

Great Beginnings

Music Foundation

PROGRAM OVERVIEW AND PLAN-OF-ATTACK

Dedicated to help provide the very best in music educational services
for you and your students.

v1.0 (10/04)

The Great Beginnings Music Foundation

The Basic Formula:

- Conversations with a targeted elementary school's principal lead to his agreement to host a foundation-sponsored music program
- A short-term lease is signed between the foundation and the school board. Essentially, the foundation rents a classroom in which it will conduct a musical instrument instruction class twice per week. Approval of the lease usually takes one month and is voted/approved by the school board
- A recruiting meeting or "parent night" is scheduled. The purpose of this meeting is to introduce parents to the teacher(s), ask/answer questions and complete enrollment forms. This is also the opportunity to rent instruments to the children's parents
- An invitation (see attached Join the Band!) is distributed among the student population several weeks before the scheduled meeting

Overview: To provide musical instruction programs to students

- First and second semester recitals
- Competitions at end-of-year with other programs
 - Teachers submit music prior to competition
 - Trophies and merits of appreciation
 - Advertising in school to support the event

Marketing and recruiting:

To Schools:

- Package delivered to school principal including overview of program, teacher credentials, schedule, curriculum, expectations of the school, and samples of in-school advertising

To Students and Parents:

- Class brochure
- Free instrument rental for one month
- Recruiting meeting in school (auditorium/cafeteria/band room) with accessories on hand
 - Teachers required to attend
 - Designated speaker/presenter

Scheduling:

- Two class sessions per week
- Two recitals (Christmas and end-of-year)
- One competition at end-of-year

Leasing Space and Insurance:

- Preplan schedule and venue and provide information to school board for approval
- \$20-\$30 per session to rent space
- PIP required for each child (average \$300 per year per school)

Forms and paperwork:

- Student enrollment form
 - Items needed to purchase
 - Class schedule
 - Code of conduct
 - Outline special needs
 - Transportation to and from class
- Teacher employment and non-compete contract
 - Outline responsibilities
 - School year term, adherence to curriculum and code of conduct
 - Research options (W2 vs. 1099)
- Rental forms associated with instruments (using VIR rental program)

Human Resources:

- Recruited teachers from the retail store, school music departments, community bands
- General music teachers preferred, as they are already at the school

Tuition:

- Teachers paid \$20-\$35 per 45 minute session before or after school
- Students pay \$50 per month
- Invoices distributed to students to take home to parents at end of month
- Tuition collected by teachers and forwarded to organizer

Benefits:

- Instrument rentals
- Accessory sales
- Private instruction recruiting at store

JOIN THE BAND!

Parents: Are you looking for an extracurricular activity for your child to participate in? Enroll your child in the Great Beginnings Full Instrumental Band! This class allows your child to play Trumpet, Trombone, Flute, Clarinet, Saxophone, Baritone Horn or Drums & Percussion with other children in an ensemble.

Music Makes You Smarter

Unlike competitive team sports, students in school band or orchestra can always participate. No one sits on the bench waiting for a chance to play.

Students who participate in school music programs are 52% more likely to go on to college and graduate.

According to a recent study conducted by neurologist Dr. Frank Wilson, when a musician plays he/she uses approximately 90% of the brain. Wilson could find no other activity that uses the brain to this extent.

The study had also shown students who took more than four years of music and the other arts scored 34 points better on the verbal portion of the SAT than those who took music for less than a year.

A recent Rockefeller Foundation study discovered that music students have the highest rate of admittance to medical schools. Music scholarships are also a great source of funding for a college education.

When a child succeeds at the diverse tasks required to play an instrument, self-esteem is enhanced.

As a student begins to understand the connection between practice and the quality of performance, self-discipline becomes self-enforcing. It may then be a short jump to making the connection between self-discipline and performance in life.

Students in band or orchestra develop higher cognitive skills and increased ability to analyze and evaluate information. They also learn about teamwork and conflict/resolution skills required for success in the modern workplace while enjoying the healthy, positive activity of band and orchestra with friends.

SIGN UP TODAY!

TIME: _____ PLACE: _____

MONTHLY TUITION: \$ _____ (PAID AT THE BEGINNING OF EACH MONTH)

CLASSES BEGIN ON: _____

CLASS LOCATION: _____

20 Ways to Promote Your Child's Musical Experience

1. Celebrate their decision to bring music into their life and participate in a school music program.
2. Read the literature brought home from school and determine what is required to get started.
3. If there is an open house or parent meeting, plan to attend with your child.
4. Acquire a musical instrument that is in proper playing condition. Investigate rent-to-own programs.
5. Be sure your child has any required method books or learning materials prior to the first day of class.
6. Provide a suitable time and place for home practice. Don't cast them out to the garage!
7. Encourage and support practice. That awful noise will only turn into beautiful music with practice.
8. Develop a rapport with the music educator. Ask for their list of ways you can help your child.
9. Get involved in booster and fund raising organizations. It's quality time invested into a great cause.
10. Be generous with your acknowledgements of your child's progress. Learning to play isn't easy!
11. Don't rule out learning to play, yourself. Music making is an extremely rewarding experience.
12. Record your child's home practices on tape/cd. Listen with them and praise their improvements.
13. Enhance their interest by purchasing current/popular sheet music at your local music store.
14. Don't, under any circumstance, miss their first public performance. This is their big day.
15. Offer rewards for the tough hurdles. Research upgrade instruments when the time is right.
16. If your child is struggling, don't give up. Seek the advice of the music director and offer your help.
17. Don't push from one side, but rather support from all angles. Rally the entire family behind the effort.
18. Keep the instrument in good working order. An instrument in disrepair slows your child's progress.
19. Be aware of school budget hearings. Music programs are usually the first cut when cash gets tight.
20. Learning to play takes patience, time and effort. Progress can be slow, at times, which can lead to frustration and lost interest. You have to remember that we're competing with computers, video games, television, sports and time with friends. Neither your child nor their teacher can do this alone. They need your support, encouragement and participation. The rewards are well worth your investment of time & finances. Get involved and enjoy this time with your child!

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