



How to Build and Sustain a Community Music Program

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ASTA Conference 2020



Overview of Presentation

1. Types of programs
 2. Benefits of a program
 3. Creating a Business Plan
 4. Recruitment
 5. Marketing and Visibility
 6. Fundraising
 7. Retaining Students
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What is a Program?

A collection of teachers operating within the same parameters: physical location, teaching philosophy, brand name, and financial framework



Types of programs

- ▶ Community music school
 - ▶ The “so and so” fine arts academy
 - ▶ National Guild for Community Arts Education: <https://nationalguild.org/>
 - ▶ Accrediting Commission for Community and Precollegiate Arts Schools <https://accpas.arts-accredit.org/directory-list/>
 - ▶ Varying size: massive (Music Institute of Chicago) to smaller collectives of teachers
- ▶ Affiliated with other arts organizations/institutions (i.e. Symphonies)
- ▶ Suzuki Based
 - ▶ Large Suzuki program- Western Springs School of Talent Education, Nashville Suzuki Institute, etc.
 - ▶ Combine teaching of children with teacher training opportunities
- ▶ University prep program

WKU Pre-College Strings Program

- Housed within Western Kentucky University
- Violin, viola, and cello instruction for students ages 4-18
- 7 teaching faculty, pianists, grad assistant
- Suzuki-based approach
- Individual and group lessons
- Recitals, master classes, community concerts, etc.





University based program

Positives

- Facilities
- Branding
- Name recognition
- Payroll system
- Large base of potential students
- In-house services and resources
- Grant opportunities

Negatives

- Access to parking
- Bureaucracies
- Less autonomy



Benefits of having a program



Collective Identity

- Philosophy
- Curriculum
- Environment of learning for students
- Inspiration (idea sharing) from other teachers
- Oversight--there is a leader/director, someone who can offer consistent advice/policies

Shared resources

- Financial
- Material (space, locations, music)
- Programming
 - Ex. Book Back Recital, playdowns
- Recitals
- Group classes
- Infrastructure
 - Payment systems
 - Website
 - Parent books
- Anything marketing related

Benefits for University Students

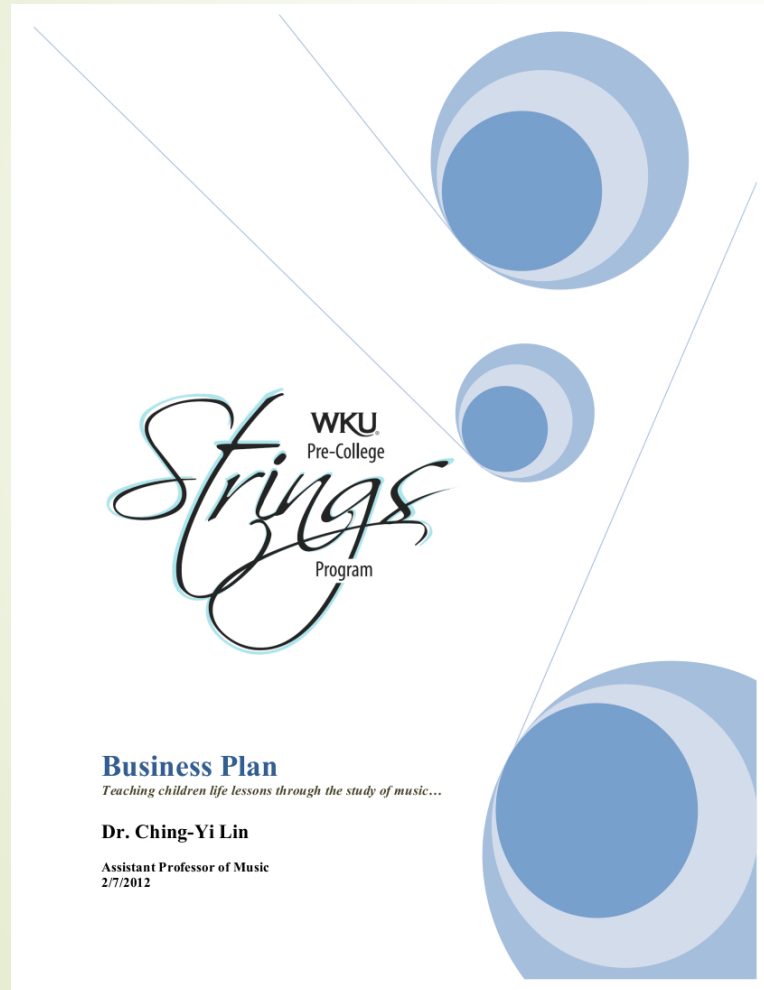
- Feeder program into University
- Pedagogy learning laboratory
 - Observe how to run a program
- Hands on teaching experience
- Interaction with children
- Teaching observation hours
- Employment opportunities
- Informal performance opportunities





Creating a Business Plan

Business Plan



A guiding document detailing the structure of the program, its management, and large scale goals



Business Plan

Items to Include

- Executive Summary
- Business Description & Summary: Mission Statement
- Organization and Management
- Market Size and Growth Strategy
- Educational Programs
- Financial Management
- Action Summary
- Appendices

Recruiting





Recruitment Plan

- Physical labor (not just marketing/advertising)
- Know your market and community
- Determine your own time limits
- know public school teachers
 - Contact them directly asking to visit classes
- Activities fairs
- Homeschool collectives
- Churches
- Book stores/Barnes and Noble/libraries
- Local events/places where kids gather

Recruitment Presentation

- Plan your presentation
 - Have a plan of repertoire
 - Contrasting pieces, different styles
- Bring small sized instruments
 - Borrow from local stores if needed
- Stickers and flyers
- Practice your presentation!



22. MÜCKENTANZ / MOSQUITO DANCE / SZUNYOGTÁNC

Allegro molto, ♩ = 184
con sord.



pp

con sord.

pp

Other considerations

- ▶ How to talk to parents
 - ▶ Hosting a new parents' meeting
 - ▶ Offer to come and observe group class/recitals
- ▶ Building a feeder program for year-round program
 - ▶ Summer week-long camp--low-key commitment, see if they like it
 - ▶ Can be challenging, lots more infrastructure
- ▶ Donating to outside fundraising events





Marketing and Visibility

Marketing

- ▶ Word of mouth
- ▶ Traditional Media
 - ▶ Newspapers
 - ▶ TV news stories
- ▶ Flyers and posters
- ▶ Online media
- ▶ Human “advertisements”



Community Outreach Events

- Ball Parks
- Performances at orchards, local farmers market, ice cream stores
- Store opening
- Pre-concert at local orchestra
- Fundraising events for local groups
- University related functions
- Christmas time activities: nursing home events, hospital performances



Social Media

- Generate a following of local parents and educators
- Easy way to advertise
- Can function in lieu of a website at first
- Repository of photos and videos
- Personal engagement with parents



Branding

- ▶ Memorable branding creates a visual consistency for your program
- ▶ Clarifying your identity and reputation





Fundraising

Why Fundraise?

- Provide scholarship money
- Instruments
- Guest Artists opportunities
- Travel opportunities
- General supplies
- Community Building
 - Charity cause
 - Silent/live auction



A fundraising event benefiting the Bridging Cultures Through Music program at Bowling Green High School and Daraja Music Initiatives



PHOTO BY JESSICA SANDIGE

*Silent & Live
Auction Items!
Unlimited
Desserts!*

April 14, 2019 / 2:00–5:00 pm / The La Gala
**Musical performances by Local musicians,
WKU faculty, WKU college and
pre-college strings program students**

PRE-PAY TICKETS \$8 | **STUDENTS \$5**
AT THE DOOR \$10 | **Swipeable event!**



Purchase advanced tickets at darajamusicinitiative.org and click on **Donate Now**.



Retaining Students

Building a musical community

- Group classes
 - Creating student friendships
 - Parents interaction
 - Share experiences
- Large recitals
 - receptions
- Individual Solo Recitals
- Community outreach events
- Pies with Parents



Student Motivation


- ▶ Solo/group recitals
 - ▶ Featured soloists in large recitals
- ▶ Holiday themed concerts
- ▶ Practice competitions
- ▶ Local and state competitions
- ▶ Send students to outside events





Instructional Content

- ▶ Quality control for teaching
- ▶ Shared pedagogical vocabulary
- ▶ Continuing education for teachers
 - ▶ Suzuki Book training
 - ▶ WKU Violinfest/Viola Day/Cello Day
- ▶ Teacher observation
- ▶ Parental feedback



Thank you for
coming!

