week.*
- Provide *Beginner of the Month* Awards--make it a BIG DEAL!!!



Telling the Story
DATA! DATA! DATA!



DATA



KNOWLEDGE



ACTION

Data leads to Action!

Secondary Fine Arts Enrollment
ENDS Report Compilation

06/07/07

Activities	Student Participation					
	FY02	FY03	FY04	FY05	FY06	FY07
High School Athletic Participation	16,145	15,909	17,242	18,810	TBA	
Middle School Athletic Participation	1,360	1,403	1,445	1,576	TBA	
Student Activities HS Participation	23,141	24,004	23,956	24,230	TBA	
Student Activities MS/JHS...						
...Participation	17,062	17840*	17,015	17,425	TBA	
ES Music Activities	9,329	21,180	23,018	26,841	TBA	
MS/HS Music Course Enrollment	37,370	36,612	43,719	47,487	47,522	51,334
MS/HS Visual Arts Enrollment	N/A	N/A	21,805	22,425	25,186	26,915
**MS/HS Theatre Course Enrollment	N/A	N/A	N/A	N/A	6,533	7,694
**MS/HS Dance Course Enrollment	N/A	N/A	N/A	N/A	3,115	3,981
Total % of K-12 Participation	41%	45%	55%	56%	TBA	
*This data for MS/JHS student activities participation has been revised to correct a						
typographical error in the data reported in 2002-03.						
	**New to Report in FY06					

Telling the Story: Engage the Parents! Start a “Parent/Principal” Band



MusicAchievementCouncil.org

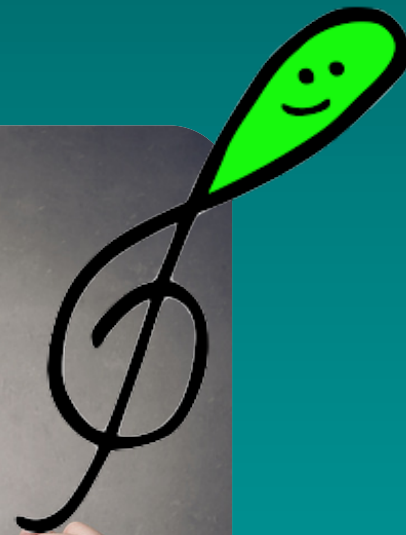
Telling the Story: The Parent/Principal Band



Spread the Word



Your Enthusiasm is
What Matters!



It's NEVER TOO EARLY to Plant the Seed!



CBS EVENING NEWS WITH NORAH O'DONNELL **On the Road**



MusicAchievementCouncil.org

It's NEVER TOO EARLY to Plant the Seed!

MusicAchievementCouncil.org

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

Contact Information

Marcia Neel

marcia@musicedconsultants.net

@MusicEdConsult on Twitter

702.361.3553



Monthly Recruitment & Retention Reminders

msfq.org/guide



@MusicAchCouncil
msfq.org/guide



FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION



Thanks also to these Quality Companies!



D'Addario



EASTMAN



HAL•LEONARD®



Trevor James



YAMAHA

nammfoundation.org/fpndoc