



Music for All considers extension of programming, resources following Indy retreat

National arts advocates collaborate to inspire and help organization develop its next strategic plan

INDIANAPOLIS – Arts education leaders, advocates and educators from across the nation responded to an invitation from Music for All to help it identify priorities and supporting initiatives for its next strategic plan. More than 40 persons assembled with Music for All board and staff on September 11 to hear first hand from key stakeholders and advocates in the field of scholastic music and arts education. The board of directors, executive leadership and sponsors of Music for All are now focusing on those and other new ideas recently proposed for the organization’s future, largely highlighting the need for more inclusive programming and an expansion of resources to further both reach and access of scholastic music education.

More than a dozen participants active in the arts and representing various community sizes, ethnic and economic demographics offered TED Talk-style presentations pitching new priorities, ultimately underscoring the need for program development at the elementary level and a stronger focus on underserved communities. Proposing a devotion of resources to offer grants that reduce or eliminate participation fees, speakers emphasized the importance of an encompassing “music for all” approach.

“We recently passed the halfway point of our current strategic plan and feel now is the right time to begin planning and focusing on the future and what’s next for the organization,” said Music for All President and CEO Eric Martin. “We are experiencing unprecedented growth and success in our programming and organizational development, and are well ahead of plan on delivery of current strategic objectives. Our plans and actions should be bold, focused and inspire positive action and change.”

Yamaha Director of Marketing Roger Eaton further addressed this need. “While we certainly have a commitment to providing the most outstanding instruments and products serving music education, we are equally committed to supporting and encouraging discussion to ensure that the nation’s commitment to scholastic music education and the marketplace it creates remains strong and viable,” he said. Yamaha, which has significantly supported Music for All since 1997, is currently the organization’s national presenting sponsor.

Speakers included:

- Scott Lang - Scott Lang Leadership
- Randy Greenwell and Matt James – Directors of Bands, Lawrence Central High School, Indianapolis
- Richard Floyd – State Director of Music at the University of Texas at Austin, Austin Symphonic Band conductor
- Corey Bonds – Director of Bands at Glasgow High School in Glasgow, Ky.,
- Bob Phillips – Director of String Publications for Alfred Music, American String Teachers Association President
- Pam Phillips – Managing Editor, Suzuki and String Acquisition for Alfred Music
- Dr. Scott Dorsey – Director of Education and Communication, American Choir Directors Association
- James Seda – Director of Bands, Southwest DeKalb High School in Dekalb, Ga.
- Richard Saucedo – former Director of Bands, Carmel High School, Carmel, Ind., and educational consultant for Music for All
- Robert W. Smith – composer, arranger, faculty at Troy State University in Alabama
- Susan Smith – Director of Bands, St. James School in Alabama and educational consultant for Music for All
- Michael Kumer – BoardsMTO, Interim Executive Director at PANO, a nonprofit organizational management firm.

“Our programming currently extends nationally to include direct service to 70,000 student musicians and is presented annually before audiences exceeding 300,000,” said Martin. “Yet, the needs and challenges to music education, student access and participation remain numerous and daunting. We want to learn, be inspired and called to action by our stakeholders. This is what enables us to chart a future course to advance our mission and ensure the validity of our vision.”

Sponsorship Information Music for All efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor Yamaha Corporation of America; Official Uniform Sponsor Fred J. Miller, Inc.; Official Performance Equipment Sponsor Wenger Corporation; Official Student Travel Partner Music Travel Consultants; Corporate Sponsors Visit Indy and the City of Indianapolis, Vic Firth Company, Zildjian and Texas Dairy Queen®; Strategic Advocacy Partner, NAMM; Associate Sponsors DANSR, Delivra, Remo, Inc., SmartMusic, The Woodwind & Brasswind and Director’s Showcase International; Summer Symposium Supporting Sponsor U.S. Army Cadet Command and Fall Supporting Sponsors Purdue University and Marian University. Music for All is also supported by the Indiana Arts Commission, Arts Council of Indianapolis, Indianapolis Cultural Development Commission, Ball Brothers Foundation, George and Frances Ball Foundation, Lilly Endowment Inc., Arthur Jordan Foundation, The D’Addario Foundation, and the National Endowment for the Arts, a federal agency.

About Music For All

Music for All (MFA) is one of the nation’s largest and most influential organizations in support of active music making. Since 1975, MFA, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit

educational organization, MFA's mission is to create, provide and expand positively life-changing experiences through music for all. MFA's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in their scholastic environment. MFA's programs include 20+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching band, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival for concert bands, orchestra, jazz and percussion ensembles and national honor bands and orchestras.

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