

DID YOU KNOW . . .

*The **Music Achievement Council (MAC)** is an action-oriented, non-profit organization whose sole purpose is **to enable more students to begin and continue in instrumental music programs.***



www.musicachievementcouncil.org


DID YOU KNOW . . .

96 percent of public school principals believe that participating in music education encourages and motivates students to stay in school longer.
(Harris Poll)



www.musicachievementcouncil.org

DID YOU KNOW . . .

A young woman with dark hair is shown from the chest up, playing a silver trumpet. She is looking towards the camera with a focused expression. The background is dark, and the lighting highlights her face and the instrument.

An interactive poll confirms that music education at an early age greatly increases the likelihood that a child will grow up to seek higher education and ultimately even earn a higher salary.

(2007 Harris Poll)

www.musicachievementcouncil.org

THE MESSAGE IS...

If you want to be a CEO,
College President, or
even a Rock Star,



TAKE MUSIC!

www.musicachievementcouncil.org

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DID YOU KNOW . . .



82 percent of Americans
who don't currently play
an instrument wish they
had learned to play one.
(Gallup Poll)

www.musicachievementcouncil.org

DID YOU KNOW . . .

All of today's session attendees will receive **FREE COPIES** of:

A Practical Guide for Recruitment and Retention

www.musicachievementcouncil.org



DID YOU KNOW . . .

All of today's session attendees will receive **FREE COPIES** of:

***Tips for Success:
A Guide for
Instrumental
Music Teachers***

www.musicachievementcouncil.org



DID YOU KNOW . . .

All of today's session attendees will receive **FREE COPIES** of:

***Bridging the Gap
between
Middle School
and High School***

www.musicachievementcouncil.org



DID YOU KNOW . . .

First Performance Demo Concert for Band and/or Orchestra features sheet music, parts, sample letters, programs and student certificates for beginning ensembles. Students can perform a composition in seven short weeks with the materials provided!



www.musicachievementcouncil.org

DID YOU KNOW . . .

Three of these publications are provided online at no charge by the **Music Achievement Council**.

They are based on real world strategies shared by the profession's most successful music educators.



Greg Bimm

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Charlie Menghini

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Marcia Neel

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Terry Shade

DID YOU KNOW . . .



Kids' who study
Music
do better in school
and
in Life

www.musicachievementcouncil.org

DID YOU KNOW . . .

Music making has been scientifically proven to:

Exercise the brain

Inspire creativity

Increase productivity

Fight memory loss

Reduce stress

Lower blood pressure

Build confidence

Stave off depression

DID YOU KNOW . . .

*Metropolitan Nashville Public Schools found that **ATTENDANCE RATES ROSE** with increased study in music.*

<i>No Music:</i>	<i>87% Attendance</i>
<i>< 1 Year of Music:</i>	<i>91% Attendance</i>
<i>> 1 Year of Music:</i>	<i>93% Attendance</i>

Metropolitan Nashville Public Schools



Music Makes Us Baseline Research Report



MUSIC MAKES US
inspire create perform

DID YOU KNOW . . .

*Metropolitan Nashville Public Schools found that **DISCIPLINE REPORTS FELL** with increased study in music.*

<i>No Music:</i>	<i>4.34 over 4 years</i>
<i>< 1 Year of Music:</i>	<i>3.75 over 4 years</i>
<i>> 1 Year of Music:</i>	<i>3.23 over 4 years</i>

Metropolitan Nashville Public Schools



Music Makes Us Baseline Research Report



DID YOU KNOW . . .

*Metropolitan Nashville Public Schools found that **GPA**s ROSE with increased study in music.*

<i>No Music:</i>	<i>2.51 Average</i>
<i>< 1 Year of Music:</i>	<i>2.61 Average</i>
<i>> 1 Year of Music:</i>	<i>2.89 Average</i>

Metropolitan Nashville Public Schools



Music Makes Us Baseline Research Report



MUSIC MAKES US
inspire create perform

DID YOU KNOW . . .

*Metropolitan Nashville Public Schools found that **GRADUATION RATES ROSE** with increased study in music.*

<i>No Music:</i>	<i>60% Average</i>
<i>< 1 Year of Music:</i>	<i>81% Average</i>
<i>> 1 Year of Music:</i>	<i>91% Average</i>

Metropolitan Nashville Public Schools



Music Makes Us Baseline Research Report



MUSIC MAKES US
inspire create perform

DID YOU KNOW . . .

*Metropolitan Nashville Public Schools found that **ACT SCORES ROSE** with increased study in music.*

*No Music: **16.95** Eng, **17.20** Math*

*< 1 Year of Music: **17.64** Eng, **17.62** Math*

*> 1 Year of Music: **19.58** Eng, **18.67** Math*

Metropolitan Nashville Public Schools

prelude

Music Makes Us Baseline Research Report



MUSIC MAKES US
inspire create perform

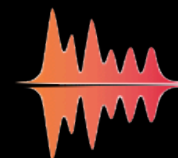
WHAT WAS LEARNED?

*The **MORE** a student participates
in **MUSIC**,
the more **POSITIVE** these
BENEFITS become.*

Metropolitan Nashville Public Schools



Music Makes Us Baseline Research Report




MUSIC MAKES US
we are create perform

FAMOUS QUOTES...

Music has the power of producing a certain effect on the moral character of of the soul. . . . *Aristotle*



FAMOUS QUOTES...

A man in a tuxedo with a white bow tie is playing a guitar. He is smiling and looking down at the instrument. The background is dark and out of focus.

Music furnishes a
delightful recreation
for the hours of
respite from the
cares of the day, and
lasts us through life.

... *Thomas Jefferson*

Bridging the Gap Between Middle School and High School

Marcia Neel

2016 IMEA January 28, 2016



Ellman's Music Center, Inc.

Peter Ellman

JW PEPPER®

Russ Bullis

KIDDER MUSIC

Beth Houlihan



Randy King

MUSIC & ARTS

Paul Bauer



Randy Wood

Quinlan Fabish

George Quinlan

Westmusic

Robin Walenta

Special Thank You!!!!

Allison Vickers Jack Smid Dan Drake



www.musicachievementcouncil.org

Today's Session

WE WANT (TO KEEP) YOU!



The WHAT

The WHY

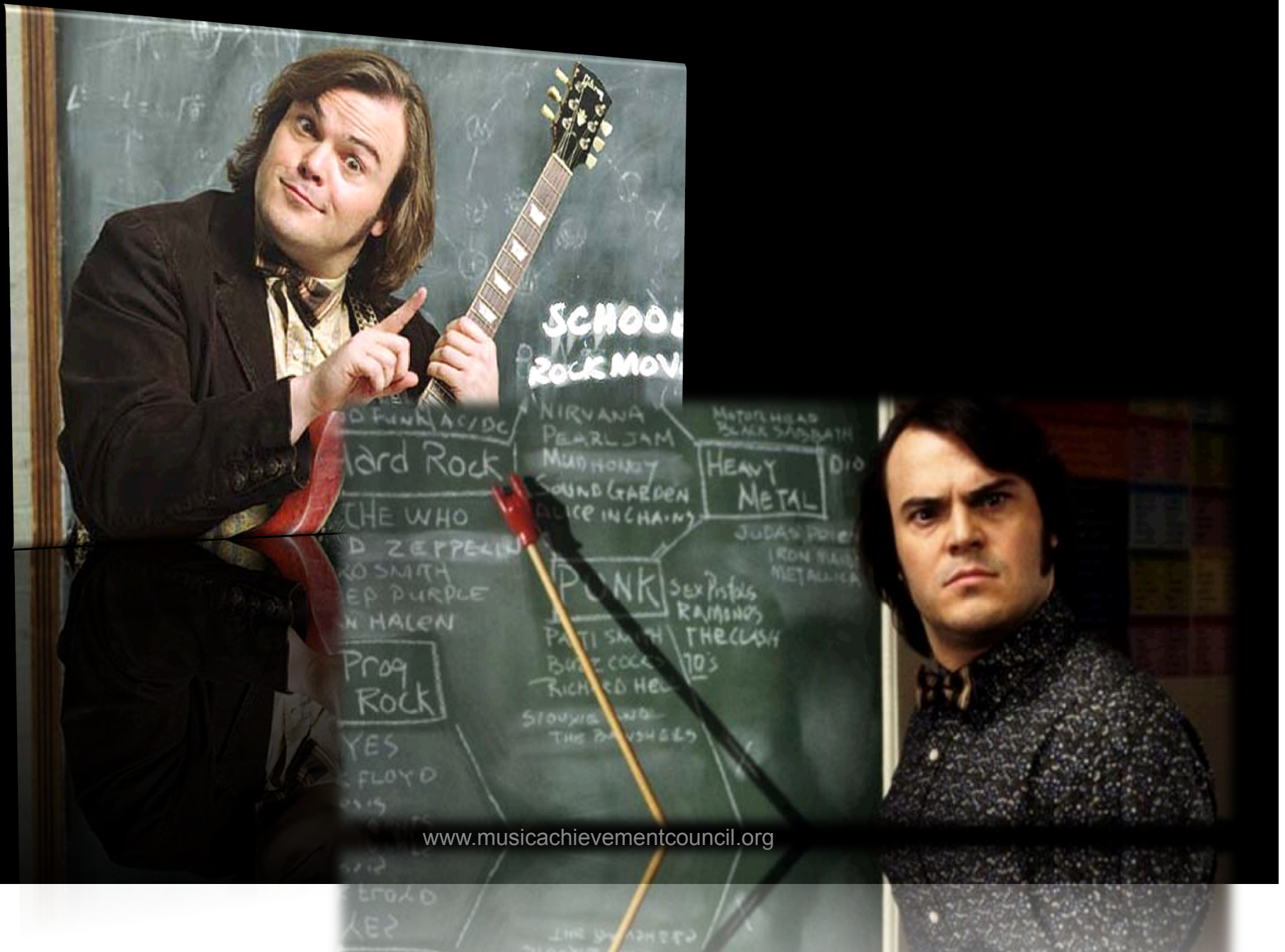
The HOW

WHAT Other Teachers Think I Do!

A hand is shown making the 'L' hand gesture, with the index finger pointing up and the thumb pointing right. The word 'glee' is overlaid in a large, red, sans-serif font. The background is a bright yellow square, and the entire image is set against a black background.

glee

WHAT the Kids Think I Do!



WHAT Society Thinks I Do!



www.musicachievementcouncil.org

WHAT My Mom Thinks I Do!



WHAT I Think I Do!



www.musicachievementcouncil.org

WHAT I Really Get to Do!

Facilitate Success and Fulfillment



www.musicachievementcouncil.org

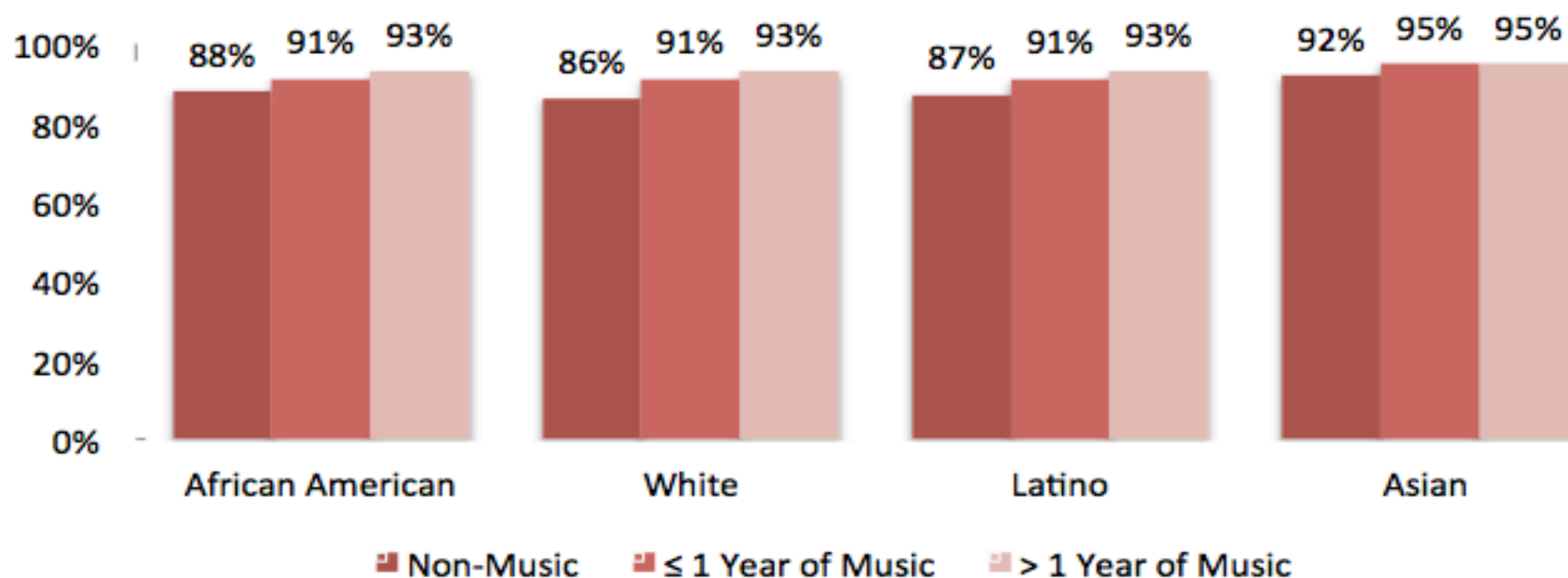
The WHY RECENT FINDINGS *Music Makes Us* *Baseline Research Report*



<http://musicmakesus.org/resources/research>

The WHY ATTENDANCE RATES

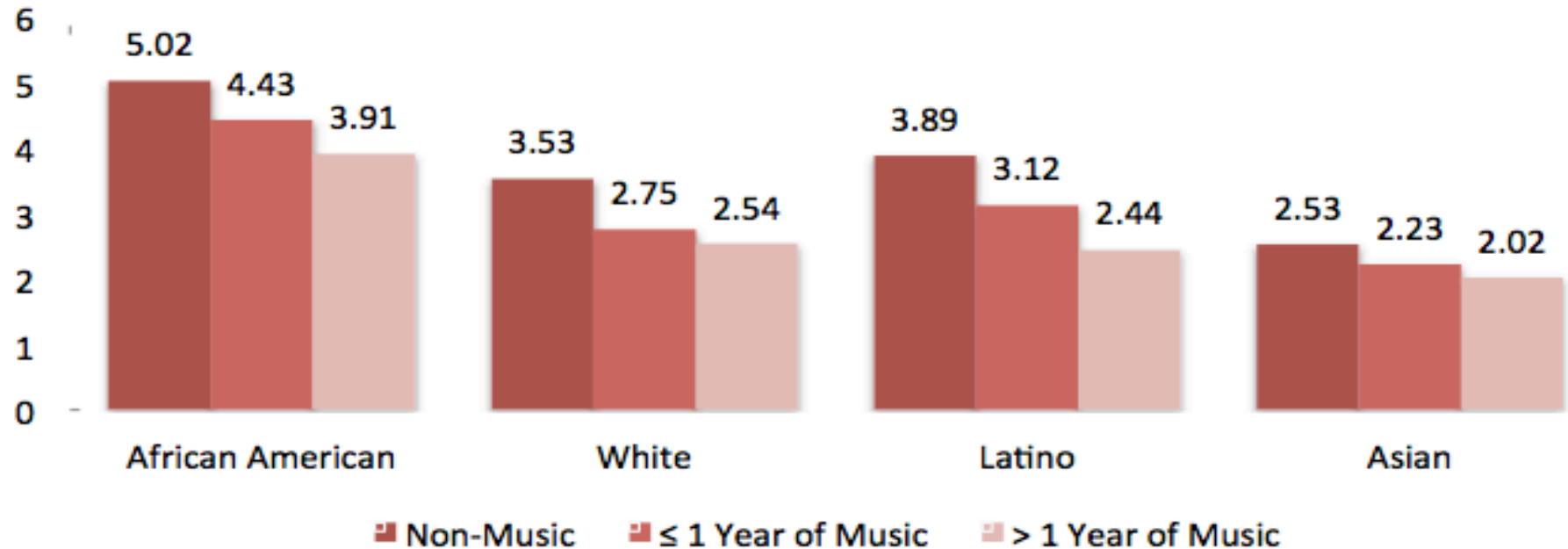
Figure 7. School Attendance Rates by Ethnicity (n=5,742)



<http://musicmakesus.org/resources/research>

The WHY DISCIPLINE REFERRALS

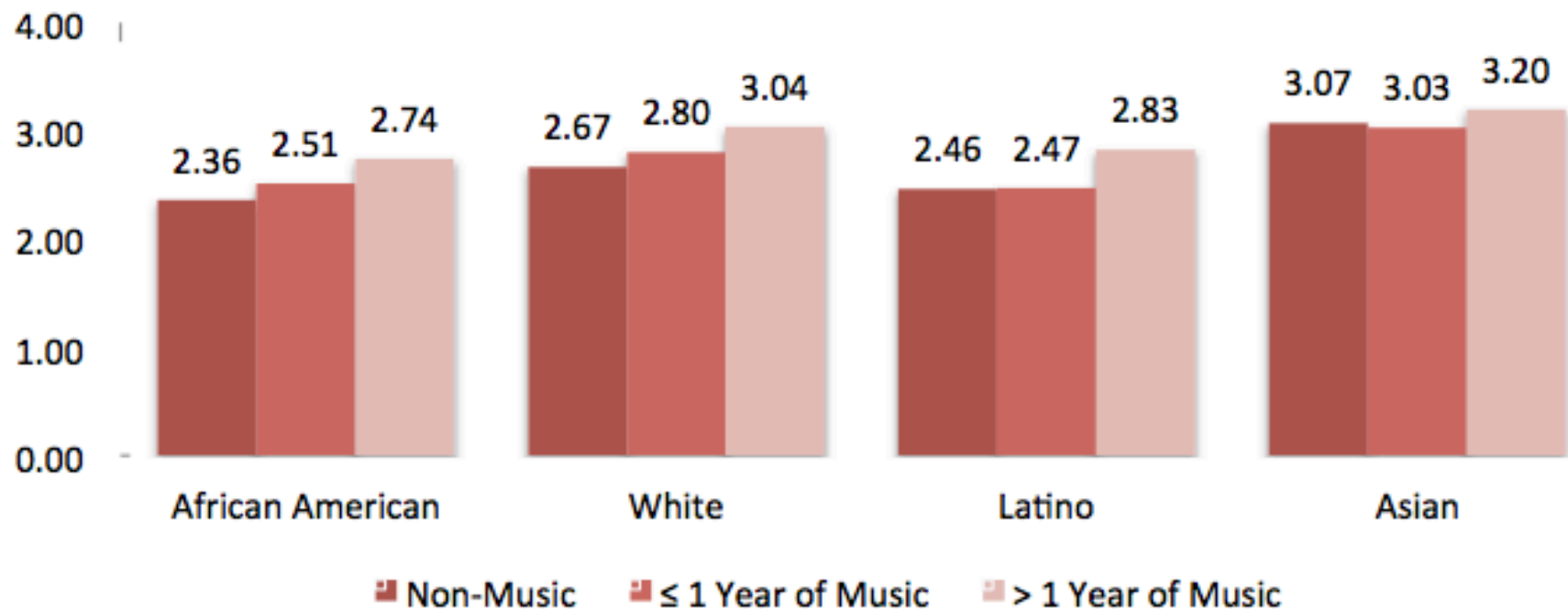
Figure 9. Discipline Referrals by Ethnicity (n=4,490)



<http://musicmakesus.org/resources/research>

The WHY GPA

Figure 11. Grade Point Average by Ethnicity (n=4,119)

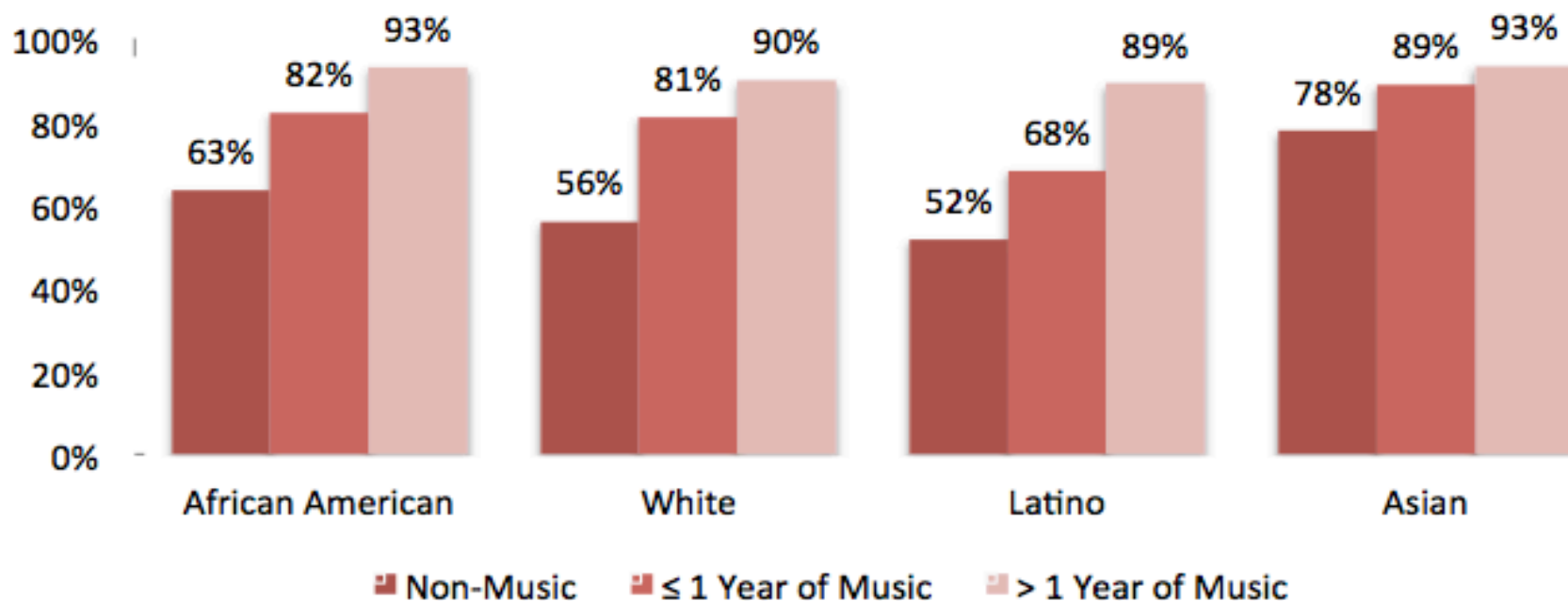


<http://musicmakesus.org/resources/research>

The WHY

ON-TIME GRADUATION RATES

Figure 13. On-time Graduation Rates by Ethnicity (n=4,994)



<http://musicmakesus.org/resources/research>

The WHY

SUMMARY: What Was Learned?

*“The more a student
participates
in music, the more positive
these benefits become.”*

<http://musicmakesus.org/resources/research>

The HOW STRATEGIES TO BRIDGE THE GAP

What Music Educators Can Do

What HS/MS Parents Can Do

What HS/MS Students Can Do

What HS/MS Principals Can Do

What Music Supervisors Can Do

The HOW STRATEGIES TO BRIDGE THE GAP

What Music Educators Can Do:

Work as a district-wide
Music Education TEAM with one goal:

*To ensure continued,
active music-making.*

Build the vision EARLY – ELEMENTARY!

First Performance!

The HOW: First Performance

Build the vision EARLY – **ELEMENTARY!**

The HOW

STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

1. Establish a district-wide **vision**/mission that promotes unity. . .even include a logo and tag line!

Good Examples of Visions (destinations):

A. Life is Good T-Shirts: *A world where all children grow up feeling safe, loved, and joyful.*

B. National Education Association (NEA): *A great public school for all students.*

The HOW

STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

1. Establish a district-wide vision/**mission** that promotes unity. . .even include a logo and tag line!

Good Examples of Missions (purpose):

A. Google: *Google's mission is to organize the world's information and make it universally accessible and useful.*

B. NAfME: *To advance music education by encouraging the studying and making of music by all.*

The HOW

STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

1. Establish a district-wide **vision/mission** that promotes unity. . .even include a logo and tag line!

Good Examples of a **Music Dept Vision/Mission**:

A. XYZ School District Music Education

Department Vision: *A community where all children grow up experiencing the joy of active music-making.*

B. XYZ MED Mission: *To prepare all students for fulfilling, life-long music-making experiences.*

The HOW STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

1. Establish a district-wide vision/mission that promotes unity. . .even include a logo and **tag line!**

GREAT Example of a Tag Line:

A. What happens in Vegas. . .

The HOW
STRATEGIES TO BRIDGE THE GAP
COMMIT as a TEAM to:



The HOW STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

1. Establish a district-wide vision/mission that promotes unity. . .even include a **logo** and **tag line**!
A. Possible XYZ logo and tag line:

What happens in Music. . .

Stays for a Lifetime!

The HOW STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

2. Meet as a district-wide TEAM on a regular basis to establish goals and measure progress.
 - A. Plan performances/activities together
 - B. Conduct each other's ensembles
 - C. Attend each other's performances
 - D. Chaperone each other's trips
 - E. Hang out with each other!

The HOW STRATEGIES TO BRIDGE THE GAP

COMMIT as a TEAM to:

3. Build a “retention” section on all K-12 school music websites. Content could include. . .

A Photo is Worth 1000 Words!

- A. Lots of photos of elementary/middle students with the high school students at cool events (as well as at musical activities).
- B. Lots of photos of elementary/middle parents with the high school parents/students at cool events (as well as at musical activities).
- C. Lots of photos of elementary/middle/high school directors together at cool events (etc.).
- D. Lots of photos of elementary/middle/high school principals together at cool events. (etc.)

A Video is Worth 10,000 Words!



The HOW

Build the vision EARLY—**ELEMENTARY!**

COMMIT as a TEAM to:

4. Show up – Be visible – For everything!
5. Schedule a “Switch Day”
6. Engage parents EARLY!

The HOW

Engage Parents EARLY—*The Parent Band!*



The HOW

What HS/MS Parents Can Do:

1. Schedule a VIP Parent Night at a joint concert/halftime show performance
2. Facilitate events and activities for MS/ES parent groups
3. Host MS/ES parent meetings at the high school
4. Mentor parent leaders of feeder programs

The HOW

What HS/MS Students Can Do:

1. Serve as “Intern Instructors” for FREE Summer Lesson Program for beginning students.



The HOW

What HS/MS Students Can Do:

1. Serve as “Intern Instructors” for FREE Summer Lesson Program for beginning (at-risk) students.
2. Participate ACTIVELY in ALL retention efforts – give “testimonials”

The HOW

Have Students Give “Testimonials”

The HOW

What HS/MS Students Can Do:

1. Serve as “Intern Instructors” for Summer Lesson Program for beginning students
2. Participate **ACTIVELY** in ALL recruitment efforts – give “testimonials”
3. Remain engaged with former programs
 - A. Mentor upcoming students. . .Give back!
 - B. Coach upcoming students.
 - C. Serve that program: Usher, sell refreshments

The HOW

What HS/MS Students Can Do:

1. Serve as “Intern Instructors” for Summer Lesson Program for beginning students
2. Participate **ACTIVELY** in ALL recruitment efforts – give “testimonials”
3. Remain engaged with former programs
4. Write letters of invitation (Big Bro/Sis) and congratulations as appropriate

The HOW

What HS/MS Students Can Do:

4. Write letters of invitation (Big Bro/Sis) and congratulations as appropriate

“Congratulations!

You have been chosen to
play (insert instrument)
in the (name of school) band!”

Giving a “Golden Invitation” to
band/orchestra makes them feel special!”



The HOW

What HS/MS Principals Can Do:

1. Help facilitate recruitment assemblies/ events/activities at feeder schools
2. Work with feeder principals on scheduling
3. Create joint presentation for (feeder) parents
4. Provide opening remarks at each other's concerts

The HOW

What Music Supervisors Can Do:

1. Ensure that faculty sees itself as part of one, K–12 Music Program – build purpose and unity!

The HOW

What Music Supervisors Can Do:

1. Ensure that faculty sees itself as part of one, K–12 Music Program – build purpose and unity!
2. Track articulation/achievement data

Secondary Fine Arts Enrollment
ENDS Report Compilation

06/07/07

Activities	Student Participation					
	FY02	FY03	FY04	FY05	FY06	FY07
High School Athletic Participation	16,145	15,909	17,242	18,810	TBA	
Middle School Athletic Participation	1,360	1,403	1,445	1,576	TBA	
Student Activities HS Participation	23,141	24,004	23,956	24,230	TBA	
Student Activities MS/JHS...						
...Participation	17,062	17840*	17,015	17,425	TBA	
ES Music Activities	9,329	21,180	23,018	26,841	TBA	
MS/HS Music Course Enrollment	37,370	36,612	43,719	47,487	47,522	51,334
MS/HS Visual Arts Enrollment	N/A	N/A	21,805	22,425	25,186	26,915
**MS/HS Theatre Course Enrollment	N/A	N/A	N/A	N/A	6,533	7,694
**MS/HS Dance Course Enrollment	N/A	N/A	N/A	N/A	3,115	3,981
Total % of K-12 Participation	41%	45%	55%	56%	TBA	
*This data for MS/JHS student activities participation has been revised to correct a						
typographical error in the data reported in 2002-03.						
	**New to Report in FY06					

The HOW

What Music Supervisors Can Do:

1. Ensure that faculty sees itself as part of one, K–12 Music Program – build purpose and unity!
2. Track articulation/achievement data
3. Provide sample student schedules

The HOW

What Music Supervisors Can Do:

3. Provide sample student schedules

Algebra I

Wind Symphony

Biology

Music Theory

AP English

Orchestra

Geometry

Jazz Band

Chemistry

Chamber
Ensemble

Algebra II

Algebra XV

Calculus

The HOW

What Music Supervisors Can Do:

1. Ensure that faculty sees itself as part of one, K–12 Music Program – build purpose and unity!
2. Track articulation data
3. Provide sample student schedules
4. Ensure that students receive quality learning opportunities and experiences

A GREAT EXAMPLE: *Foothill HS*

“There is a place. . .”

Check Out All of MAC Online Resources

www.musicachievementcouncil.org



Got SMART Phone?

www.musicedconsultants.net/conference-materials



Thanks to these Quality Companies!
www.musicachievementcouncil.org



@MusicAchCouncil

@MusicEdConsult



Eastman
MUSIC COMPANY



JUPITER
BAND INSTRUMENTS



VIC FIRTH



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