

Data for 2025 Texas Fine Arts Administrators Conference

According to forecasts from the Texas Workforce Commission, creative sector employment is projected to increase by over 24%, creating 225,000 net new jobs by 2032. (2025 State Report, Texas Cultural Trust)

Understanding the National Landscape in Music Education

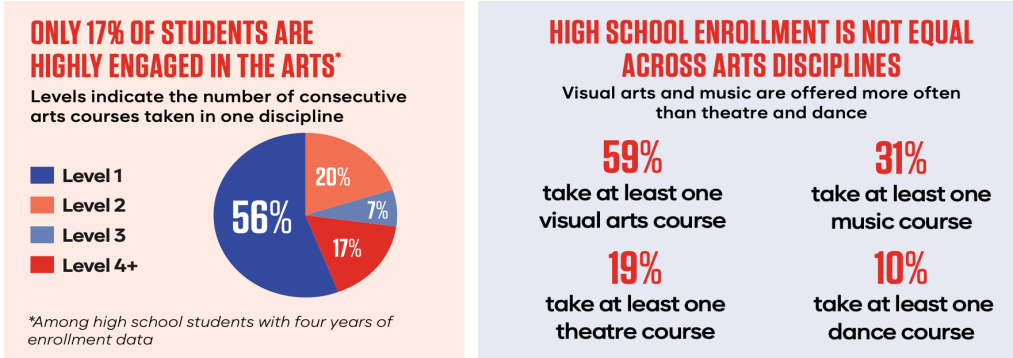
- 92% of students have access to music education
- 55% of students participate in music education = more than 27 million students
- 8% of students do not have access = nearly 4 million students

Music Participation by Grade Level (National Level)

- Elementary = 87% Compulsory
- Middle School = 56% Choice
- High School = 20%
- High School Visual Arts = 30% *Why is this a higher percentage?*
 - LACK OF INTRODUCTORY COURSES IN MUSIC ED: If students miss the enrollment window in grades 4-6, it's difficult to catch up
 - ARE THERE PATHWAYS FOR STUDENTS TO START MUSIC? YES!
Careers in Music through **Music Technology, Audio Engineering, Music Business**

Comparing the Texas Landscape in Music Education

<https://txculturaltrust.org/what-we-do/artcan/state-of-the-arts-report/>



- **12% of economically disadvantaged students** are highly engaged in the arts however **23% of non-economically disadvantaged students** are highly engaged in the arts.
- Students who take at least one music course are more likely to pursue higher level music coursework. Among these students, **54% of economically disadvantaged students** go on to take three or more music courses, compared to **75% of non-economically disadvantaged students**.

Music and Careers in Music in Texas is BIG BUSINESS

- \$31.7 Billion ANNUAL Economic Activity (TX Music Office*)
- 196,000 Permanent Jobs Supported (TX Music Office*)

- 960,000 People Employed in Creative Careers—1 in 14 jobs (TX Cultural Trust)
- \$564 Million in Tax Revenue from Above Impacts (TX Music Office*)
- \$8.2 Billion Music Industry Contribution to 2020 GDP (Secretariat)
- 16,000 Arts and Culture Industry Business
- 12,408 Music Establishments (Secretariat/NIVA)
- 13,704,658 Fans Served (NIVA)
- 17,601 Royalty Recipients (SAG-AFTRA/SoundExchange)
- 127,993 Songwriters (ASCAP, BMI, GMR, SESAC)

[*https://gov.texas.gov/music/page/economic-impact-study](https://gov.texas.gov/music/page/economic-impact-study)

Texas Friendly Programs

- **Music Friendly Texas:** The program's goal is to foster economic development and job growth related to the music industry by helping cities create a supportive environment for musicians, venues, and businesses.
- **Film Friendly Texas**
Film Commission's Film Friendly Texas program connects media professionals with local experts across the state to support productions.
- **Film Industry Incentives:** The Texas Moving Image Incentive Program (TMIIIP) is designed to build the economy through the moving image industry by creating jobs in Texas.
- **Digital Media Friendly Texas**
Connecting digital media professionals with local experts, Digital Media Friendly Texas provides training to grow and attract talent across the state.

Conclusion:

Texas stands at the intersection of strong student interest in the arts, proven economic contributions of its music industry, and state-level initiatives aimed at expanding arts access. With over **27 million K–12 students nationwide participating in music** and Texas ranking **third in the U.S. for employment and compensation in arts and culture (2022 Bureau of Economic Analysis-2023 Not Yet Ranked)**, supervisors are uniquely positioned to advance both equity and workforce readiness.

The Governor's office, the Texas Music Office, and organizations such as the Texas Cultural Trust and Texas Commission on the Arts are explicitly tying arts participation to economic growth, workforce readiness, and equitable access. Supervisors must align their district strategies with this momentum.

Key Impacts for Texas Fine Arts Administrators

1. Music as Economic Driver

Administrators can frame music as a **career pipeline** that fuels the Texas arts economy. How can we expand curriculum to address careers?

2. Equity in Access

Reports show gaps in access to instruction and elective offerings, particularly in under-resourced communities. How can we close these opportunity gaps by engaging more students?

3. **On-Ramp Expansion**

Participation data confirms the steep decline from elementary to high school particularly in music. Can we reverse this trend by implementing new entry points (music technology, music industry studies, audio production) beyond traditional ensembles.

4. **Workforce Skills & CTE Alignment**

Administrators have the opportunity to embed 21st-century skills—collaboration, communication, digital fluency—into arts courses while also aligning offerings with **Career and Technical Education (CTE)** pathways.

Potential Action Steps

1. Expand On-Ramps

- Introduce **Music Technology, Modern Band, and Audio Production** courses in grades 7–10.
- Create **late-entry pathways** through Summer Jumpstart programs or “Start Now” sections that allow students to begin music beyond 6th grade.

2. Align with Workforce Development

- Collaborate with the **Texas Music Office** to highlight local industry needs.
- Partner with recording studios, AV companies, and festivals for student internships and shadowing aligned with **CTE Practicum credit**.

3. Strengthen Equity & Access

- Conduct a district-wide **instrument equity and inventory audit**.
- Prioritize campuses with low course variety or non-certified arts instruction for staffing, funding, and professional development.
- Advocate for protected instructional time in secondary schedules.

4. Leverage State Partnerships

- Apply for **Texas Commission on the Arts (TCA) grants** and utilize the Touring Artist Roster to bring diverse performances to schools.
- Use **Texas Cultural Trust’s State of the Arts data** in board presentations to emphasize the measurable academic and workforce benefits of arts access.

5. Build Dashboards

- Report quarterly on: retention rates, credentialed staffing, course variety, instructional minutes, and student workforce readiness experiences.
- Frame data in terms of **TEKS alignment and economic impact** for superintendent and board audiences.

6. Teacher Pipeline & Professional Learning

- Address certification gaps by funding professional development in Orff, Kodály, and music technology.
- Create **districtwide PD strands** in DAWs, podcasting, and live sound to quickly scale new course offerings.

Takeaway

There is strong evidence that arts education policy-makers are increasingly positioning arts education work as serving both student equity and economic (or workforce/economic development) goals. Texas Fine Arts Administrators may want to seek to position their work as both **student equity leadership** and **economic development leadership**. By expanding on-ramps, strengthening equity, and tying music to workforce pathways, arts administrators can ensure that music programs are not only sustained but are vital contributors to Texas’s culture, economy, and student success. Support documents include:

- Article: (2025) *Is CTE the Future of Arts Career Pathways?*
https://www.k12dive.com/news/is-cte-the-future-of-arts-programming/752208/?utm_source=chatgpt.com

This a very useful connection for your retention/transition work: if you can show that music/band/ensemble programs are aligned with CTE, then administrators see them as part of the “pathways to careers” portfolio — not just extracurricular enrichment. That helps with funding, sustainability, justification of your “Culture of Excellence” retention strategies.

Resources

- Texas Music Office: <https://gov.texas.gov/music/tmir>
- NIVA (National Independent Venue Association)
<https://static1.squarespace.com/static/5e91157c96fe495a4baf48f2/t/68e5b93fbdf678294e0319e4/1759885631964/2025-NIVA-State-of-Live-Report-TX.pdf>
- A2IM (American Association of Independent Music)
<https://a2im.org/advocacy/>
- Secretariat: The U.S. Music Industries: Jobs and Benefits 2024 Report
<https://secretariat-intl.com/wp-content/uploads/2024/11/The-U.S.-Music-Industries-Jobs-Benefits-2024-Report.pdf>
- Texas Cultural Trust (2025 Report)
<https://txculturaltrust.org/what-we-do/artcan/state-of-the-arts-report/>

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