

QUAVERS

Kitsap Music Teachers Association Monthly News

January 2019 News Digest - Find Full Event Details at our Website, kitsapmusicteachers.org.



President's Message

“YOU. ARE. MY. BIGGEST. FAN.”

(or, *It's All Marketing*)

That Thing You Do! is a movie set in 1964 about four young guys from Erie PA who unexpectedly write a hit record. Drummer Guy Patterson becomes the core of the Beatles-esque rock-n-roll band, but never loses his passion for jazz. On the eve of the band's big television debut, Guy gets to meet his idol, famed jazz pianist “Dell Paxton.” Nervous and slightly intoxicated, Guy pours out his admiration to Dell, ending with the bungled compliment, “You are...my biggest fan.”

While its context was both humorous and awkward, that line sticks with me. We know that the most effective way to promote our teaching studios is by word of mouth from our customers. So, how can we turn customers into fans?

Fans are created when people are excited about the benefits your product or service provides. Think about Apple as a brand that has created millions of passionate fans.

When teachers lament their lack of “marketing skills,” it usually means they wish they had a brochure, website or Facebook page. But marketing **first** consists of providing unique benefits to your customers, and *then* publicizing them to create **fans**. When even your everyday efforts are spread by word-of-mouth from your happy students and families, these routine tasks are part of your studio marketing. Writing out a special duet arrangement for a student? Creating a keepsake printed recital program? Detailed progress reports to a parent of a special-needs student? Imaginative studio décor? *It's All Marketing*.

Here are some other marketing activities you're probably already engaged in: Awards and incentives, student events, recitals, competitions, initial contacts

with prospective students' parents. Your email signature, voicemail greeting, business cards, Facebook page, brochure, website. Your studio policies. Accurate, user-friendly billing procedures. A photo of each student with their instrument in a Christmas card. What you wear when teaching. Dusting, vacuuming and de-cluttering your teaching space. Self-published teaching supplements. Attending professional development courses and conferences. Your own public performances, recordings, or side activities like accompanying or conducting. Active participation in your music association(s).

Here's a big one: The NCTM designation after your name. If you are already nationally certified by MTNA, use it **use it**! If you aren't, maybe working towards certification could be a New Year's Resolution. Check out Certification Chair Joann Richardson's article below, and **find out more at our January meeting**.

What turns each of these activities into marketing is simply that you let people know about them. From there, the word ripples outward from your **fans**. Of which, I'm the biggest!

Jane Melin, NCTM

President, Kitsap Music Teachers Association

January Members' Meeting

The next KMTA membership meeting is Friday, January 11 at 10:00 a.m. at Central Kitsap Presbyterian Church, 9300 Nels Nelson Rd., Bremerton. Our featured speaker will be our own Krista Seely, WSMETA President, to bring us news from the Washington State organizational level.

NCTM Certification will also be highlighted, so if you've been thinking about getting certified, this will be a great opportunity to hear about the process and get your questions answered. If you already have your NCTM, please check your records for the year it was awarded, because currently certified members will be recognized by tenure.

Preparations for the Monster Concert are in high gear, so you won't want to miss the latest planning for rehearsals and the event itself.

Monster Concert rehearsals begin NEXT WEEK!

Here is the overall schedule for our rehearsals:

Jan 11-12 Pianists (+ BW vocalists) @ Debbie Florian's (16725 Seminole Rd NE, Poulsbo)

Jan 18-19 Pianists (+ BW vocalists) @ Debbie Florian's

[Feb 1-2 if needed-- Pianists (+ BW vocalists)-- **location still needed]**

Feb 2, 1 pm Strings @ North Kitsap Baptist Church (20516 Little Valley Rd. NE, Poulsbo)

Feb 8-9 Everyone! @ North Kitsap Baptist Church

February 16 will be a great day with guest composer Kevin Olson! Here is the schedule (all at the North Kitsap Auditorium):

9-10 a.m. **Teacher showcase with Kevin Olson**

10 a.m.-12 p.m. **Student composition workshop with Kevin Olson**

2-5 p.m. **Dress rehearsal**

6:30 p.m. **THE MONSTER CONCERT!**

There are still available parts for strings, pianists, singers, and more! And we'd especially love a **trumpet** player for Boogie Woogie Bugle Boy! (Or if someone has a trumpet to lend, please let Laura know.) We could really use any teachers available (and even advanced students that can learn music quickly) to fill the sign-ups, conduct, and turn pages. Please plan on coming to as many rehearsals as possible. Remember, the link for the sign-up page is in our [members only](#) section (please contact Laura if you do not have the password).

Put on your thinking caps for costumes that correlate with each song as well :)

Laura and Melanie

2-headed monster

(lameredith@gmail.com; melaniejoymusic96@gmail.com)

Free First Sunday tickets

There are still several free ticket vouchers available for KMTA members, students and their families for the upcoming First Sundays Concerts program on January 6, 2019. The concert features concert pianist Elizabeth Dorman, who will be performing a set of Scalatti Sonatas, Bach English Suite #5, Mozart Sonata K.533 and Mendelssohn variations. To order free tickets go to brownpapertickets.com. Under "Find an Event" search under "First Sundays Concerts - Elizabeth Dorman". Enter Password or Discount Code: DWE20 then click "show available tickets". These vouchers are made possible by the Dorothy Woodcock Endowment.

Carnival update

Dear KMTA Colleagues:

Happy New Year to one and all! I hope your holidays were fun and restful, and that you are feeling ready for the busy music season ahead! January brings a stepped up pace for preparing for our annual KMTA Music Carnival and Music Literacy Program exams, scheduled for **Saturday, April 27**.

Within the next two weeks, all Carnival/MLP materials will be updated and made available to you on the KMTA website. These include a parent information letter, registration form/permission slip, volunteer form, and publicity poster. When these materials are ready on the website, we will send out a direct KMTA email containing more information. We will have some adjustments to make this year, so be ready to roll with those, and we will definitely need all hands on deck! Consider making Melanie's job easier and email her directly to volunteer! We will be sending out information with an updated schedule soon, please watch your email for that.

If you have any questions, or to volunteer to help, please contact:

Debra Florian, NCTM
KMTA Carnival Chair
flostudio@comcast.net
360-434-8684 (call or text)

Dianne Johnston, WSCTM
KMTA MLP Chair
diannej23@comcast.net
360-930-0168

Melanie Stroud, NCTM
KMTA Carnival Co-Chair
melaniejgymusic96@gmail.com
360-434-2117

Diane Layton, NCTM
KMTA MLP Co-Chair
mrsboxLi@yahoo.com
360-613-2917

Certification— Why in the world would I want to do that?!

The MTNA certification and renewal process is not perfect. There— I've said it and addressed the elephant in the room. Over the years, many of you have told me that you don't like one or more aspects of the MTNA certification program. Believe it or not, I, too, would prefer that some aspects of the MTNA certification program were different. I have passed these concerns on to our state, division, and national certification officials. However, I'm still a big believer in the MTNA certification program and think it is very worthwhile for our KMTA members to pursue certification— not just for their own personal growth, but also to help the music teaching profession as a whole.

Unlike some music teachers who may not have had the opportunity to go to college in order to become credentialed, when I chose to pursue MTNA certification, I already had bachelor's and master's degrees from universities that have highly-ranked music programs at the national and regional level. I also obtained (and have continued to maintain through the accrual of hundreds of hours of state-approved continuing education credits) a Washington State professional teaching certificate that enables me to teach instrumental and vocal music in grades K-12 in public schools. Why in the world was there something inside me that was tugging me to also become MTNA professionally certified in not just one but two instruments— piano and organ? I already possessed plenty of paperwork to demonstrate my credentials. The MTNA certification process for two instruments, as you can imagine, required a lot of work, time, and commitment on my part. Yet I still did this. Why?

MTNA president Scott McBride Smith, NCTM says "It's crucial to have a nationally recognized standard of excellence in music teaching. This will give the independent music teacher added credibility in the community and increased professional stature..."

Why does the music teaching profession need this added credibility and professional stature? Quite simply, unless music teachers are able to command respect as

professionals, music teachers will always be struggling to make a living. It is no secret that music teachers usually do not command professional salaries. Many in the general public continue to view independent music teachers as hobbyists— “she’s that nice lady down the street who plays the piano and teaches children.” Music teachers can only charge what the market will bear. If the public continues to think of music teachers as hobbyists as opposed to as professionals, the market will dictate that music teacher salaries are reflective of what hobbyists, not professionals, earn.

Society loses when fine musicians, who would be excellent independent music teachers, feel that they must pursue another profession because they are always struggling to provide for themselves and for their families. If we want to live in a musically-literate and musically-vibrant society, our best and brightest need to be able to stay in the music teaching profession.

By promoting a certification program, MTNA is starting to change public perceptions. I want to be part of this “professionalizing” of the music teaching profession by supporting MTNA certification. I encourage you to also get on board by pursuing your own MTNA certification.

If you’ve been considering certification, please let me know. I’d love to be able to help you meet this goal. Teachers who have gone through the certification process have all told me that they have learned a lot. But don’t just do it for yourself. Please consider how your becoming MTNA professionally certified can help uplift the entire independent music teaching profession.



Joann Richardson, NCTM

organistjoann@gmail.com

Do you have info to distribute to KMTA?

Please send all communication items (website updates/documents, email blasts, Quavers articles, etc.) to Laura Meredith: lamedith@gmail.com .

Quavers articles should be submitted at least 3 days before the end of the month.

UPCOMING EVENTS

Check for registration deadlines, instructions, documents, contacts and more at the linked pages.

Member meeting
January 11, 10 a.m., CK Presbyterian

Monster Concert and workshops
February 16, North Kitsap Auditorium

Piano, String and Vocal Music Artistry Programs (MAP)
February-March

MTNA National Conference
March 16-20, Spokane

Performance Competitions
March 24

KMTA Music Carnival and WSMTA Music Literacy Program
April 27

Senior Celebration and Awards
May 18, 2019

MORE FROM KMTA

For the latest information on upcoming events, watch for email alerts to items posted on our News page.

[KMTA on Facebook](#) [KMTA Website](#)

Copyright © 2019 Kitsap Music Teachers Association, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

