

Future-Ready Music Programs for All Students

fmea
Florida Music Education Association

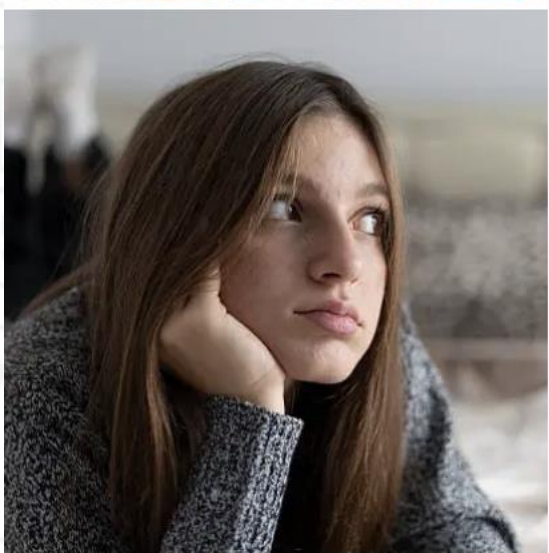
Dr. Annamarie Bollino
Marcia Neel
January 15, 2026



 **YAMAHA**
Make Waves



**CONSIDER
A CAREER
IN MUSIC!**



THINK BACK:

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



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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



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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?



FLORIDA ARTS & CULTURE ANALYSIS

- ✓ \$5.8 billion in economic activity annually
- ✓ \$2.6 billion in direct spending by non-profit arts organizations
- ✓ \$3.2 billion in spending by audiences
- ✓ \$1.1 billion in annual tax revenue

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

FLORIDA ARTS FACTS

THE FOR-PROFIT AND NON-PROFIT ARTS & CULTURE SECTOR REPRESENTS



\$50.8 Billion of the **state's economy**



3.18% of the **state's GDP**



307,615 **jobs** in the state

DID YOU KNOW?

In Florida, the arts & culture sector generates **more than five times** as much economic activity as the agriculture industry.



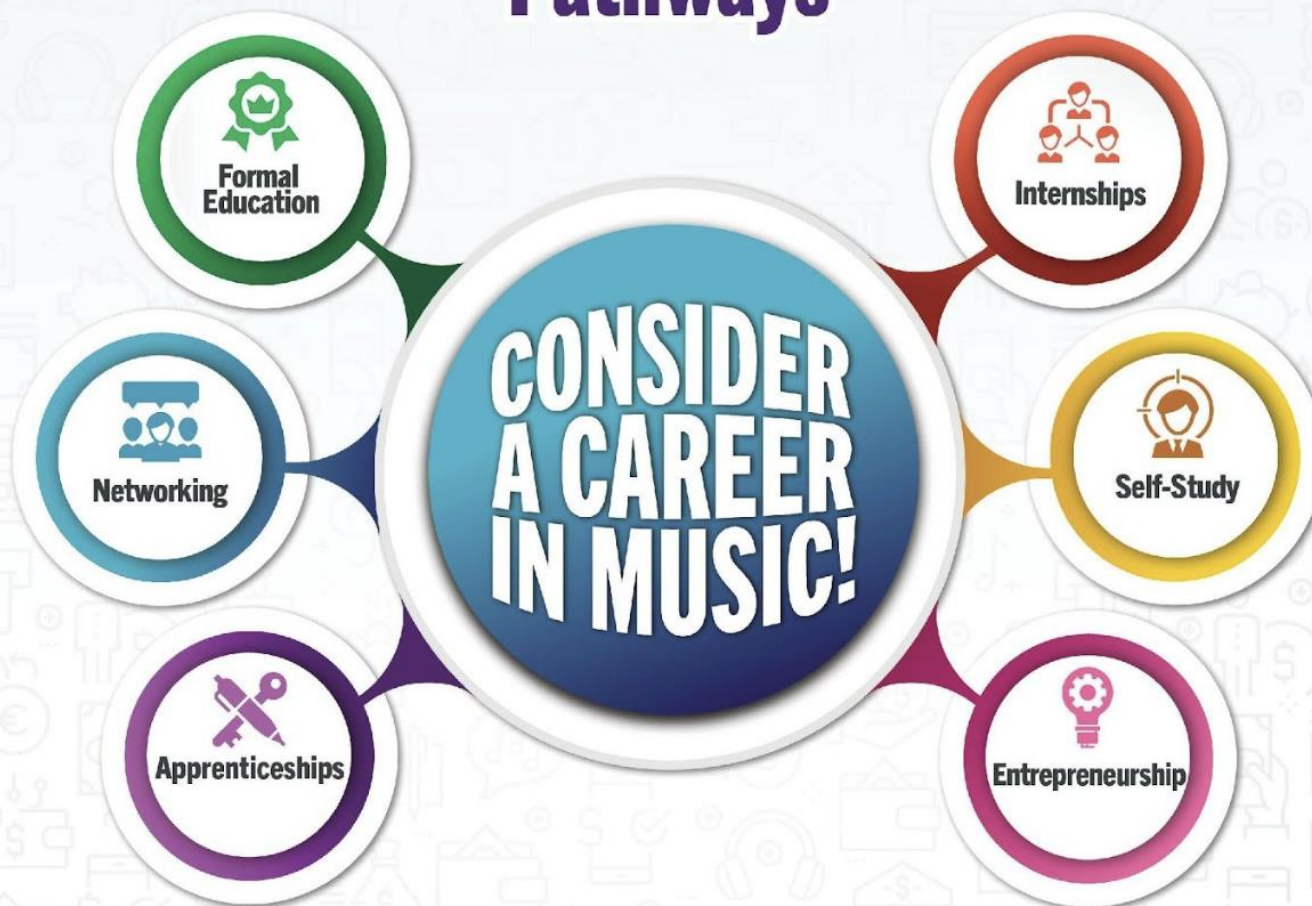
Source: U.S. Bureau of Economic Analysis, 2025

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

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Pathways





**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*



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





Milton High School Wind Ensemble



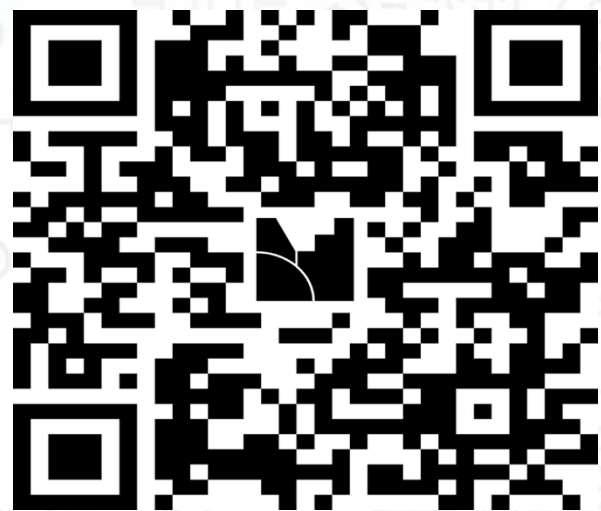
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Milton High School Wind Ensemble



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.



List the jobs you just witnessed that were NOT about playing an instrument.

stage manager
sound technician
lighting design
printer lighting conductor stage hand
music vendor audio engineer musician
sound composer engraver
lightning designer publisher
stage set up ticket seller



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

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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

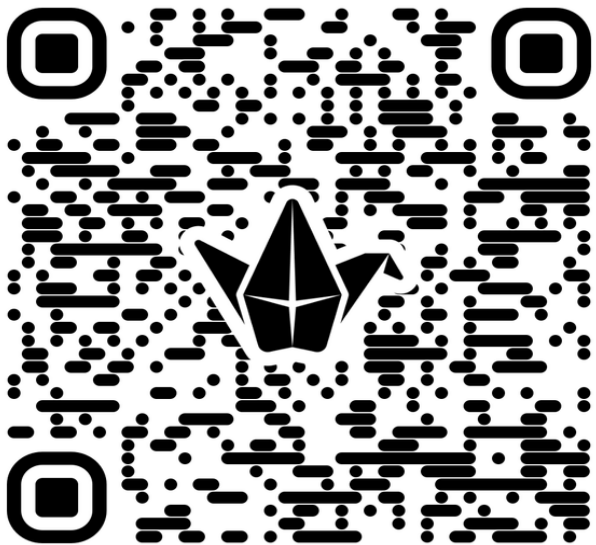
Partnerships

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



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



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

Padlet Activity

Examples:

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



Careers in Music Activity

Arts and Media Production

↻ Program designer

↻ Visuals for the pieces

↻ Show poster designer

Marketing & Communications

↻ Social media marketer

↻ Program Design

↻ Instagram/TikTok Designer

↻ Ticket design

Event Logistics

↻ Loading crew

↻ Costume coordinator

↻ Coordinate food

↻ Ushers

Technology & Sound Engineering

↻ Set up microphones

↻ Audio and/or video recording

↻ Students to record the concert

↻ Cue to cue Playlist

Leadership & Project Management

↻ Stage manager

Partnerships

↩ **Advocacy - inviting community members**

↩ **Sell program ads**



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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
- Partnerships

All of these can connect to CTE frameworks 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



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...**





More Resources & Contact Info



Resource Site



FMEA QR code

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Invest in the Future of Music