



BRIDGING THE GAP



MARCIA NEEL
APRIL 8, 2022



Bridging the Gap Between Middle and High School

WE WANT (TO KEEP) YOU!



The WHAT

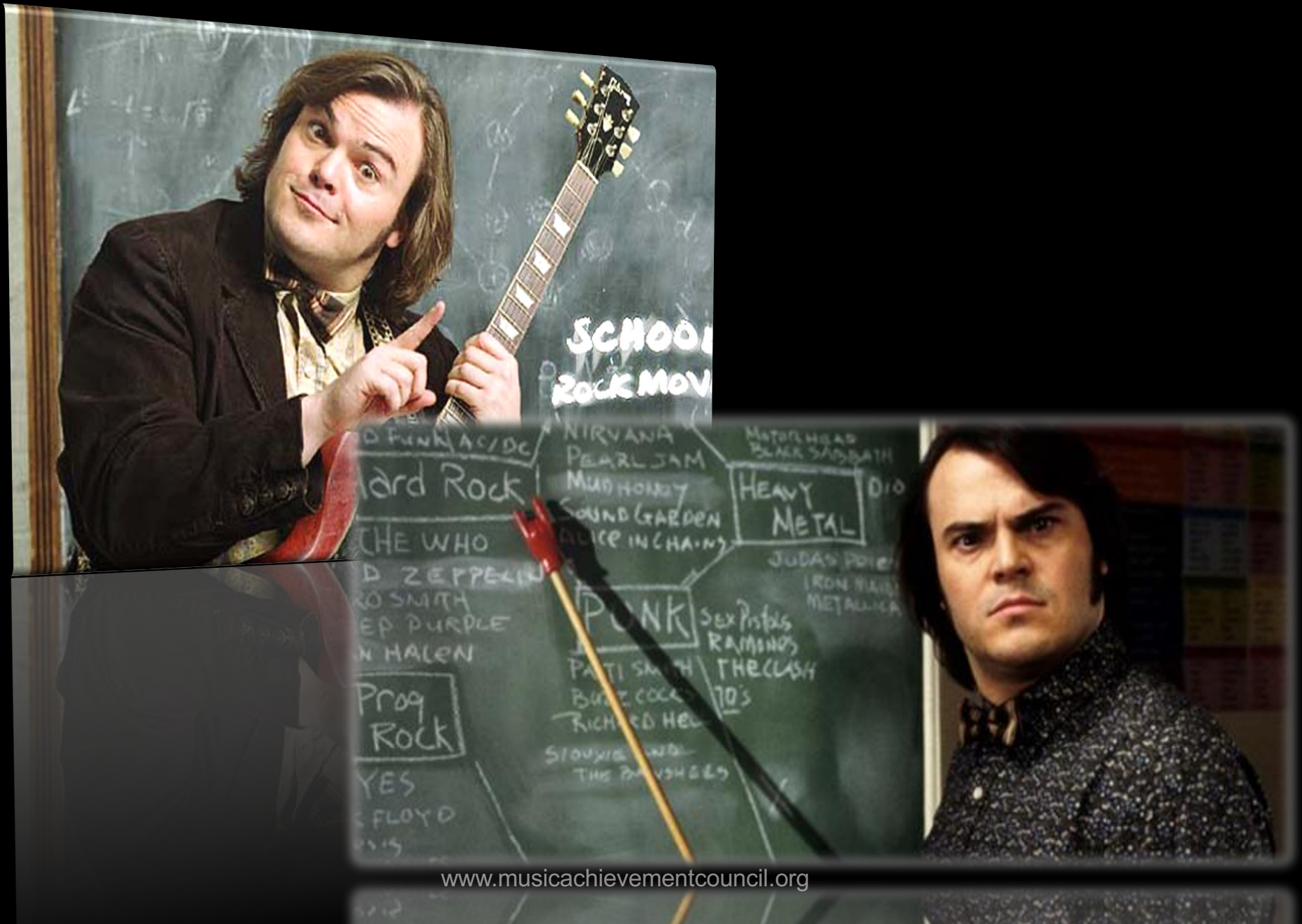
The WHY

The HOW

WHAT Other Teachers Think I Do!



WHAT (Other) Kids Think I Do!



WHAT My Mom Thinks I Do!



WHAT I Think I Do!



WHAT I Really Get to Do!

Facilitate Success and Fulfillment

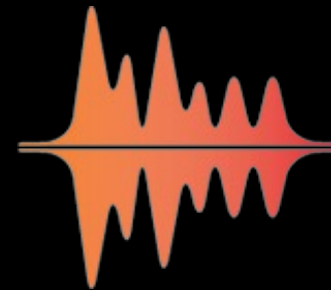


www.musicachievementcouncil.org

The WHY

Music Makes Us

Baseline Research Report

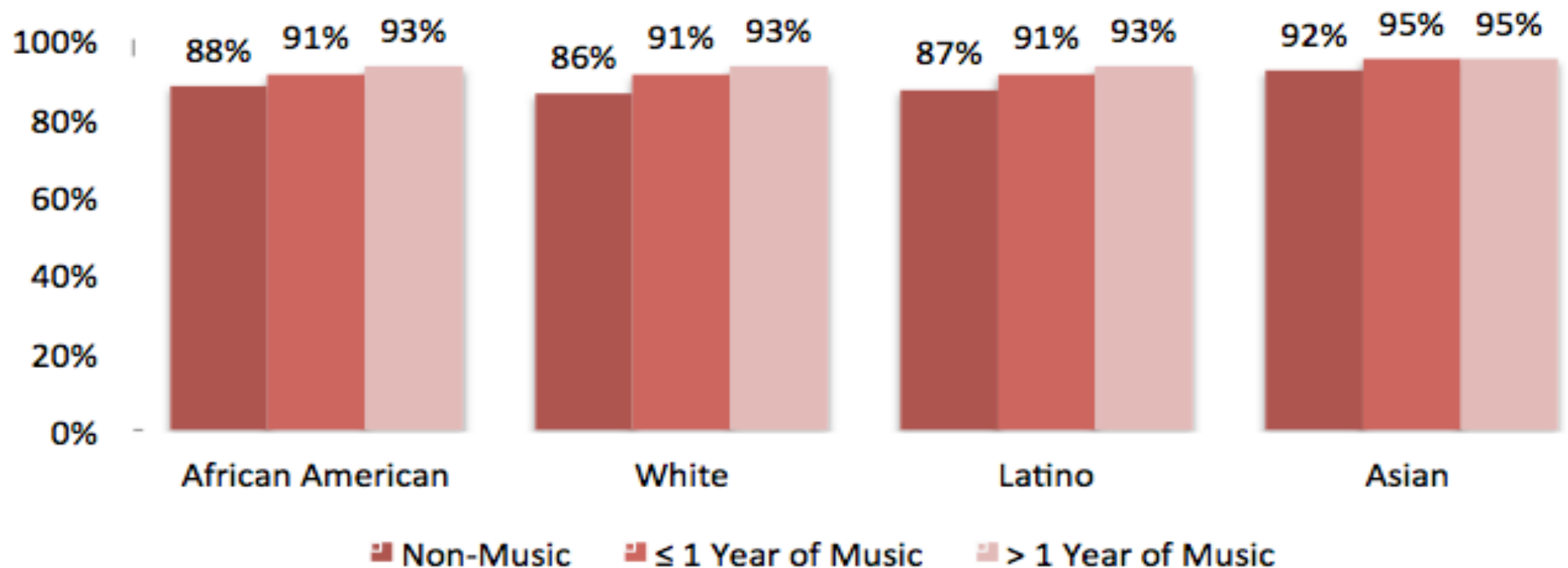


MUSIC MAKES US
inspire. create. perform.

[*http://musicmakesus.org/resources/research*](http://musicmakesus.org/resources/research)

The WHY ATTENDANCE RATES

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

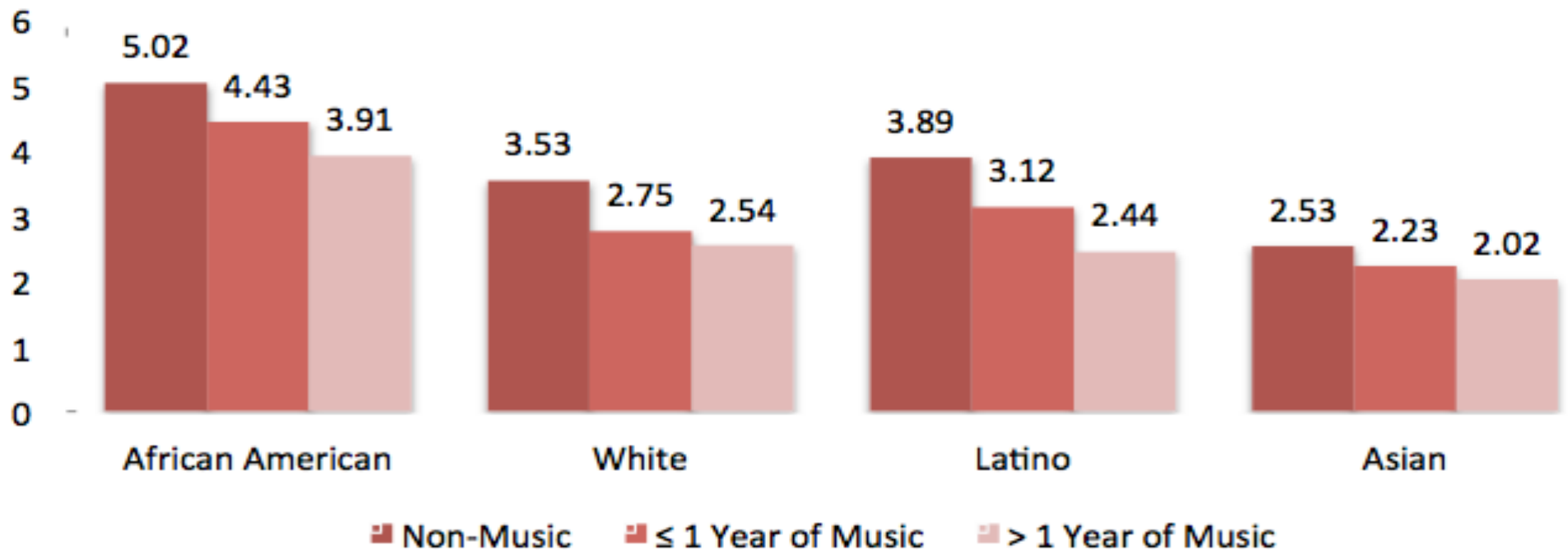


<http://musicmakesus.org/resources/research>

The WHY

DISCIPLINE REFERRALS

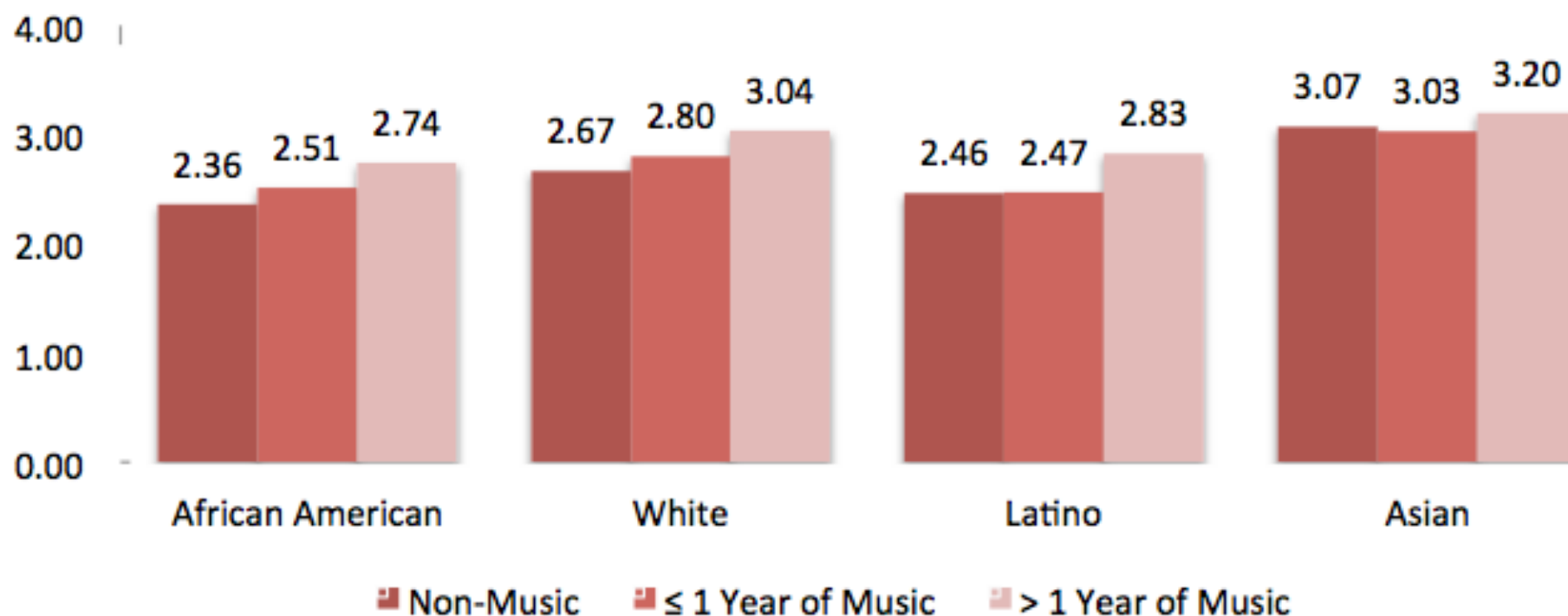
Figure 9. Discipline Referrals by Ethnicity (n=4,490)



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

The WHY GPAS

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

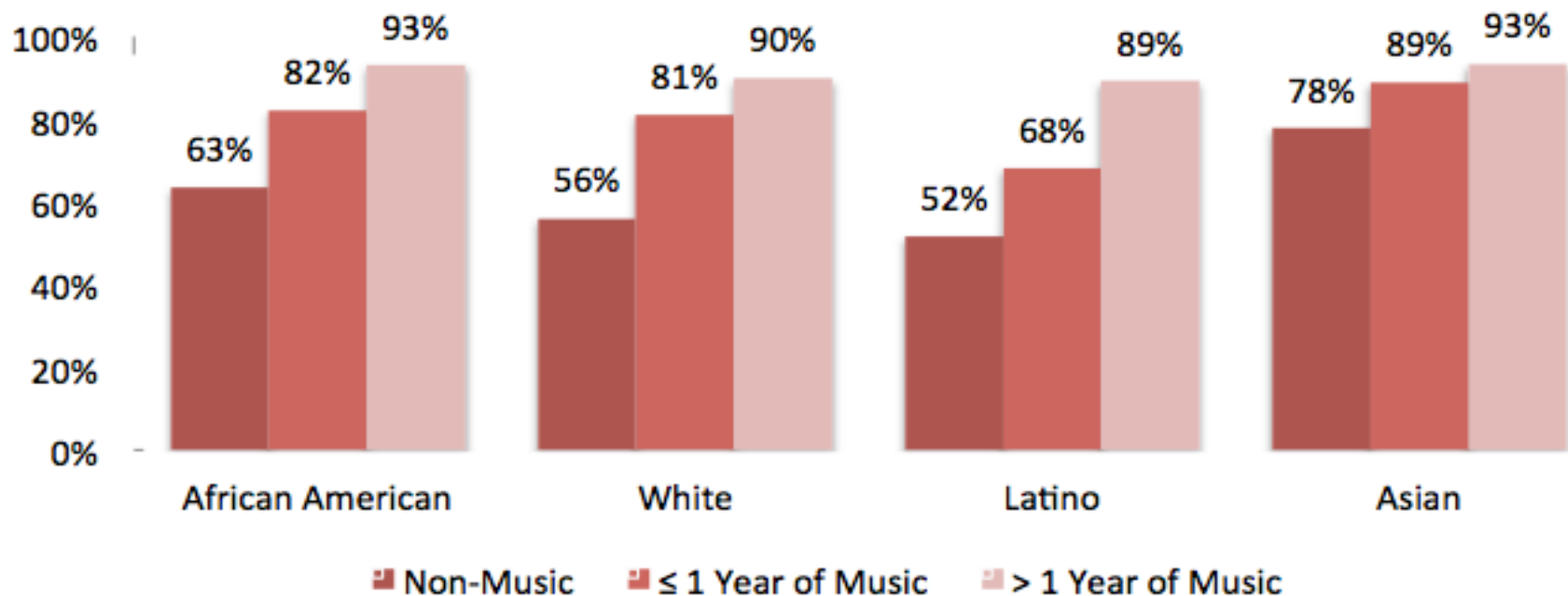


<http://musicmakesus.org/resources/research>

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 (life-changing) 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

What Music Educators Can Do

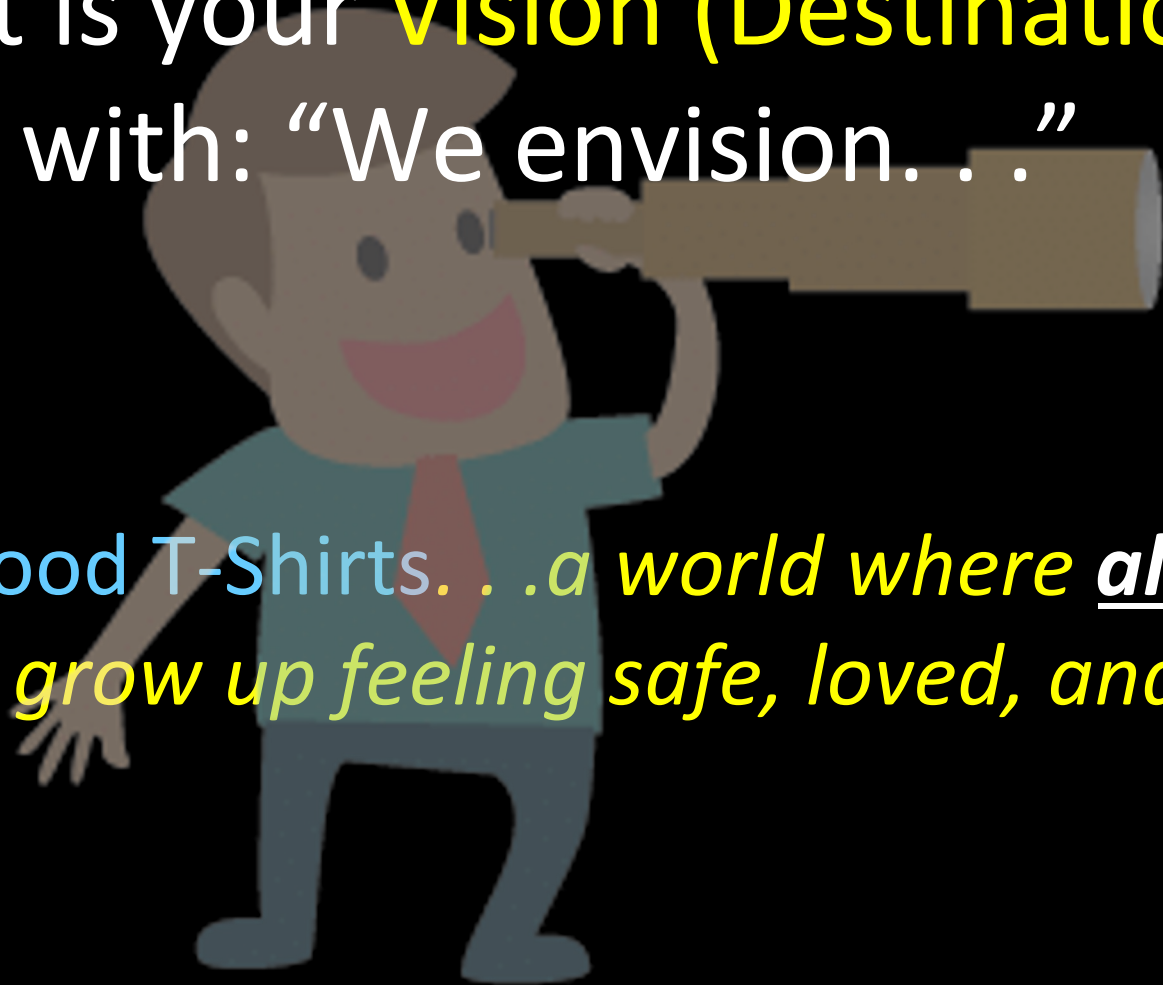
Work as one
Elementary, Middle, and
High School Music Faculty
with one Goal:

*To ensure continued,
active music-making.*

What Music Educators Can Do

What is your **Vision (Destination)**?
Start with: “We envision. . .”

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



What Music Educators Can Do

What is Your **Mission (Purpose)?**

Start with: “We exist to . . .”

Google . . . *organize the world's information
and make it universally accessible and useful.*

What Music Educators Can Do

Establish a Vision and Mission for your Music Education Program:

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

B. Mission: *We exist to prepare all students for fulfilling, life-long music-making experiences.*

What Music Educators Can Do

Extra Idea: How about a **Tag Line**?

Good example:

What Music Educators Can Do



What Music Educators Can Do



What Music Educators Can Do

Extra Idea: How about a **Tag Line**?

Good example:

What happens in Music. . .

Lasts for a Lifetime!

Now Tell the World!

What Music Educators Can Do

Vertical Alignment

HS Band Director



Beginning ES/MS Band

What Music Educators Can Do

Vertical Alignment

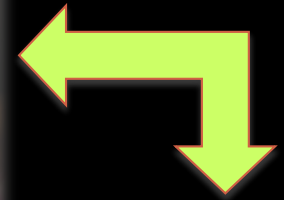
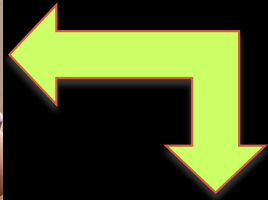
HS Band Students



MS Band Director

What Music Educators Can Do

3. Have Students Play Early and Often

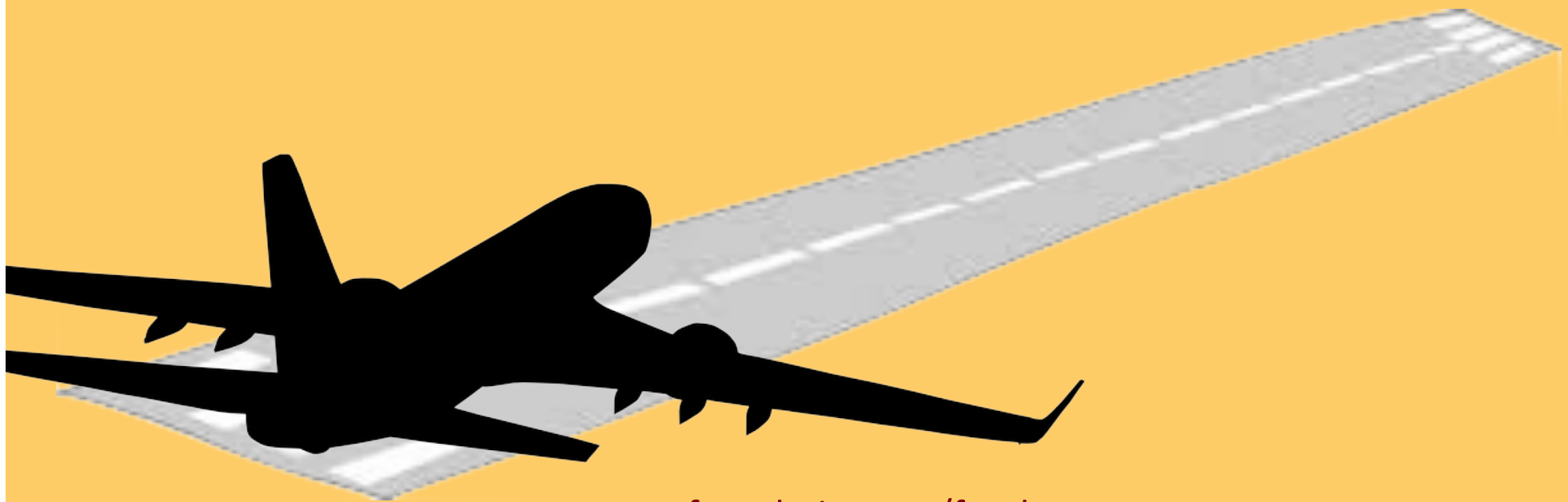


Taking Off This Fall in a
School Near You!



FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION



nammfoundation.org/fpndoc

What Music Educators Can Do

First Performance National Day of Celebration (Third Thursday of November Annually)

View Video at: <https://youtu.be/lk0xiAjwaGU>



The Results

- Celebrates novice music-makers
- Reduces Beginner Dropout
- Provides Short-Range Goals
- Encourages Engagement with Parents
- Strengthens Administrative Support
- Allows students & parents to look into their music-making futures

What's Included?

a. Director Letter with Full Set of Instructions



FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Dear Director:

SUBJECT: FIRST PERFORMANCE National Day of Celebration—A Beginner
Demonstration Concert

We can all remember the excitement of our FIRST PERFORMANCE—dressing uniformly; being the center of attention yet within the security of a group setting; and especially hearing the rousing applause of an excited and supportive audience. These are all memories that last a lifetime. Certainly, a fully programmed concert is desirable from the director's musical standpoint but with beginners, there will never be a more enthusiastic group of performers and audience members than these young musicians and their family and friends. A demonstration concert at this stage in their development can help ensure a strong program overall.

The objectives of FIRST PERFORMANCE are:

- To reduce beginner dropout rate.
- To provide short-range incentive goals.
- To encourage communication with parents.
- To further strengthen administrative support and
- To celebrate the musical accomplishments of the students.

The FIRST PERFORMANCE kit contains all of the concert support you will need including:

- A sample letter/invitation to parents.
- A sample letter/invitation to administration.
- A fillable PDF Certificate of Advancement.
- A complete 20-minute concert with scripted narration.

All you will need to supply is:

- Appropriate performance material to play during the performance, likely either from your beginning band method book or from Music Achievement Council's own "First Performance – A Demonstration Concert" publication.
- A representative from your school administration, parent organization or the high school director to serve as the narrator.
- Advance publicity across the school and community including posters and school-wide announcements. (You may want to have a contest to design an appropriate cover.)
- Light refreshments to be provided following the performance
- Printed certificates for each student musician celebrating this major achievement.

It is recommended that the date of the FIRST PERFORMANCE gets announced at the first parent meeting to ensure that it is recorded in the parents' calendars. A simple statement such as, "On _____ (date and time), we will be back together to hear the progress of this year's group of young musicians, so mark your calendars for our FIRST PERFORMANCE. You won't want to miss it."

Remember, FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION has been designed as a demonstration of progress. Many of the materials referenced above are also posted online at www.musicachievementcouncil.org so that they may be downloaded and personalized for your particular situation.

The Music Achievement Council and your local music dealer hope that this event will help in your efforts to bring the joy of instrumental music-making to many children in your school.

Best wishes!

THE MUSIC ACHIEVEMENT COUNCIL
www.musicachievementcouncil.org

The Music Achievement Council (MAC) is an action-oriented 501 (c)(6) nonprofit organization sponsored by the National Association of School Music Dealers (NASMD) and NAMM, the National Association of Music Merchants (NAMM). MAC's sole purpose is to enable more students to begin and remain in instrumental music programs and to share real-world, successful strategies developed by instrumental music teachers.

What's Included?

b. Customizable Letter of Invitation to Parents



FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department
1234 Lyrical Lane
City, State, ZIP
(000) 000-0000, x000

Dear Parents:

YOU ARE CORDIALLY INVITED TO OUR FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION!

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert featuring this year's Beginning (Band, Orchestra, Strings) Class, scheduled for (date). This is an exciting event that you won't want to miss. Students will demonstrate what has been learned up to this point and your attendance will help motivate them to perform at their very best.

We also want to look our best for our FIRST PERFORMANCE so we are requesting that the boys wear dark pants with white shirts and the girls wear dark skirts or pants with white blouses. Students must arrive by (time) for seating, tuning and warm-ups and should meet (location).

Our FIRST PERFORMANCE will begin promptly at (time) and the entire presentation should last approximately 20-30 minutes. Refreshments will be served immediately following the program and certificates will be presented to each student musician to celebrate this major achievement.

Please join us and bring all of your friends and family members. Also, be sure that your device is fully-charged as there will be many opportunities to take photos and record videos so that you and your child can enjoy this special moment for many years to come.

We are looking forward to seeing you at our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION.

Sincerely,

Name of Director
director@mozartms.edu

What's Included?

c. Customizable Letter of Invitation to Principal



FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department
1234 Lyrical Lane
City, State, ZIP
(000) 000-0000, x000

Dear Mr./Mrs. Principal:

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert scheduled for ___(date)___ featuring this year's Beginning Band (Orchestra, Strings) Class. We (I) would like to invite you to serve as host by announcing the program. A script is being provided or you could certainly feel free to use your own words for this impactful 20-minute program.

FIRST PERFORMANCE is part of a National Day of Celebration designated for recognizing beginning music students. It will give you an opportunity to see first-hand what is being accomplished in the band (orchestra, strings) program. Students will demonstrate what has been learned up to this point and your participation will help motivate them to perform at their very best. Your presence will also show our students and their parents that you support (name of school)'s Music Program and are interested in seeing how they progress. We expect to have (number) parents and friends in attendance.

Our FIRST PERFORMANCE will begin promptly at (time). We are encouraging families to take photos and record videos so that they may enjoy this special moment for years to come. Refreshments will be served immediately following the performance and we would be grateful if you could also assist in the handing out of the Certificates of Achievement to each of the student musicians at this post-concert celebration.

This is an exciting event that you won't want to miss. Please join us so that we may celebrate this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION together.

Sincerely,

Name of Director

What's Included?

d. Customizable Script to Make It Your Own!



SCRIPT

OPTIONAL INTRODUCTION: (Industry Spokesperson)

Good Evening/Afternoon,

Welcome to (name of school)'s FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION. I'm (name) representing (name of business). I appreciate (director) inviting me to make a few comments about this exciting event! We have found that young people are motivated to learn to play a musical instrument for a number of reasons but many times, it's because it just looks like fun—and it is!

We are pleased to be a part of this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION and are here representing the Music Achievement Council, a 501(c)(6) nonprofit organization which believes in the important and value of music education in our schools. Your child will not only have an experience that will lead to a path of enjoyable, life-long music-making, but will also accumulate many great memories that will last for a lifetime.

I am personally proud to support the work of the Music Achievement Council and this FIRST PERFORMANCE program to keep music in our schools and communities so that your children will be able to take advantage of the many benefits that will come along inherently as a direct result of their active music-making.

As a prelude to this evening's performance, the (band, orchestra, strings, et.al.) will now play a composition they like to use as a warm-up, (title).

Musicians perform

ANNOUNCER'S SCRIPT: (Principal, Supervisor, Booster Parent, HS Band or Orchestra Director)

Good evening, Moms and Dads, brothers and sisters, grandmas and grandpas, aunts and uncles, friends and neighbors! It is a thrill for us to present these young musicians in the (year) FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION—a day that has been designated for recognizing the achievements of beginning music students! We know that you will be pleasantly surprised at their many accomplishments over these first several weeks.

www.musicachievementcouncil.org
@MusicAchCouncil

1

fortunate enough to have the opportunity to play a music instrument through an in-school event at (school) value music education and know that it is programs like these that also led for our students to succeed throughout their school careers. Playing an instrument takes time and mental concentration. It also takes regular practice time at home and your child makes all the difference. All of the musicians here tonight have demonstrated the value of the play and have thus earned membership in the (school) (band, orchestra, strings, et.al.)

(director)'s performance, the students will demonstrate what they have learned up to this point in their musical careers. After learning how to take the instrument out of the case, they finally got to do what they had been wanting to do—produce their first sound. It was like this.

most awful sound possible with great enthusiasm!

(director) had some challenges facing them for the next few days and (director) had to wonder

how they would be quite eventful. (director) worked patiently with the students until they could play their first note. Now they sounded like this.

first hole note in unison with their very best sound.

(director) knew that, but they needed a lot more work to be ready for our performance.

(director) knew that note allowed them to continue through those first few lessons where they also learned to play together. This is important to help them learn to play together as a team.

of their first exercises but not a recognizable tune.

Now, how to count, they added different rhythms to those first notes and the music began to

of their rhythmic exercises but not a recognizable tune.

(director) knew that it was more interesting than the first note, but it is still not a complete tune that you might identify. After more new notes and discovered they could link them together to play a tune you could tell that they might have been the moment at home when you felt, for the first time, that the music was something to take hold. This is what they sounded like at school that day.

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@MusicAchCouncil

2

recognizable tune.

Following this step-by-step process and as they completed each step, everyone was able to be one of our finest beginning (band, orchestras, string groups, et.al.) ever! They played the pieces.

write tune.

where you ask for volunteers to play as an individual, a group or a complete ensemble, students perform as you wish. This allows parents to hear a variety of musical styles. Be sure to have extra stands and music up front.

To permit us to have each student perform individually, we have asked a few volunteers to form a small group.

(are) who will perform (title) on the (instrument/s).

individual or group)

(director) knows (group, et.al.) has come a long way since that first note and they have worked hard on their FIRST PERFORMANCE in such a short time. This has certainly been an exciting and we're glad that you were here to help celebrate this important milestone. Your son or daughter is going to continue to progress at this quick pace so please encourage them for ideas on how to support your child's practice schedule. You can be sure to look forward to communicating with you as your child advances.

It will be presented on (date) at (time) and will be held (location). Please plan to join us on this musical journey.

Final selection, (title).

You have just witnessed (name of school)'s (year) FIRST PERFORMANCE DAY. Thank you for what you did they do?
(applause.)

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@MusicAchCouncil

3

What's Included?

e. Press Release Template

<Insert Name of School> Hosts Inaugural First Performance National Day of Celebration Concert

<Town/community name> participates in national event celebrating young students' very first performance and transformational power of music making

<CITY>, <State> - <Date> — <Name of school> is hosting the inaugural First Performance National Day of Celebration concert event with a <insert brief event description (eg, "a beginning band concert" or "a beginning orchestra concert")> on <date>. The Music Achievement Council (MAC) created First Performance National Day of Celebration (FPNDoC) to celebrate, honor and encourage the early achievements of music students across the United States, providing a platform for budding musicians to showcase their newly-acquired musical skills in a public venue.

<Name of school> invites parents and community members to attend the First Performance National Day of Celebration concert on <Insert date of event and details about event, including place, time it begins and ends, and what participants can expect to see/hear.>

<Insert "QUOTE" from band director about school's participation in FPNDoC and how making music positively affects their school, students and community.>

<Company contact information>

About <school>

About The Music Achievement Council:

The Music Achievement Council (MAC) was founded in 1983 to enable more students to begin and stay in instrumental music programs, to share real-world, successful strategies developed by instrumental music teachers. The council reorganized in 1990, forming a nonprofit 501(c)(6) organization.

###

What's Included?

f. Ideas to Enhance the Experience with HS Students



FIRST PERFORMANCE

NATIONAL DAY OF CELEBRATION

Ideas to Enhance the Experience of the *FIRST PERFORMANCE* *NATIONAL DAY OF CELEBRATION* by Involving High School Band/Orchestra Students

It is important to remember that students of this age look up to their older peers so involving high school band/orchestra students can serve to motivate the beginners and their parents to stick with it. Reach out to your high school directors to become involved by:

- Asking high school students (in uniform) to serve as ushers to distribute programs as people enter.
- Asking high school students (in uniform) to “meet and greet” the parents/students as they begin to show up to the warm-up area.
- Asking like-instrument high school students (in uniform) to assist in tuning the instruments for the beginners.
- For band, arranging for the entire high school marching band to burst into the performance area (as a surprise) playing the high school fight song just prior to the final selection. After students play their final selection, ask the high school band students to congratulate (i.e. high-five) the beginners.
- Arranging for a high school student combo (or several soloists) to perform at the post-performance reception.
- Asking high school students to send a congratulatory note to a beginner who played a like-instrument being sure to write something like, “looking forward to seeing you in our high school band/orchestra!”

g. Certificate of **Music Ed Leadership** for
High School Student Participants



What's Included?

h. #FPCelebration Toolkit



FIRST PERFORMANCE
NATIONAL DAY OF CELEBRATION
Celebrate Your Beginning Students

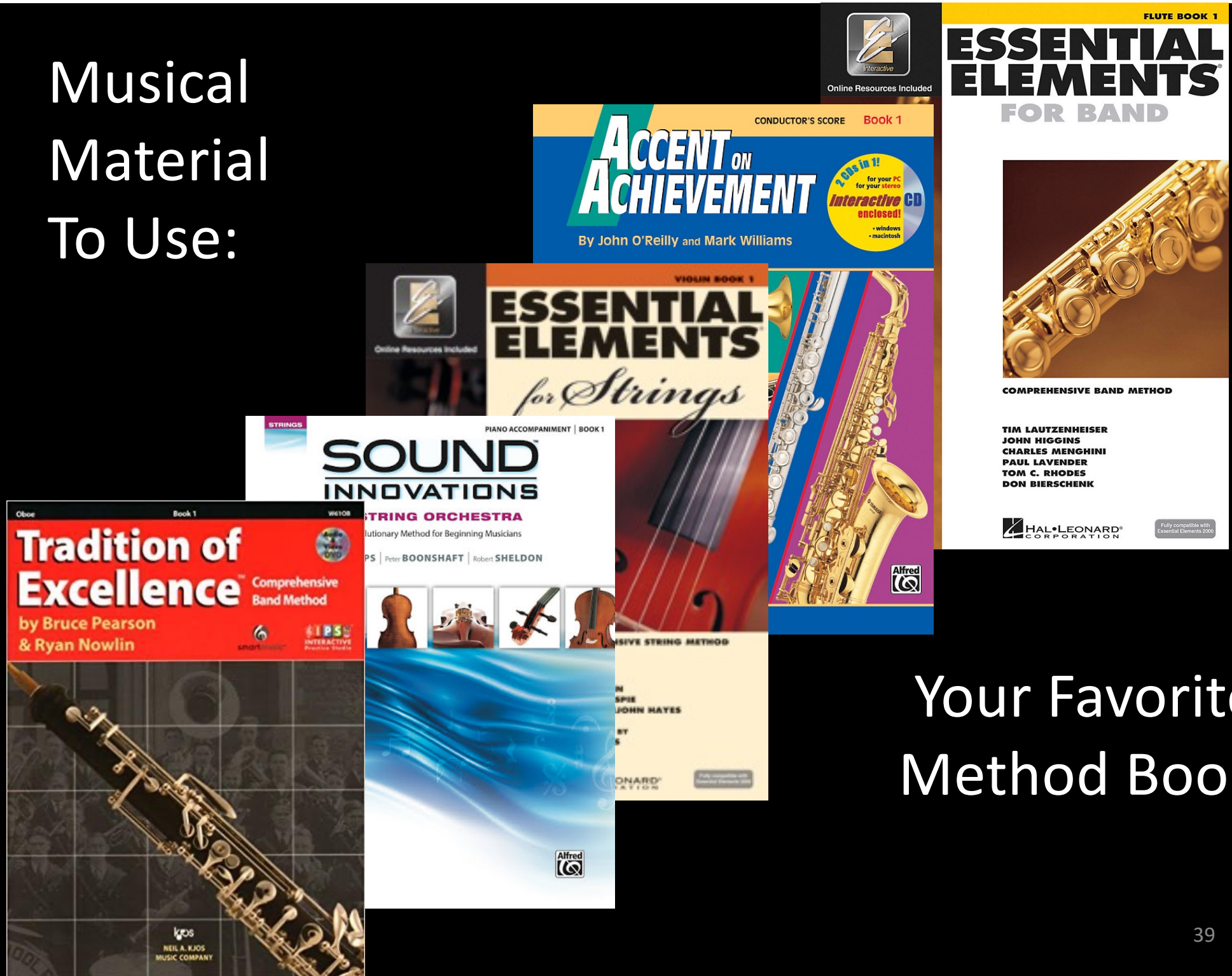
Presented By
MUSIC ACHIEVEMENT COUNCIL
Music Teacher's Professional Development

#FPCelebration

MusicAchievementCouncil.org

nammfoundation.org/fpndoc

Musical Material To Use:



Your Favorite Method Book

Response from LIVE at the 2017 Midwest Clinic Poll Everywhere via Smart Phone

Parents, what one word would you use to describe
your reaction to today's performance?

Response from LIVE at the 2017 Midwest Clinic

Parents, what one word would you use to describe your reaction to today's performance?

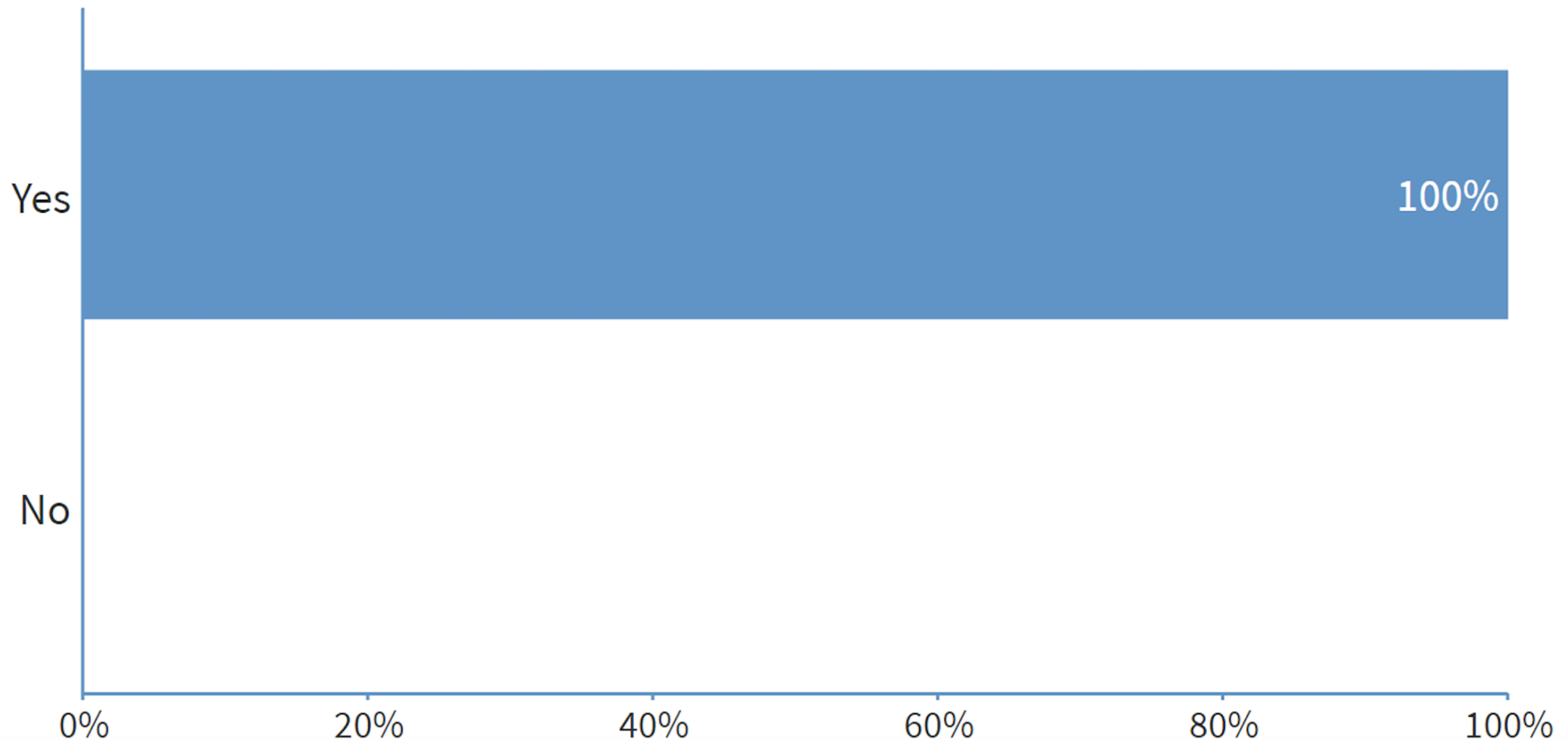


Response from LIVE at the 2017 Midwest Clinic

Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?

Response from LIVE at the 2017 Midwest Clinic

Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?



What Music Educators Can Do

The Two-Note Halftime Show for Beginners

View Video at: <https://youtu.be/I0JmBK-MF-A>



What Parents Can Do



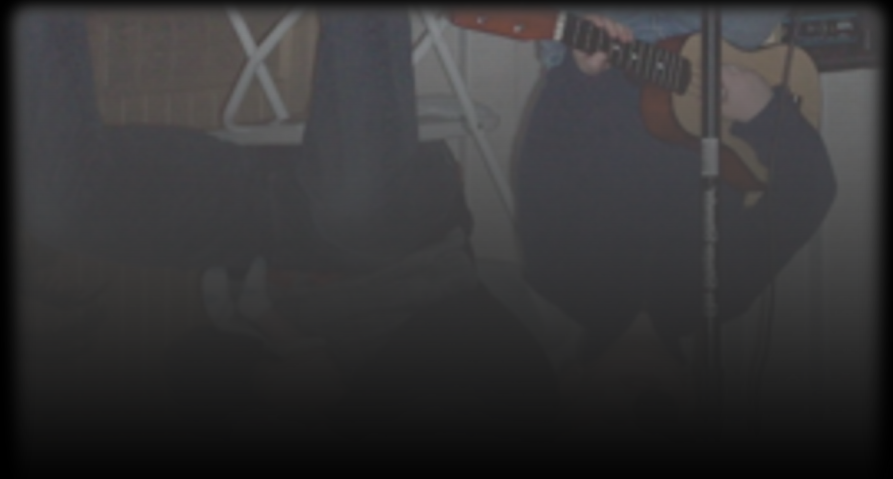
What Parents Can Do

Students don't quit if their parents are ACTIVELY involved in the program!



What Parents Can Do

Teach PARENTS how to
support their child's
practicing



What Parents Can Do

Teach PARENTS how to support their child's practicing

Give PARENTS ideas of how to motivate their children

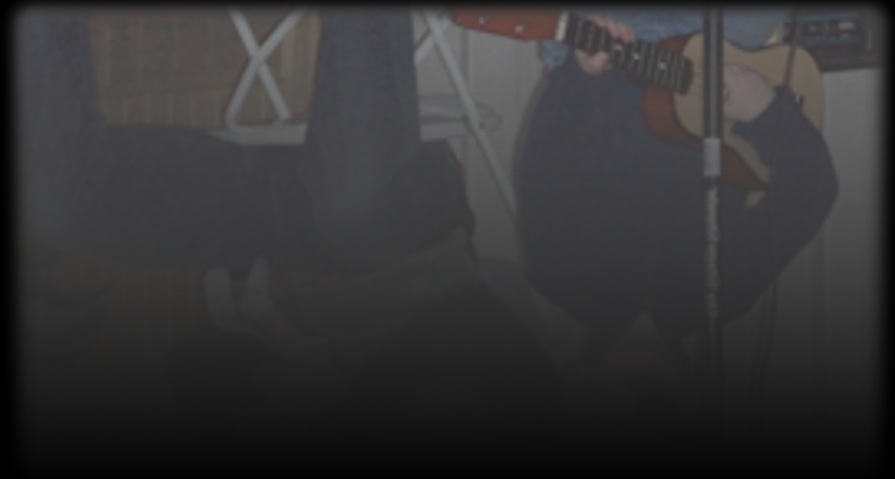


What Parents Can Do

Teach PARENTS how to support their child's practicing

Give PARENTS ideas of how to motivate their children

Encourage PARENTS to play an active role in the learning process and to become involved



What Parents Can Do

Get them engaged: ***The Parent Band!***

View Video here: https://youtu.be/zeo_VwHdsDE



What Parents Can Do

- a. Schedule a VIP Parent Night at a joint concert/halftime show performance
- b. Host MS/ES parent meetings at the high school
- c. Mentor parent leaders of feeder programs

What Students Can Do



What Students Can Do

Remain **engaged** with former programs

- A. Mentor upcoming students. . .Give back!
- B. Coach upcoming students.
- C. Serve that program: Usher, sell refreshments

United Sound



What Students Can Do

d. Serve as “Intern Instructors” for **FREE** Summer Lesson Program for beginners.



“Modeling”



[musicedconsultants.net/
conference-materials](https://musicedconsultants.net/conference-materials)

What Students Can Do

Participate ACTIVELY in ALL retention efforts – give “testimonials”

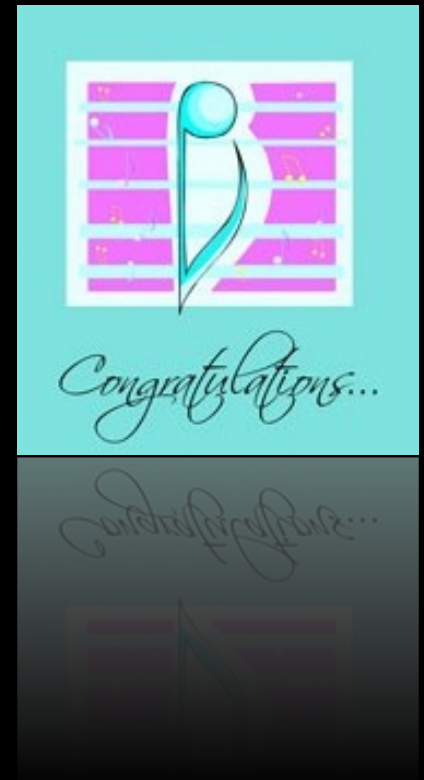
View Video here: https://www.youtube.com/watch?v=j_3KfZlctsl

1 3 Reasons
why You
Should stay
in
Band

What Students Can Do

e. 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!”



What Students Can Do

f. Send Musical Greeting Cards!

View Video Here: <https://www.youtube.com/watch?v=YvxSTvL3D0I>



The HOW: What Principals Can Do

High School principals KNOW that healthy music programs contribute positively to the overall environment of their campuses so ask them to help by. . .

Working with Middle School Principal(s) to:

- a. Facilitate cooperative recruitment assemblies/events/programs at the middle school(s).
- b. Ensure appropriate scheduling so that directors from both levels may work cooperatively to best benefit each other's students.

The HOW: What Principals Can Do

High School principals KNOW that healthy music programs contribute positively to the overall environment of their campuses so ask them to help by. . .

c. Creating a joint presentation for the middle school band parents to speak to the value of continued participation in the instrumental music program beyond middle school.

The HOW: What Principals Can Do

High School principals KNOW that healthy music programs contribute positively to the overall environment of their campuses so ask them to help by. . .

d. Inviting middle school principals to provide “opening remarks” at any of the H.S. concerts that feature students from that middle school or even involve the former students. In this way, current middle school students (and their parents) readily see that their principal is an advocate for the H.S. program. In addition, middle school principals get to see former students engaged in a successful program—something which he/she had a hand in providing.

The HOW: What Music Supervisors Can Do

Ensure that all students receive **quality learning opportunities** and **experiences**

- Honor Band Opportunities
- Solo and Ensemble Festivals
- Large Group Festivals
- AND to Kick the Stones Out of the Way
...Don't Get Emotional—Solve the Problem!

Some Thoughts About Student Reflection

What am I really
getting out of all
of this?



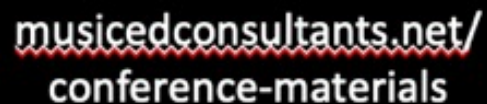
Keeping “Reflection” in Mind



Help students to realize how music-making **IMPACTS** their lives and **ENRICHES** them as individuals.

Music Makes the Difference Because...

Have Each Class Build a Word Cloud



“Reflection”

Making New Friends



[musicedconsultants.net/
conference-materials](http://musicedconsultants.net/conference-materials)

Reflection

Experiencing the Joy of Music-Making



Reflection

It's Fun!



[musicedconsultants.net/
conference-materials](http://musicedconsultants.net/conference-materials)

Reflection

It Gives Us a Unified Purpose!



[musicedconsultants.net/
conference-materials](http://musicedconsultants.net/conference-materials)

Your Enthusiasm is What Matters!





msfq.org/guide



[musicedconsultants.net/](https://musicedconsultants.net/conference-materials)
conference-materials



M.A.C. Resources

www.MusicAchievementCouncil.org



Thanks to Absolute Music and:



Thank You!

Posted:

[musicedconsultants.net/
conference-materials](http://musicedconsultants.net/conference-materials)

marcia@musicedconsultants.net

