



## The Concert as Career Lab: 10 Ways to Engage More Students

Expanding Access • Building Skills • Connecting to Real-World Careers

Every concert you plan already holds dozens of opportunities to help students develop marketable skills, leadership capacity, and a deeper sense of belonging. By assigning authentic “concert team” roles, educators can transform performance preparation into *career-connected learning* — especially for students who may not see themselves represented in traditional performance settings.

### **1. Publicity & Promotion Team**

**Career Connection:** Marketing, communications, public relations

**Student Equity Impact:** Invites creative students who excel in design, writing, or social media to take ownership of promoting their ensemble.

**Skill Development:** Branding, audience outreach, storytelling, and collaboration.

### **2. Stage & Production Crew**

**Career Connection:** Event production, logistics management, technical theater

**Student Equity Impact:** Provides a hands-on role for students who prefer behind-the-scenes problem solving.

**Skill Development:** Time management, organization, teamwork, and adaptability.

### **3. Audio & Recording Engineer**

**Career Connection:** Sound engineering, live audio, recording arts

**Student Equity Impact:** Empowers tech-minded students — often underrepresented in performance — to lead through innovation.

**Skill Development:** Technical proficiency, spatial awareness, quality control.

### **4. Master of Ceremonies (MC)**

**Career Connection:** Broadcasting, public speaking, hosting

**Student Equity Impact:** Builds confidence and representation on stage for students who may not perform musically.

**Skill Development:** Script writing, communication, leadership presence.

### **5. Program Designer / Editor**

**Career Connection:** Graphic design, publishing, editing

**Student Equity Impact:** Engages artistic and detail-oriented students in visual storytelling.

**Skill Development:** Layout, typography, editing, and cultural awareness.

## **6. Composer / Arranger Feature**

**Career Connection:** Composition, arranging, publishing

**Student Equity Impact:** Gives creative voice to students who want to write or adapt music that reflects their own culture or community.

**Skill Development:** Creativity, notation, collaboration, and aesthetic literacy.

## **7. Historian / Archivist**

**Career Connection:** Journalism, library science, digital archiving

**Student Equity Impact:** Honors diverse stories and legacies within the ensemble.

**Skill Development:** Research, documentation, and historical reflection.

## **8. Community & Partnership Liaison**

**Career Connection:** Nonprofit management, arts administration, public service

**Student Equity Impact:** Builds connections with families, businesses, and civic organizations — strengthening inclusion.

**Skill Development:** Advocacy, networking, and relationship management.

## **9. Visual / Media Arts Team**

**Career Connection:** Photography, videography, content creation

**Student Equity Impact:** Welcomes visual artists into the ensemble experience.

**Skill Development:** Creative direction, editing, and storytelling through imagery.

## **10. Merchandising & Entrepreneurship Team**

**Career Connection:** Business, finance, entrepreneurship

**Student Equity Impact:** Expands ownership and relevance for students interested in commerce and innovation.

**Skill Development:** Budgeting, marketing, sales, and leadership.

### **Contact Information:**

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