

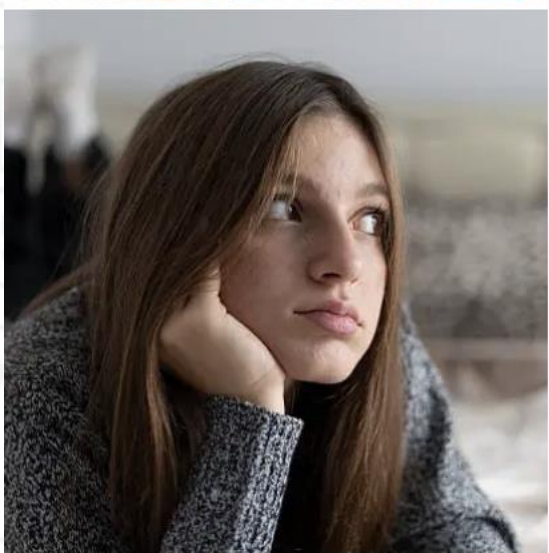
Future-Ready Music Programs for All Students



Dr. Joe Clark
Marcia Neel
February 14, 2026



**CONSIDER
A CAREER
IN MUSIC!**



THINK BACK:

**What did you
want to be
when you grew
up?**



CONSIDER
A CAREER
IN MUSIC!

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



**CONSIDER
A CAREER
IN MUSIC!**

Did You Know ?



Music careers offer substantial financial stability with median annual incomes ranging from \$55,000 to \$80,000, and leadership roles commanding salaries upwards of \$230,000?

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



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.”

CONSIDER
A CAREER
IN MUSIC!

2025 State Report

The creative sector employment is projected to increase by over 24%, creating 225,000 net new jobs by 2032. (Texas Cultural Trust)



Impact and Action Steps

View Music as Economic Driver: Frame music as a career pipeline that fuels the Texas arts economy. Build dashboards and frame data in terms of TEKS alignment and economic impact.

Expand Curricular On-Ramps: Increase participation by implementing new entry points (music technology, music industry studies, audio production).

Workforce Skills & CTE Alignment: Embed workforce skills developed in music into courses while also aligning offerings with Career and Technical Education (CTE) pathways. (See provided handouts)





**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
A CAREER
IN MUSIC!

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





Milton High School Wind Ensemble





Milton High School Wind Ensemble

View Full Performance of Armenian Dances (Part I) Alfred Reed
<https://www.youtube.com/watch?v=VRBetLgJ7Ns>



How many jobs did you just witness that were NOT about playing an instrument?

List every job you can think of.

Word Cloud Activity



Concert Role	Student Opportunities	Real-World Careers
Program Designer	Students design program layout, write bios	Arts administration, event planning
Stage Crew & Logistics	Students manage stage flow, cues, mics	Production management, live sound, lighting
Publicity Team	Students create posters, social posts, press releases	Marketing, social media management
Photographer/ Videographer	Students shoot and edit media	Content creation, music journalism
Master of Ceremonies	Students script transitions/host	Broadcasting, public speaking
Community Liaison	Students coordinate sponsors, volunteers	Nonprofit engagement, donor relations
Recording & Editing	Students capture, mix, and publish recordings	Audio engineering, music tech
Historian/ Archivist	Students keep timelines/photos	Library science, digital archiving

CONSIDER
A CAREER
IN MUSIC!

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.*



**CONSIDER
A CAREER
IN MUSIC!**

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
- Partnerships

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



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

Arts & Media Production	Marketing & Communications	Event Logistics	Tech/Sound Engineering	Leadership Project Mangmt	Partnerships
<p><i>Padlet Activity from “Career Roles” listed in Slide 14. Choose your faves.</i></p>					



CONSIDER
A CAREER
IN MUSIC!

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*



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



PARTNERING WITH OTHERS

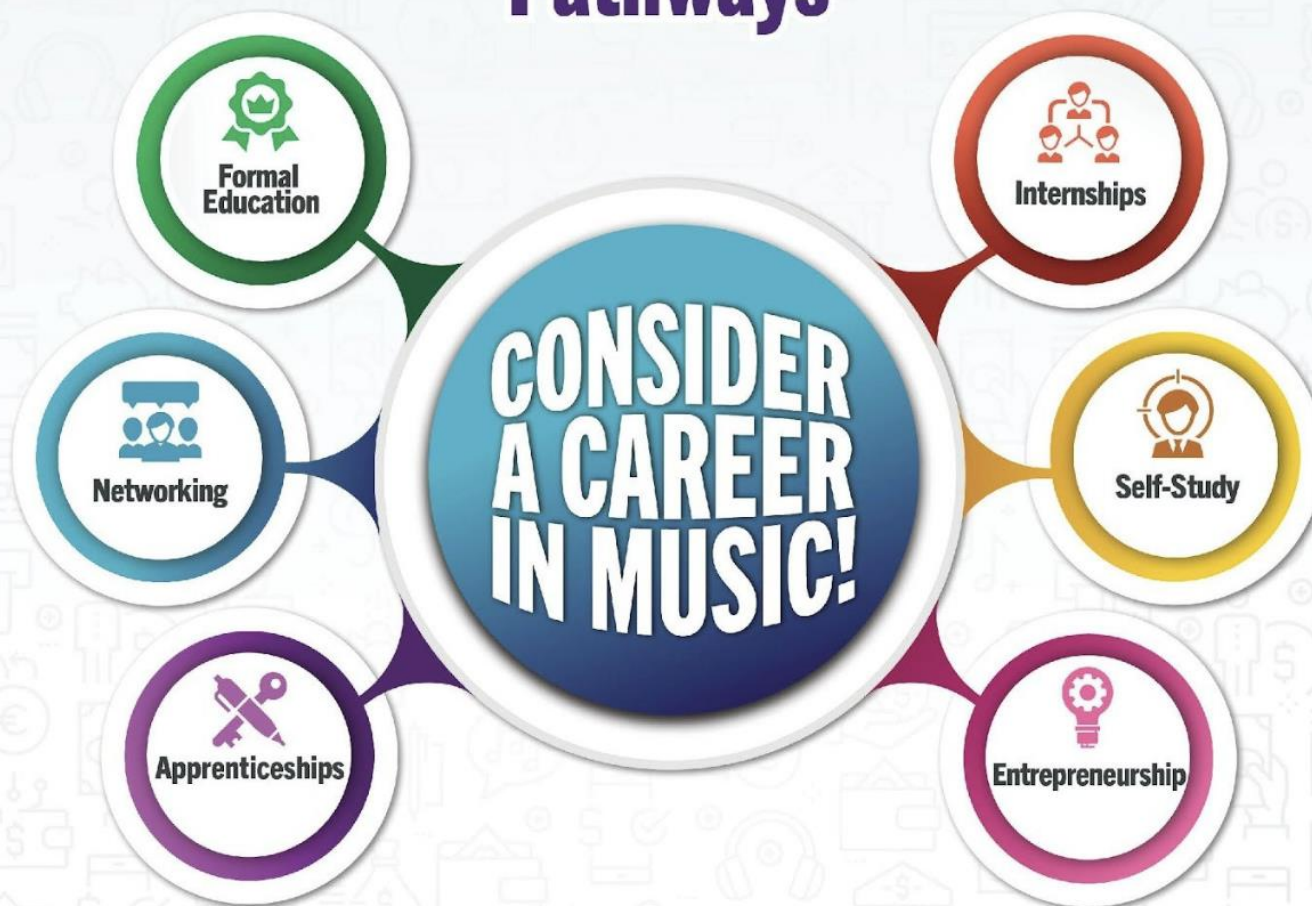


- ✦ Give counselors and administrators the accurate and necessary information to highlight careers in music
- ✦ Support Career Days
- ✦ Assist with job shadowing, internships, apprenticeships, and career information



**CONSIDER
A CAREER
IN MUSIC!**

Pathways





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



**CONSIDER
A CAREER
IN MUSIC!**

Resources & Contact Info



nfhs.org



nammfoundation.org



teachmusic.org

Dr. Joe Clark: joe.clark@humbleisd.net
Marcia Neel: marcia@musicedconsultants.net





**Invest in the
Future of
Music**