



CHARTING THE COURSE

From Classroom to Career

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**WHAT DID YOU WANT TO BE WHEN YOU
WERE IN MIDDLE OR HIGH SCHOOL?**



SESSION GOALS & OBJECTIVES



- ✦ Discuss why career exploration matters in music education
- ✦ Discover practical ways to incorporate career exploration into your classroom and ensemble rehearsals
- ✦ Experience hands-on activities that simulate real world music career scenarios
- ✦ Explore links between career exploration, student engagement, identity, and purpose while connecting to workforce readiness





SETTING THE STAGE: THE MUSIC CAREER LANDSCAPE

**CONSIDER
A CAREER
IN MUSIC!**

Did You Know?



Music careers offer substantial financial stability, with median annual incomes ranging from \$49,000 to \$79,000, and leadership roles commanding salaries upwards of \$230,000 and much more....

A career in the music industry, surrounded by creative, diverse, and passionate individuals, offers unlimited opportunities for a purpose-driven, fulfilling life in music.

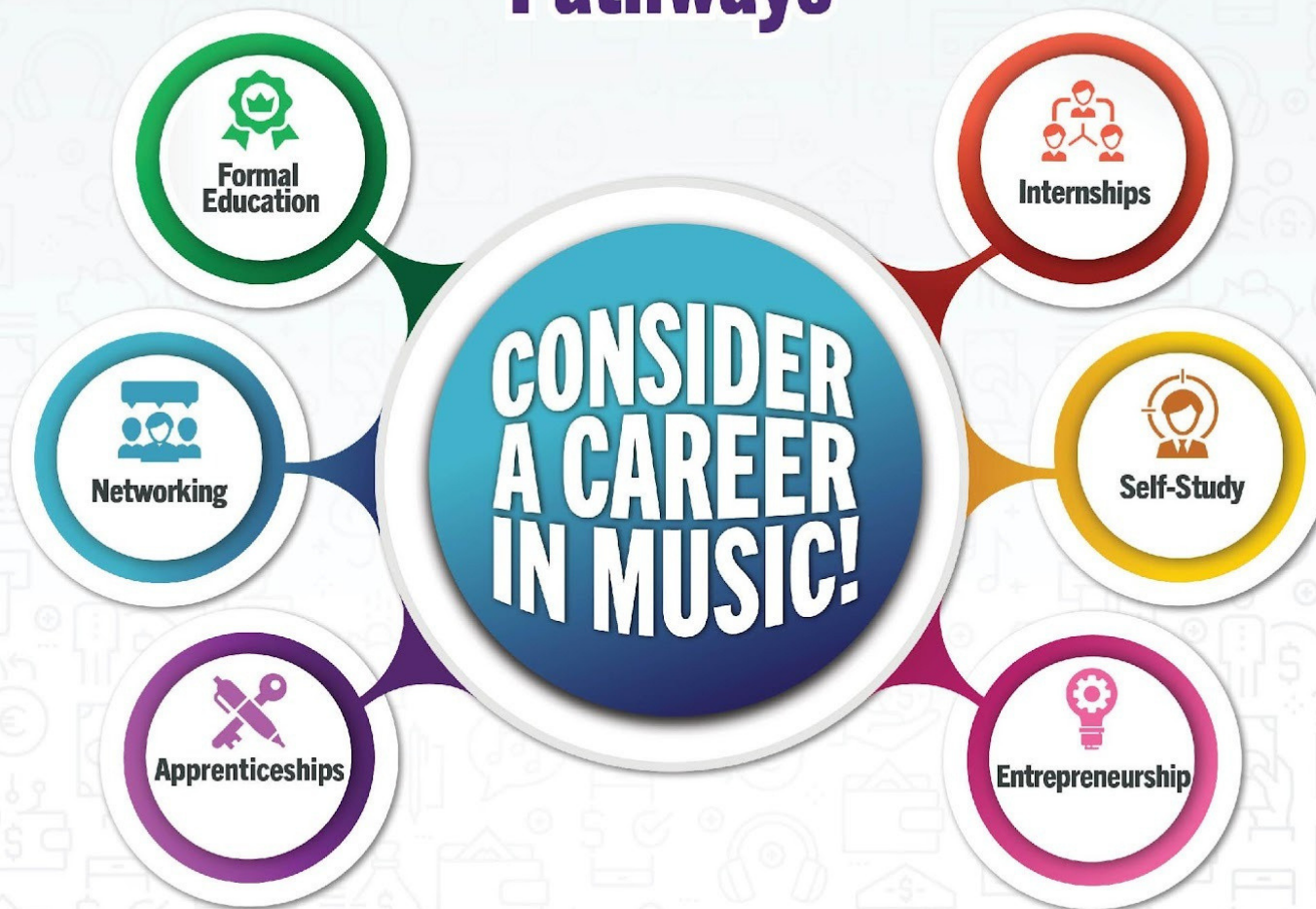


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66 Nationally, 673,656 businesses are involved in the creation or distribution of the arts, employing 3.48 million people. These numbers continue to increase.”

Pathways



Careers In Music

The music industry is a dynamic and continuously evolving community of passionate people enjoying viable, sustainable, purpose-driven careers. A profession in music offers numerous opportunities beyond the traditional paths of performer and teacher.



Accountant / Promoter Rep

When it comes to touring with bands, multiple roles are essential. Dave Norman outlines several key positions necessary...



Musician / Composer

Multi-Grammy winner Herbie Hancock initially studied electrical engineering, believing he would never be able to unit...



Category Manager / Buyer

Jennifer Hoffman had plans to pursue a career as a medical doctor; but a summer job at a music store during college c...



CEO / Event Manager

Kevin Lyman, a live event production, and concert tours veteran, believes there has never been a better time for you...



Financial Controller

Monique Collins, who played the flute during her school years, merges her passion for music with her expertise in mat...



Musician / Professor

Chad Huval, an Associate Professor at the University of Louisiana, has established a department dedicated to traditio...



Music Products Retailer / General Manager



Vice President / Entrepreneur



Director of Supplier Operations





**HOW DO OUR
STUDENTS GET TO
SEE THEMSELVES IN
THESE ROLES?**



The Concert as Career Lab: Expanding Access & Opportunity through Authentic Music-Making

*How a Single Concert
Can Open Doors
to Dozens of Careers*



CONSIDER
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What if EVERY Concert You Planned Became a Student Career Lab?



**How many jobs did you just witness that
were NOT about playing an instrument?
List every job you can think of.**

Use the [mentimeter](#) to list the jobs
that come to mind. Do not use spaces
so that your phrase stays together!
(i.e. musiccopyrightlawyer)



Real-World Career Connections

Student Opportunities

Program Designer

Arts administration, event planning

Students design program layout, write bios

Stage Crew & Logistics

Production management, live
sound, lighting

Students manage stage flow, cues, mics

Publicity Team

Marketing, social media management

Students create posters, social posts, press
releases

Photographer / Videographer

Content creation, music journalism

Students shoot and edit media

Master of Ceremonies

Broadcasting, public speaking

Students script transitions and host

Community Liaison

Nonprofit engagement, donor
relations

Students coordinate sponsors, volunteers

Recording & Editing

Audio engineering, music tech

Students capture, mix, and publish recordings

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The Equity Lens: When We Redefine Participation, We Redefine Access

Some students don't see themselves as "performers" but do see themselves as creators, editors, or producers.

We can lose students not because they aren't musical, but because we aren't showing them enough ways to belong.

Inclusive concert planning = Inclusive music education.

Representation is not just who's on stage, but who helped build it...
it takes a village!



The Redesign Spirit: **Your NEXT Concert as a Career-Connected Event**

If your next concert had to provide at least five student career experiences beyond performance, what would they be?

Arts & Media Production

Technology/Sound Engineering

Marketing & Communications

Leadership/Project Management

Event Logistics

Partnerships

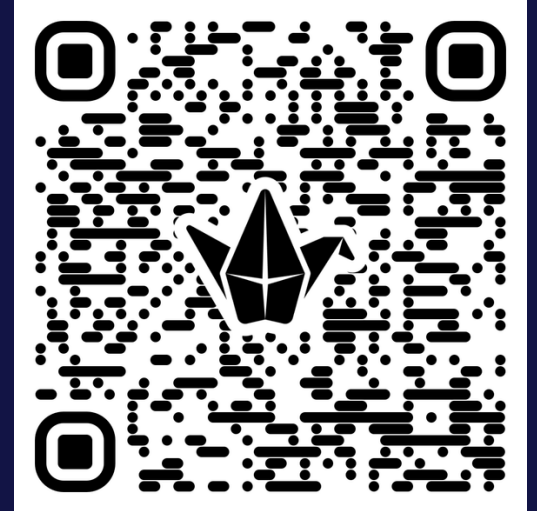
*Each of these tie to a career pathway in Arts, AV Technology, or Communications—
areas needing more equitable student participation.*



- Arts and Media Production
- Marketing and Communications
- Event Logistics
- Technology and Sound Engineering
- Leadership and Project Management
- Partnerships



Padlet Activity



Add careers in music that align to the categories on this slide. Use a different 'post-it' for each career!

Examples:

- Student podcast pre-show interview
- Lighting crew playlist designer
- Program copywriter featuring student bios
- Concert photographer
- Instagram curator

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Every Concert is a Career Fair We Just Have to Invite Students Into the Jobs!

What one idea will you take away from this exercise?

FREE DOWNLOAD:

*The Concert as Career Lab:
10 Ways to Transform
Performance Preparation
into Career-Connected Learning*



**CONSIDER
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Expand your Curriculum into CAREER PATHWAYS that include:

- Arts and media production
- Marketing and communications
- Event logistics and entrepreneurship
- Technology and sound engineering
- Leadership and project management
- Community Partnerships

All of these can connect to CTE frameworks, DEIA initiatives, and real student agency.



GIVING STUDENTS THE REINS: AGENCY IN THE CLASSROOM



- ✦ Choice boards for projects
- ✦ Career-themed units of “Career of the Month”
- ✦ Job shadowing, internship or apprentice roles
- ✦ Guest speakers and virtual interviews
- ✦ Ready-made substitute plans
- ✦ Career Fair connections
- ✦ Connecting content to career skills (critical thinking, collaboration, communication, time management)
- ✦ Leadership opportunities in specific areas of production (concert programs, performance notes, MC/speaking, marketing, music library management, sound engineering)





BUILDING A FUTURE-READY CULTURE



- ✦ Aligning to school and district priorities
- ✦ The arts, economic prosperity, and job market
- ✦ Transferable skills developed in the music classroom



VIRGINIA ARTS & CULTURE ANALYSIS

\$82.7 million in total tax revenue to federal, state, and local in 2022



[Americans for the Arts – arts action fund](#)

VIRGINIA ARTS FACTS

**FOR-PROFIT & NON-PROFIT
ARTS & CULTURE SECTORS REPRESENT**

2.67% State's GDP **119,011** Jobs



\$19.3 BILLION Arts & Culture



\$3.03 B Agriculture & Forestry



\$10.1 B Utilities

The Virginia arts and culture sector was a **\$19.3 billion** industry in **2022** (**2.67%** of the state's GDP), representing **119,011 jobs** (**2.8%** of Virginia's workforce), and total compensation of **\$10 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#) (2024). Data collected for 2022.

PARTNERING WITH OTHERS



- ✦ Give counselors and administrators the accurate and necessary information to highlight careers in music
- ✦ Support Career Days
- ✦ Assist with job shadowing, internships, apprenticeships, and career information





**ONE IDEA I'M
EXCITED TO TRY
IS....**



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Resources



nfhs.org



nammfoundation.org



teachmusic.org



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RESOURCES & CONTACT



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