

Envisioning and Developing the Complete Orchestra Program

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Hal Leonard Corporation
D'Addario Orchestral Strings
Eastman Stringed Instruments



www.orchestrateteacher.net

Questions to ask...

- What are the qualities of a successful music program?
- What exactly are you trying to accomplish?
- What is the ultimate goal?
- What are your strengths? Weaknesses?
- Where do you see your program in a year? 5 years? 10 years? Make plans!

Successful music programs...

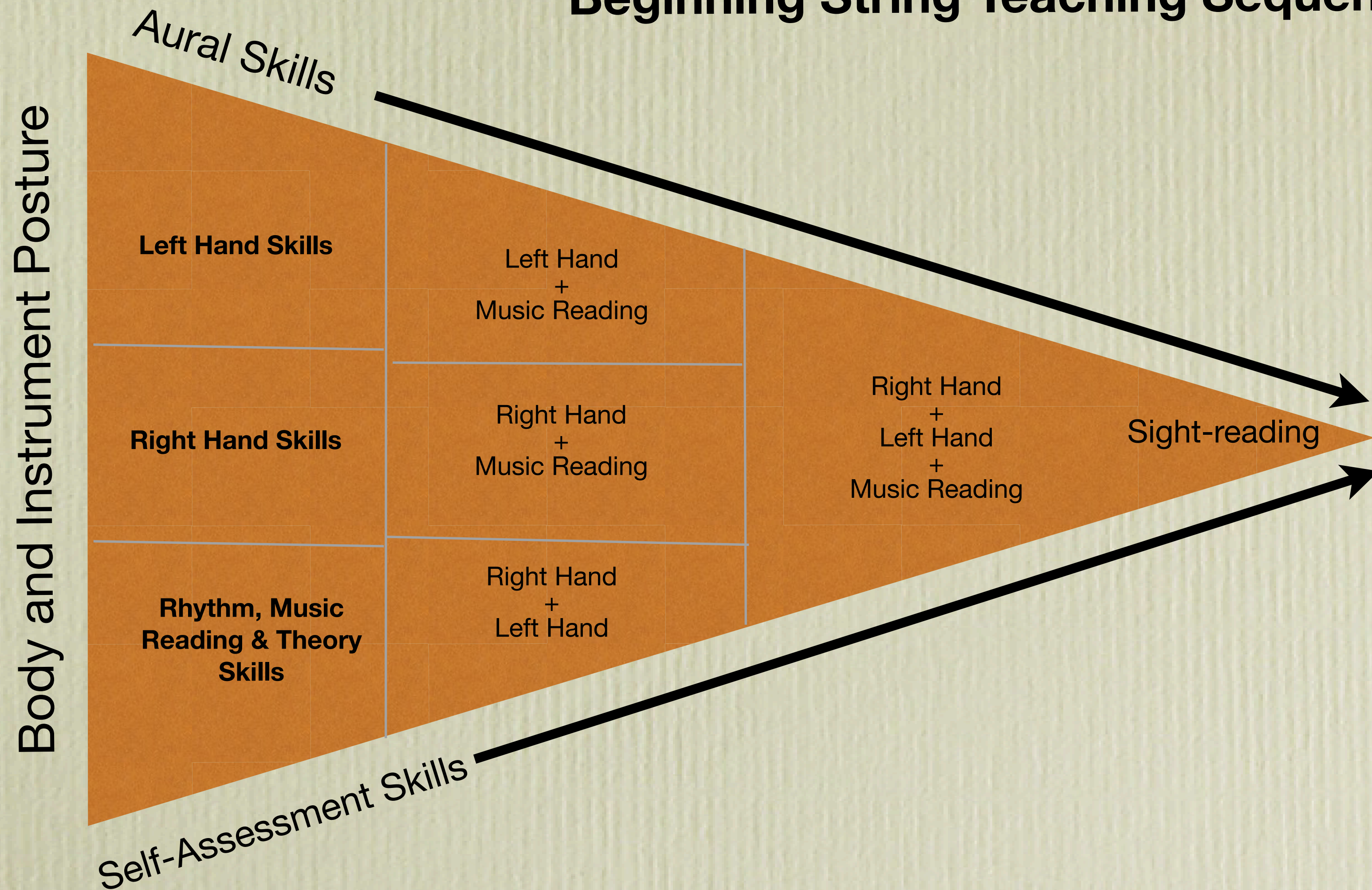
- High musical standards & execution
- A variety of musical & social experiences
- A large number of ACTIVE participants
- Students taking private lessons
- Students involved in “extras,” such as youth orchestras, solo & ensemble, camps, etc.
- A strong parent organization
- Community and administrative support
- A great sense of pride and ownership

Curriculum

- What is a curriculum?
- Why even have a curriculum?
- What does a quality curriculum encompass?

Curriculum & Musical Skills

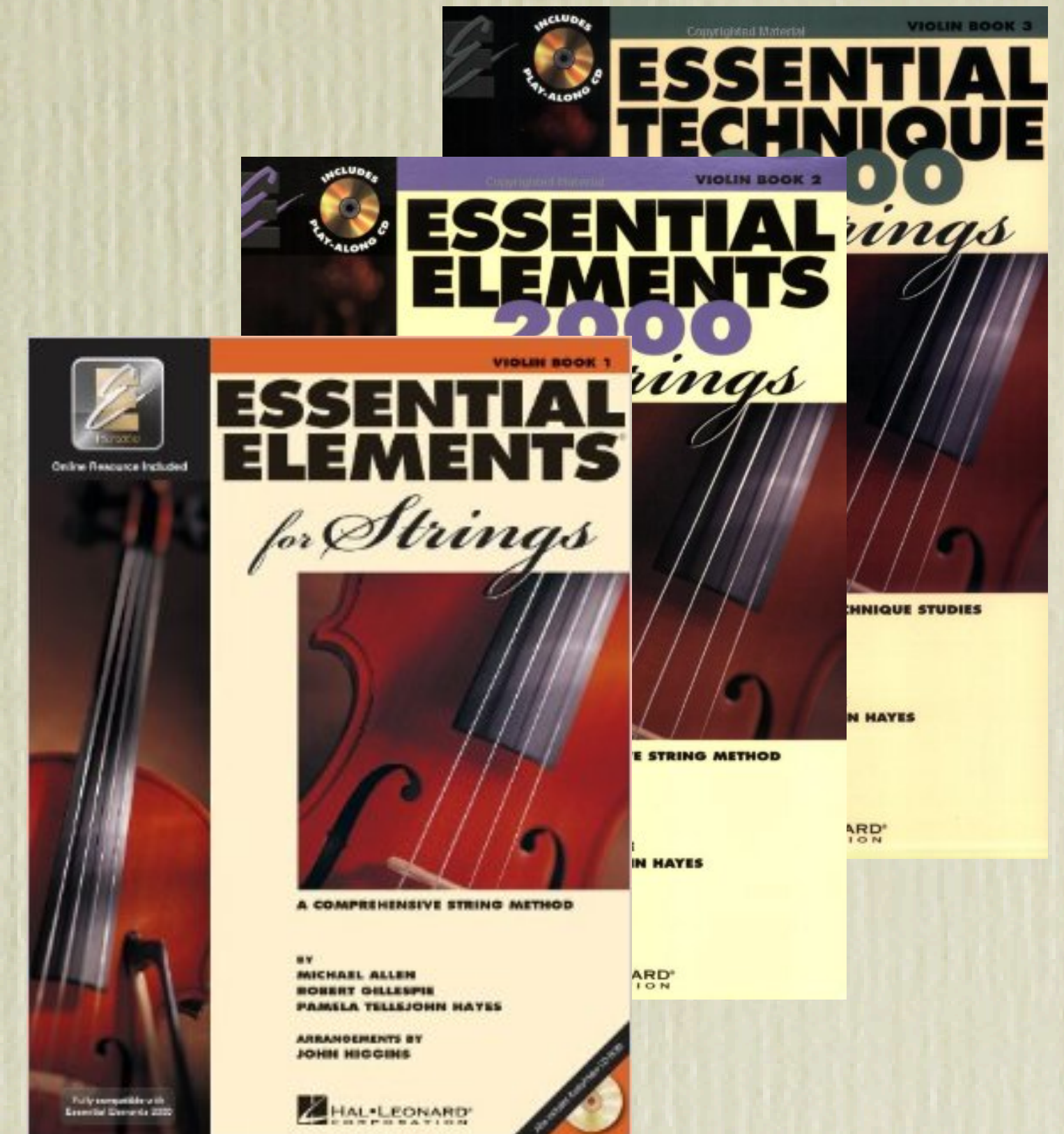
Beginning String Teaching Sequence



* Adapted from Michael Allen (1992)

Revisit Your Curriculum

- Method book #1
- Method book #2
- Technique Book (book #3)
- Advanced Technique Book
- Sight-reading materials
- Chamber Music
- Other Supplements (Rhythms, Alternative Styles, Orchestral Excerpts, etc.)



More than music...

O p p o r t u n i t y

R e s p e c t

C o n c e n t r a t i o n

M u s i c t e a c h e s

H o n e s t y

E v a l u a b l e l i f e s k i l l s . . .

S e l f - D i s c i p l i n e

T r u s t

R e s p o n s i b i l i t y

A t t i t u d e

What does music mean to your students? How can you show that you care?

- Explore ways to learn about your student's musical interests. You will learn a lot!
- Express your love of music through your dedication. Quality teaching and thoughtful personal interactions are crucial.

Get organized!

- Order Order Order!!
- Your Office
- Classroom
- Music Library
- Inventory Labeling system
- CharmsOffice.com or similar



Communication

- Regular emails/newsletters to parents/students (mailchimp.com)
- Website/blog
- Social media integration?
- Letters of encouragement & support
- Wording. Example: “orchestra” vs. “strings”
- Get to know your students on a personal level

Have an identity

- Within the school & community
- Logo
 - T-Shirts
 - Letterhead
 - Website/Blog
 - Banners/Flyers
- Make business cards
 - “donations accepted”, www.vistaprint.com



QR Codes!



Samples



WINTER PARK, FLORIDA
www.wporchestra.org

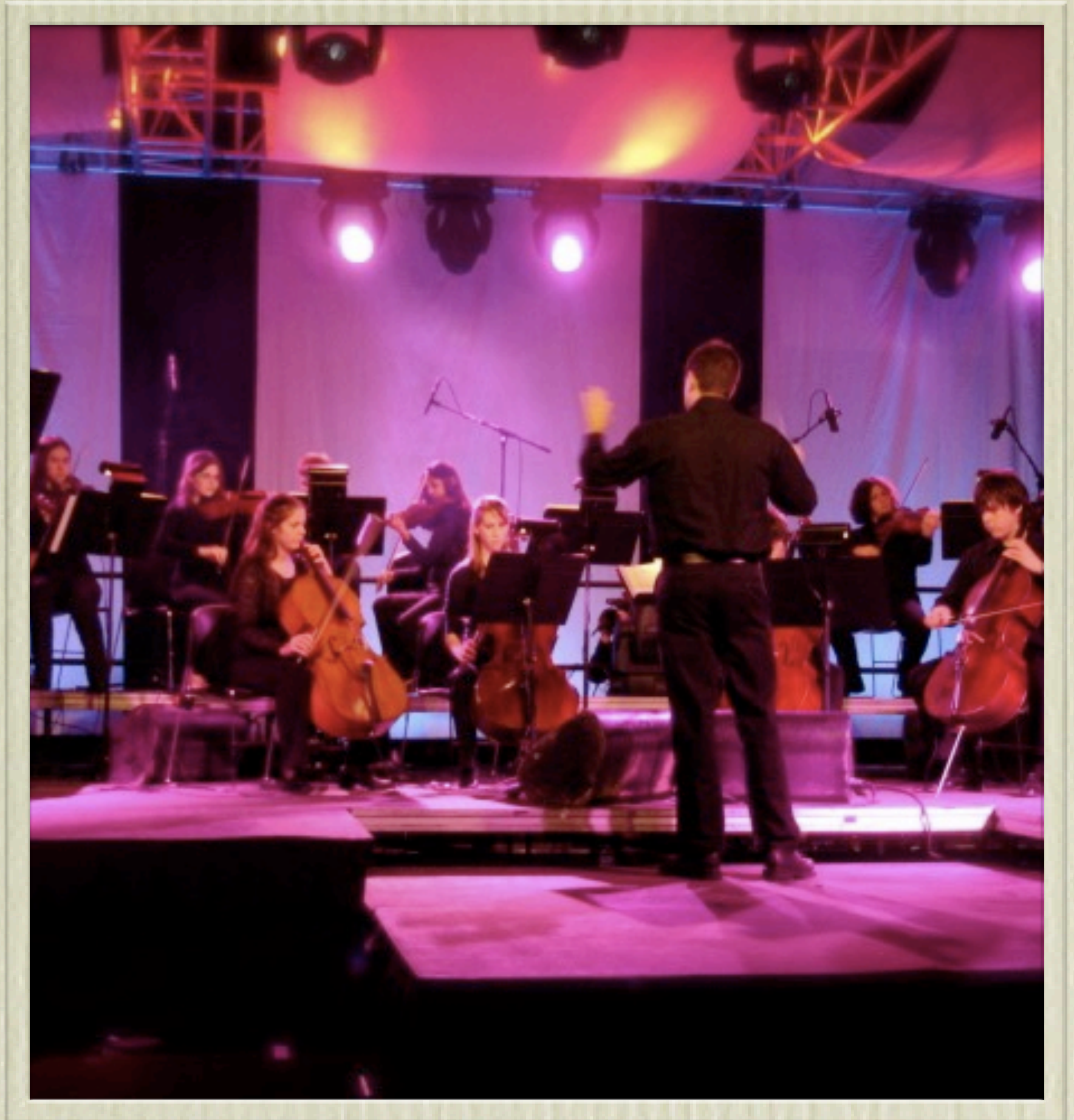


Music Programming

- **Marketing** is key to attracting a big audience and being seen
- Themed concerts
 - “Bachtoberfest”
 - “A Night at the Movies”
- Give students a say
- Hang flyers in school and around community
- Email the entire district & community - make it a big deal

Collaborate

- Get together with your art, drama, and other core subject teachers to come up with some ideas
- Partner with outside arts support groups, businesses, etc.
- Find ways to celebrate everything your students do!



Encouragement & Enrichment

- Rewards
- Growth beyond your classroom
 - Private lessons
 - Summer camps
 - Youth orchestras
 - Solo & Ensembles
 - Social practicing/playing



Technology Integration

- We must reach today's students by continuously adapting our teaching style to the world as it changes around us
- How much of a role does technology play in our lives and the lives of our students?
- Can help motivate students to practice and get excited about music, orchestra, and their instrument.

Recruiting

- Not a “season,” but a continuous activity
- Visit to your feeder schools frequently
 - Swap schedules with your feeder teacher!
- Vary your presentations to rising students
 - Teacher solo, small groups, big groups
- Pass out goodies during recruiting events (pencils, t-shirts, flyers)



Student Leadership

- Students have leadership roles
- Develop necessary skills
- Promotes:
 - Ownership
 - Discipline
 - Community

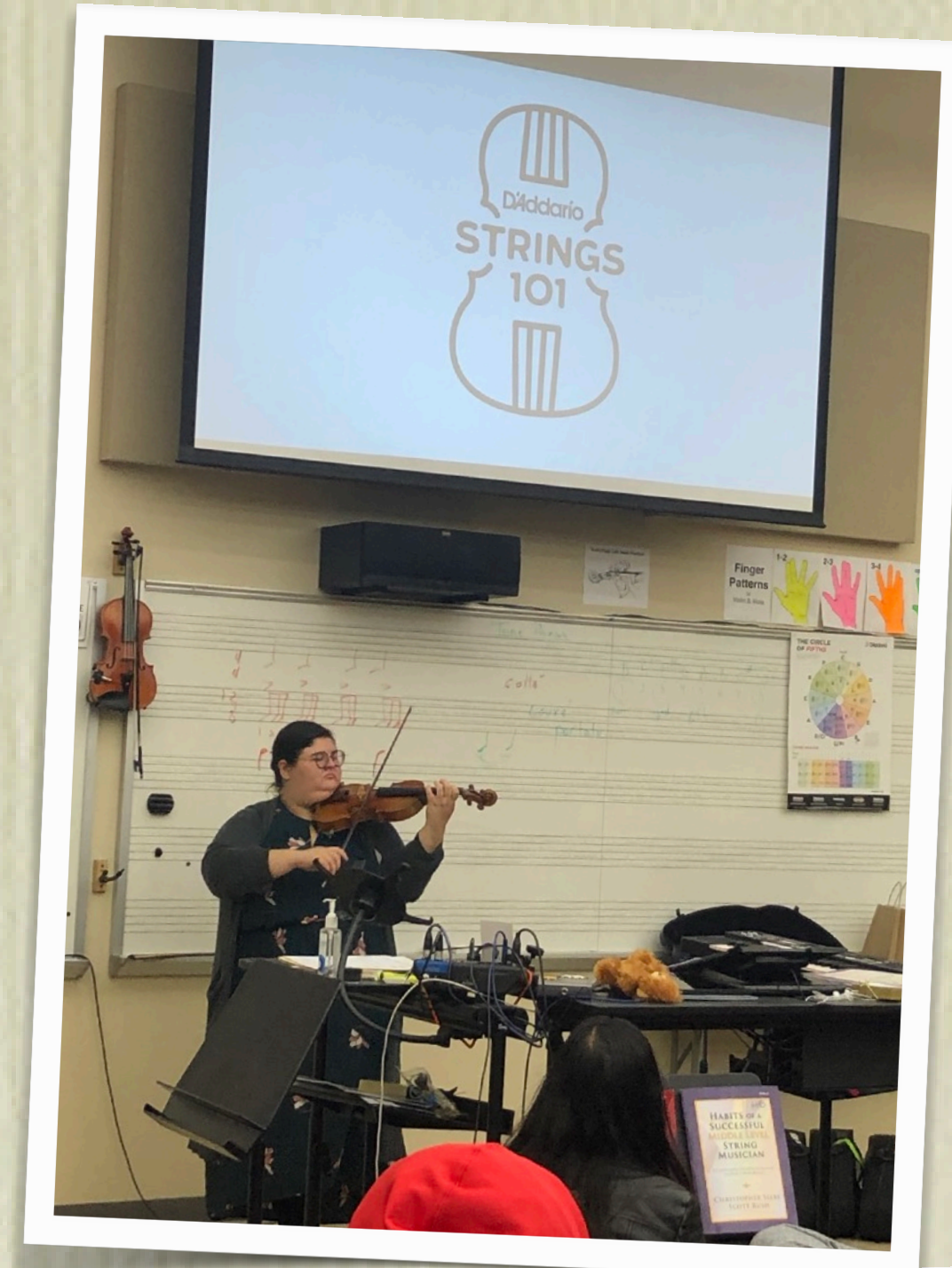


Give Section Leaders More Responsibility



Get everyone involved!

- Booster organization
 - A strong group of parents can be your best friend
- Administration
 - recognize them at concerts, have them perform with your orchestra
- Community
 - guest artists, soloist on concert
 - quest conductors



Build Pride & Community

- Volunteer to perform within the community
- Hold social events (movie night, etc.)
- Let students take ownership
- Bring in outside guests
 - Conductors
 - Coaches
 - Luthiers
- Skype/Zoom sessions with composers/
performers

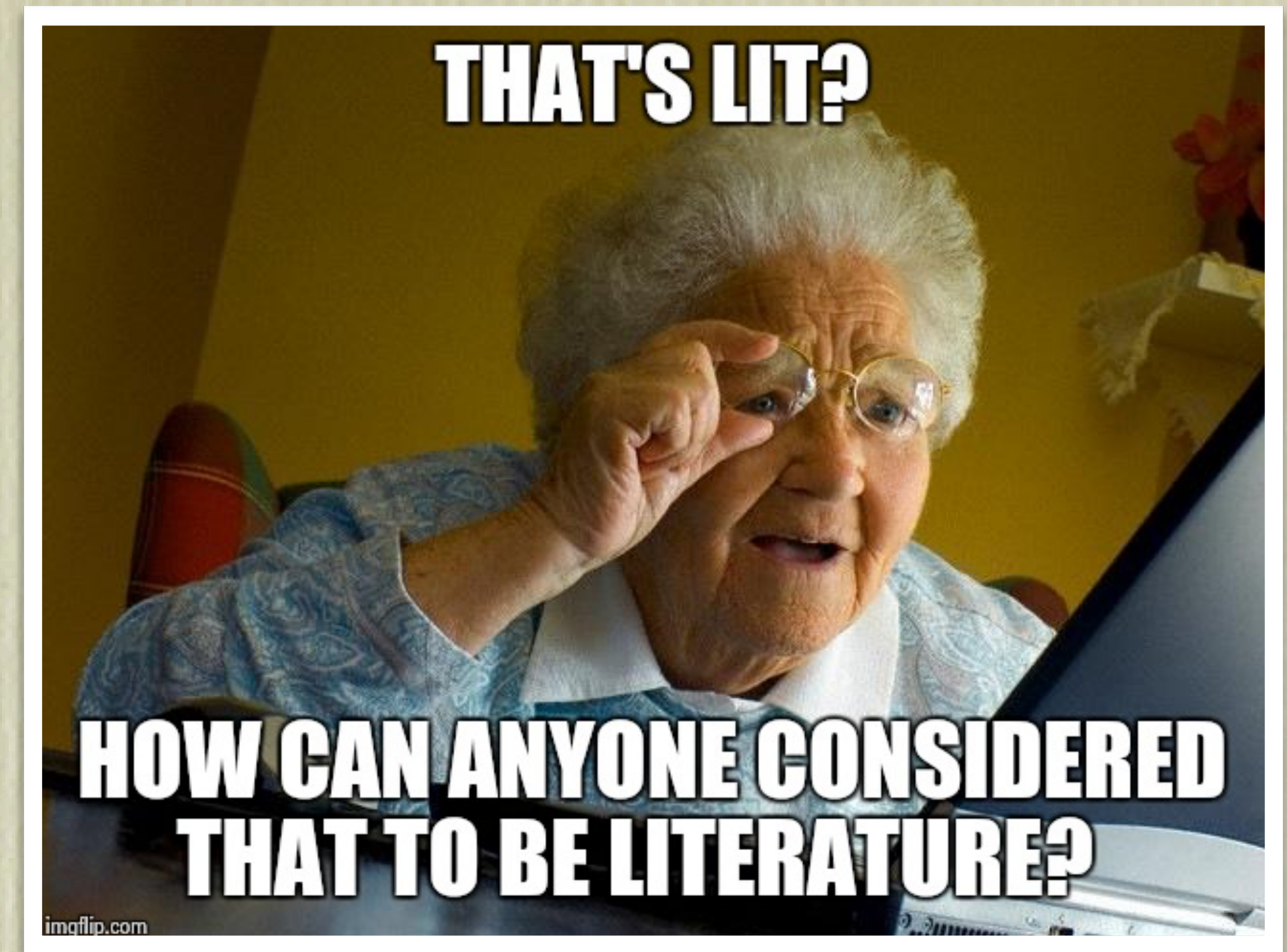


Student Motivators

- Recognition programs - example: “String Stars” of the week
- Challenges
 - allow younger students to play in a more advanced group
 - Switch instruments?
- Provide students with music that will stretch their abilities, talk it up

Meet them at their level

- Learn the latest “cool” lingo
- Keep up with pop music, TV, and culture
- If you are able, bring humor into the classroom
 - Jokes
 - Memes



Mahler



Smahler

**YOU KNOW WHAT SEPARATES
THE CULTURED FROM THE BARBARIANS?**



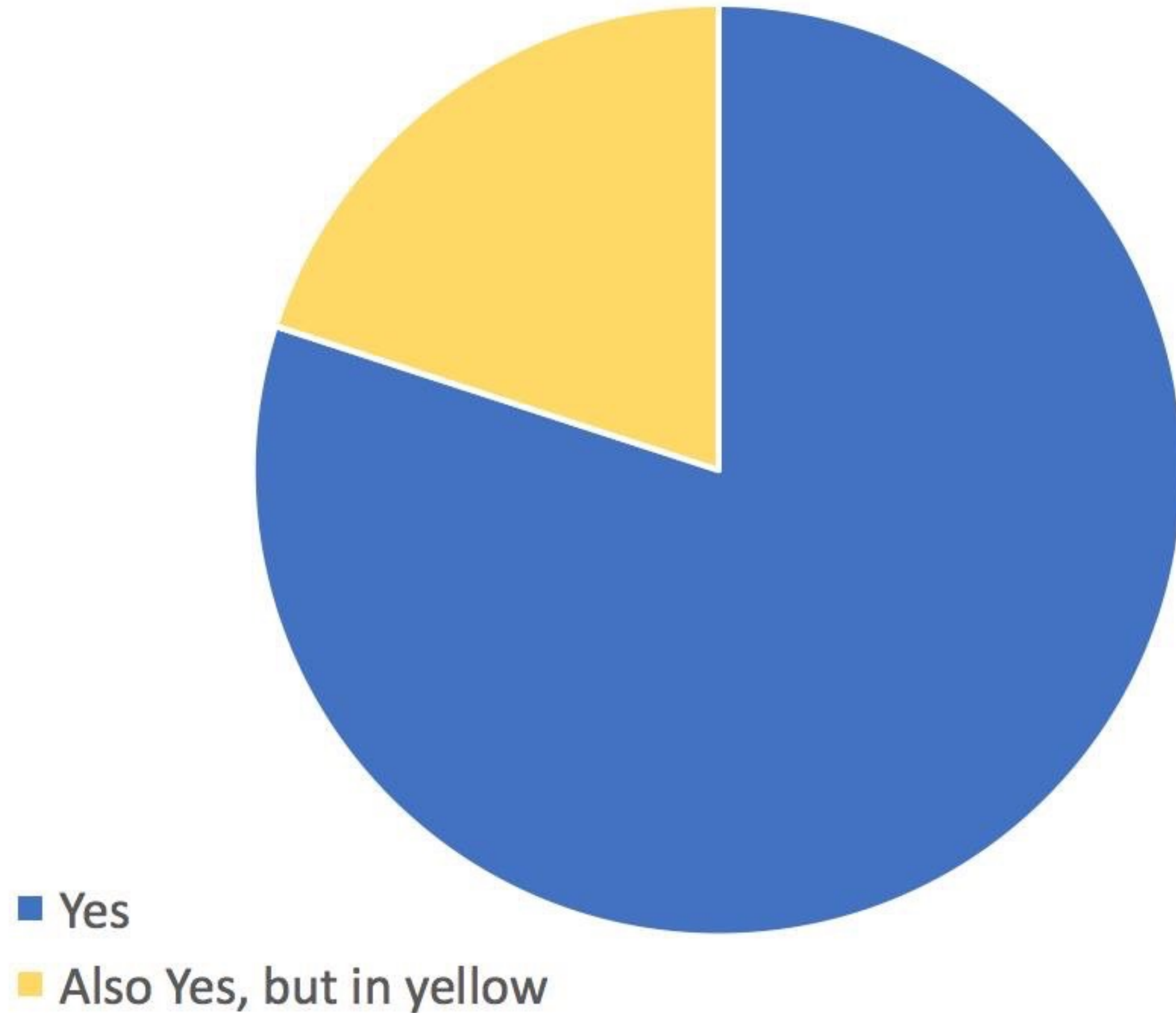
THE SECOND VIOLIN SECTION

Mike Magatagan — 2020



"I can't even follow him on Twitter."

It's a Snow Day! Should I practice my instrument?



**TYPES OF
ORCHESTRA
PLAYERS**

Always Be Looking Ahead...

- Stay on top of the newest trends and research-based teaching strategies by attending professional development conferences
- Subscribe to publications, blogs, Facebook Groups, Twitter feeds for inspiration and ideas
- Always keep an eye out for the best materials
- Remember that some of the best ideas are **borrowed!**

Special thanks...



Questions?



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All materials/notes available at:
www.orchestrateacher.net

