

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 . . .



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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THE MESSAGE IS...

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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 our MAC session attendees receive

FREE COPIES of:

*A Practical Guide
for Recruitment
and Retention*

www.musicachievementcouncil.org



DID YOU KNOW ...

All of our MAC session attendees receive

FREE COPIES of:

Tips for Success: A Guide for Instrumental Music Teachers

www.musicachievementcouncil.org



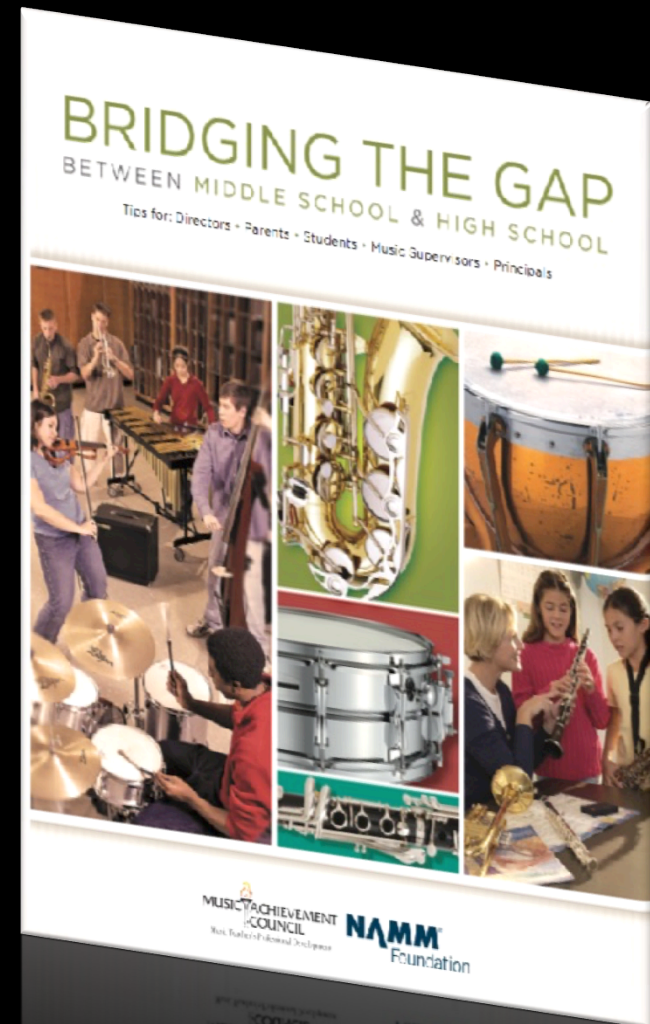
DID YOU KNOW ...

All of our MAC session attendees receive

FREE COPIES of:

*Bridging the
Gap between
Middle School
and High School*

www.musicachievementcouncil.org



DID YOU KNOW . . .

The 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



DID YOU KNOW . . .



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



MUSIC MAKES US
inspire create perform

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



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



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



Music Makes Us Baseline Research Report



MUSIC MAKES US
inspire create perform

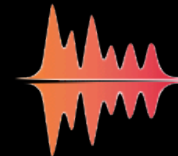
WHAT WAS LEARNED?

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

Metropolitan Nashville Public Schools

prelude

Music Makes Us Baseline Research Report




MUSIC MAKES US
make 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 photograph of a man in a tuxedo with a white bow tie, smiling and playing an acoustic guitar. The image is partially obscured by the text on the right and has a dark, reflective background.

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

... Thomas Jefferson

MAC Update:
*What Music Education
Needs from You!*



NASME

Promoting “our” Message



Recruitment and Retention

WE WANT YOU!



Build the vision EARLY — Elementary

GET 'EM FIRED UP!

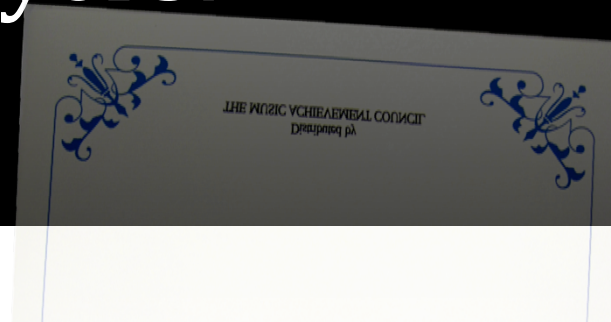
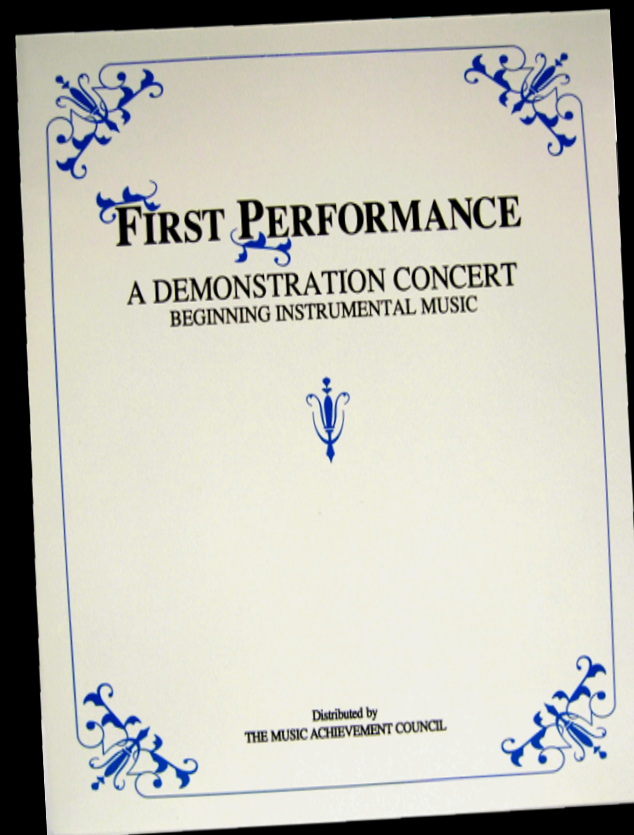
Give a

First Performance

Concert

with Your Beginners!

Involve **Experienced** Players!



Build the vision EARLY — Elementary

Engage the Parents



Broaden Your Base!



Focusing on the Classroom

Recruit: Attract Students *Year-Round*

❑ Instrument demos/petting zoos



Retain: Keep the students you have!





Choosing a Music Dealer

Dealers Support Our Programs by. . .

Providing advocacy materials & recruiting help

Providing regular service calls

Ensuring competitive prices

Offering lease programs for new instruments

Providing folders, posters, calendars, nametags. . .

Serving as a partner to help develop our programs

All YOU have to do is ask!!!

Instrument Replacement: The 5-Year Plan

1. Evaluate the instruments/equipment. Create an **Inventory Record Guide**

Exhibit 1 – Inventory Record Template Guide

Instrument	Inventory Number	Make	Serial Number	New	Date Purchased	Present Value	Present Condition	Remaining Life

HINT: Know your school's Fiscal Policies!

Telling the Story: DATA! DATA! 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					

"Tips for Success" Resource Materials Helpful Videos!

www.MusicAchievementCouncil.org



TIP 4

Quality in a music program is dependent on a high rate of returning students and a reliable feeder network. With many courses competing for the same students, recruiting enough students to keep instrumental and vocal programs healthy is essential. It is the educator's responsibility to sell students and their parents on the value of signing up for an elective course in music.

Taking Action through Positive Experiences

- Among the reasons offered by parents and youngsters for NOT participating in music are a failure to be told about the nature and benefits of ensemble participation; lack of information about costs and available instrument rental plans; and concern over the amount of time that must be devoted in order to participate successfully.
- Music educators are challenged to provide a program that can successfully compete with the many demands on student time both in and out of school. Additionally, many administrators and school boards base their budget decisions on student numbers. A static or declining enrollment may doom music departments to static or declining budgets, staff reductions and reduced course offerings. Recruiting and retaining as many students as possible is vital. Without recruiting, public school music could disappear. You play the crucial role in this ongoing process.



How Can You Help?



Co-sponsor a state MEA session

Provide copies of “First Performance”
to your local schools

Provide professional development
sessions for your teachers

Share our Materials MusicAchievementCouncil.org



Share our Materials MusicAchievementCouncil.org



RESOURCES FOR EDUCATORS

[MAC: A Practical Guide for Recruitment and Retention](#)



[MAC: Tips for Success](#)



[MAC: Bridging The Gap](#)



[MAC: First Performance for Band](#)



[MAC: First Performance for Orchestra](#)



[Music Achievement Council Flash Drive](#)



[MAC: First Performance - A Demonstration Concert](#)



[Striking A Chord: The Public's Hopes and Beliefs for K-12 Education in the United States: 2015](#)





OMEA

January 29, 2016 2:30 PM CC 201



*You CAN Successfully Recruit and Retain
Even MORE Students!*

Marcia Neel



Bill Harvey

JW PEPPER®

John Yehling

KINCAID'S
IS MUSIC

Rick Dustin

MUSIC & ARTS

Renier Fee

NASMD

Pellegrino
Music Center

Jerry Pellegrino

www.musicachievementcouncil.org

2016 IMEA January 28, 2016

*Bridging the Gap Between
Middle School and High School*

Marcia Neel



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
MUSIC COMPANY

George Quinlan

Westmusic

Robin Walenta



www.MusicAchievementCouncil.org

[@MusicAchCouncil](https://twitter.com/MusicAchCouncil) and [@MusicEdConsult](https://twitter.com/MusicEdConsult)



Thanks also to our Wonderful Corporate Partners!



Conn & Selmer



Eastman
MUSIC COMPANY



JUPITER
BAND INSTRUMENTS



The Impact of MAC Sessions

I want to thank you. I had so many ideas in sitting through your workshop on Recruitment for my beginning band program. Your ideas have stuck with me-now 5 months later. My students are completely enjoying playing "Happy Birthday" music all over our building.

The Impact of MAC Sessions

Thank you for the dynamic presentation and very useful information and resources. I appreciated the energy and passion you brought to the session- especially given the fact that it was the late session on a Saturday afternoon. :) And, it was topped off when I was selected as the winner of one of the door prizes which I read on my flight home. Thanks again for the valuable learning experience.

The Impact of MAC Sessions

Thanks so much for the session. I am truly grateful. Again I am honest when I say this, I learned and took away so much from your positive attitude and ideas.. Don't stop what your doing!!

Thanks!!!!!!

The Impact of MAC Sessions

Thanks for a great presentation in Providence! I am sharing your ideas with my colleagues and putting them into action with my own groups!

I want you to know that I absolutely loved your presentation....I thought it was fantastic! There was so much that I got out of it...

Just wanted to say that your session was one of the very best I've ever attended (and I've been in this business 37 years!). Thank you so much for sharing your insights, energy, and enthusiasm. It's deeply appreciated.

The Impact of MAC Sessions

Thank you for a wonderful session. I ended up at dinner that night with one of the attendees from another state. We couldn't stop talking about how great, yet easy, the ideas were and what a big shot of adrenaline the presentation was. I expected the teachers to get a lot out of the session, but was surprised at how many take-aways I left with as a **vendor**. We love what we do and this was a wonderful reminder of just how important it is and in how many ways we can help our school programs.

Terri Viveiros, President

Robert's Musical Instruments

Foothill High School

