MTNA Leadership Toolkit



MTNA
Affiliate Leadership Seminar

Protecting Your Members from Scams

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Affiliate Leadership Seminar

Scams

1. Reception and Event Invitations
2. Mailing List Sales
3. Conference Room Solicitations outside of Dedicated Room Block

Safety of Minors In Affiliate Events



Resources from MTNA

- ✓ Best Practices for Protecting Minors in Student Programs Guide
- ✓ Safe Studio Practices Article
- ✓ MTNA Student Event Privacy Policy
- ✓ MTNA Affiliate Guide to Collection of Information for Program Participants Under the Age of 13

MTNA Student Event Privacy Policy

- In compliance with the Children's Online Privacy Protection Act (COPPA) passed in 1998 the policy outlines our collection and use of information gathered regarding students under 13 years of age in our programs
- Developed by the MTNA attorney for our use and for the use of our affiliates
- COPPA compliance required by federal law

MTNA Student Event Privacy Policy

- All registration forms must be completed or approved by a parent or legal guardian for any participant under 13
- Information gathered is only for the event
- Student information only shared with individuals involved in running the event
- Student information retained only as long as necessary to administer the event and related activities
- Allow parents to access, correct, or request deletion of information

How are we going to manage this?

MTNA Affiliate Guide to Collection of Information for Program Participants Under the Age of 13

Registration for Students Under 13

- Teachers should not independently submit personal information without parental involvement
- Teachers may assist with or pre-fill registration forms
- Require parent/guardian review and consent before submission
- Apply the same practice to both online and paper registrations
- Include a parent/guardian consent or attestation statement

Who Should Provide What?

Teachers can enter:

- Repertoire/composer
- Timing
- Instrument
- Event/Division information
- Teacher information

Who Should Provide What?

Parents should provide or approve:

- Student name/contact information
- Parent contact information
- Consent forms
- Privacy/COPPA acknowledgment

Consent Forms

- The easiest way to satisfy the parental consent requirement is a single, signed parent consent form obtained annually (or per-event cycle) paired with teacher-submitted registrations.
  - The teacher submits the registration
  - The affiliate keeps the signed consent on file.

Templates from MTNA

- Studio Authorization Form (website, video, social media)
- Teacher Registration Form
- Parent or Guardian Consent Form (long and short versions)
- Parent FAQs

Publishing Winners

- Publishing a student's name is a “disclosure” of personal information under COPPA when the student is under 13.
- Public winner lists, program books, website listings, and press releases all fall within COPPA’s scope for those students.
- With signed parental consent that specifically covers public listing and/or sharing of photos, it’s fine for affiliates to publish names and photos

Records and Retention

- Maintain two types of records:
  - Active Event File
  - Permanent Recognition Record

Active Event File

- Registration and contact information
- Repertoire, schedules, and administrative records
- Retain for a defined period, then destroy

Permanent Recognition File

- Student name
- Year(s) of participation
- Program/Division
- Award or recognition earned
- May be retained for historical/multi-year recognition purposes

Three Steps for Affiliates

- Add a parent confirmation step
- Require parent approval for participants under 13
- Establish an event records retention policy

Bottom line: Minimize the information you collect, keep parents involved, and retain student information only as long as there is a legitimate need.

Questions?

Contact the MTNA National Headquarters

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Affiliate Leadership Seminar

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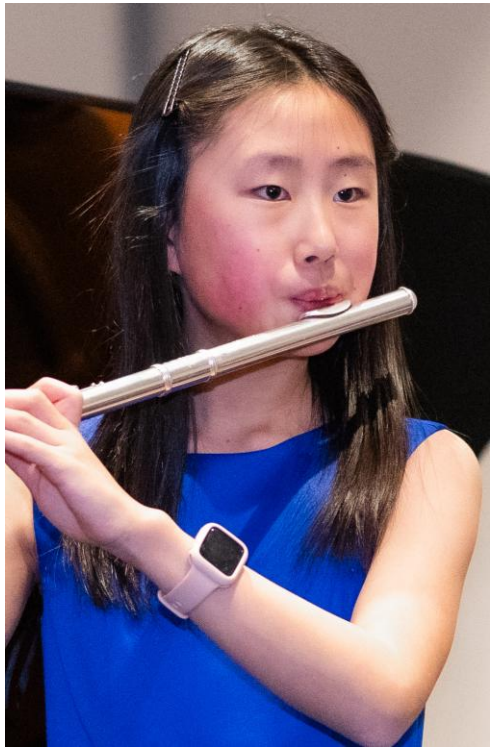
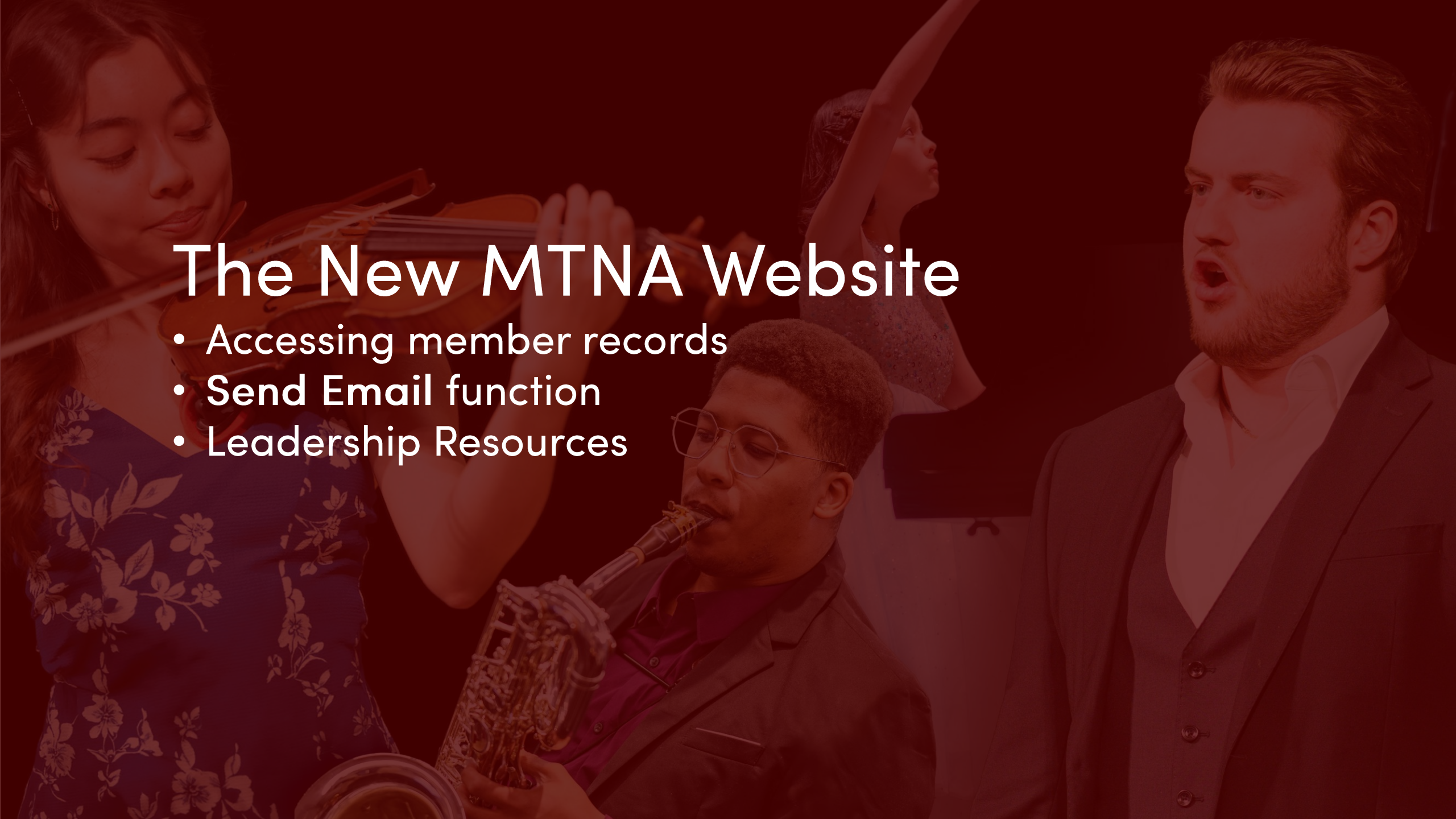
General Liability Event Insurance

- Coverage is automatic
- Certificate of insurance request form
- Limitations of coverage
- Abuse and molestation coverage
- Cyberliability, D&O, Volunteer Protection Act
- www.MTNA.org > Connect > Affiliate Services > General Liability Insurance









The New MTNA Website

- Accessing member records
- **Send Email** function
- Leadership Resources

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More than a Facebook Post

Marketing Your Affiliate with *Purpose*

Caitlin Carter | Communications & Marketing Manager
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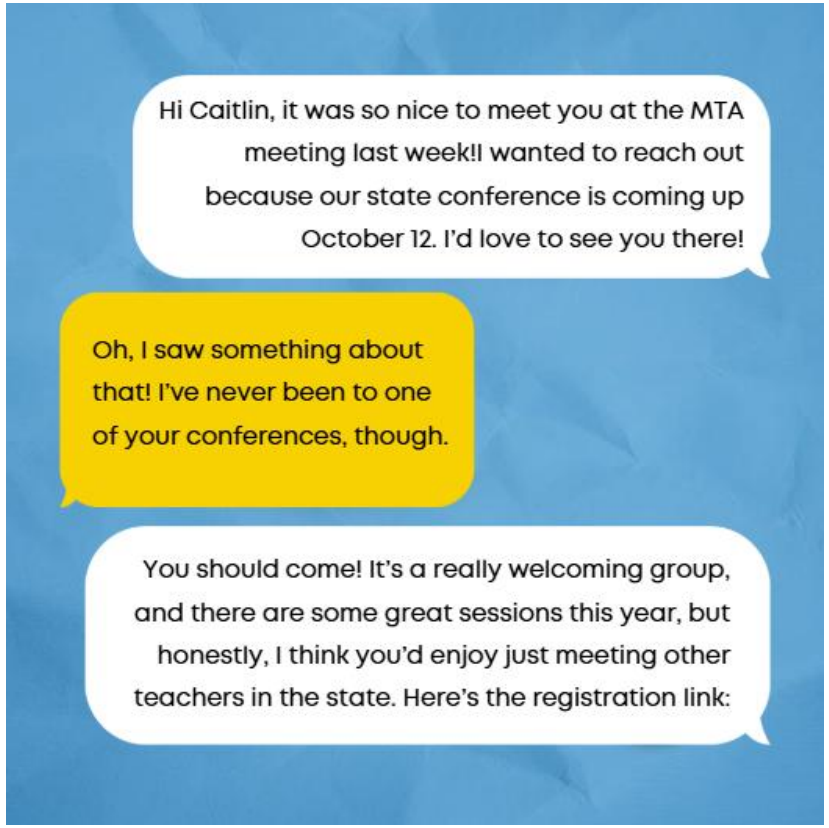
What is Marketing?









Your Affiliate Has a Brand

Welcoming

Helpful

A place where I belong

Innovative

Relevant

MTNA's Brand



"Your Partner in Teaching" = Brand Identity

"For A More Musical Tomorrow" = Brand Narrative

"You Belong in MTNA" = Brand Promise

Your Marketing Formula

What + So What + Now What

State MTA Conference
October 10–11, 2026
State University Music School
Register now at [URL]

State MTA Conference
October 10–11, 2026
State University Music School
Register at [URL] *for a weekend of connection and inspiration!*

A Word of Caution

Using GenAI



Best Practices

- Have a human-first mindset.
- Fact-check and proofread.
- Pay close attention to generated images of instruments.
- Do not disclose confidential or sensitive information.
- Ask for MTNA marketing assets.
- Stay up to date.

44%

of Millennials unsubscribe, mute, or block accounts they see using AI slop, according to Sprout Social

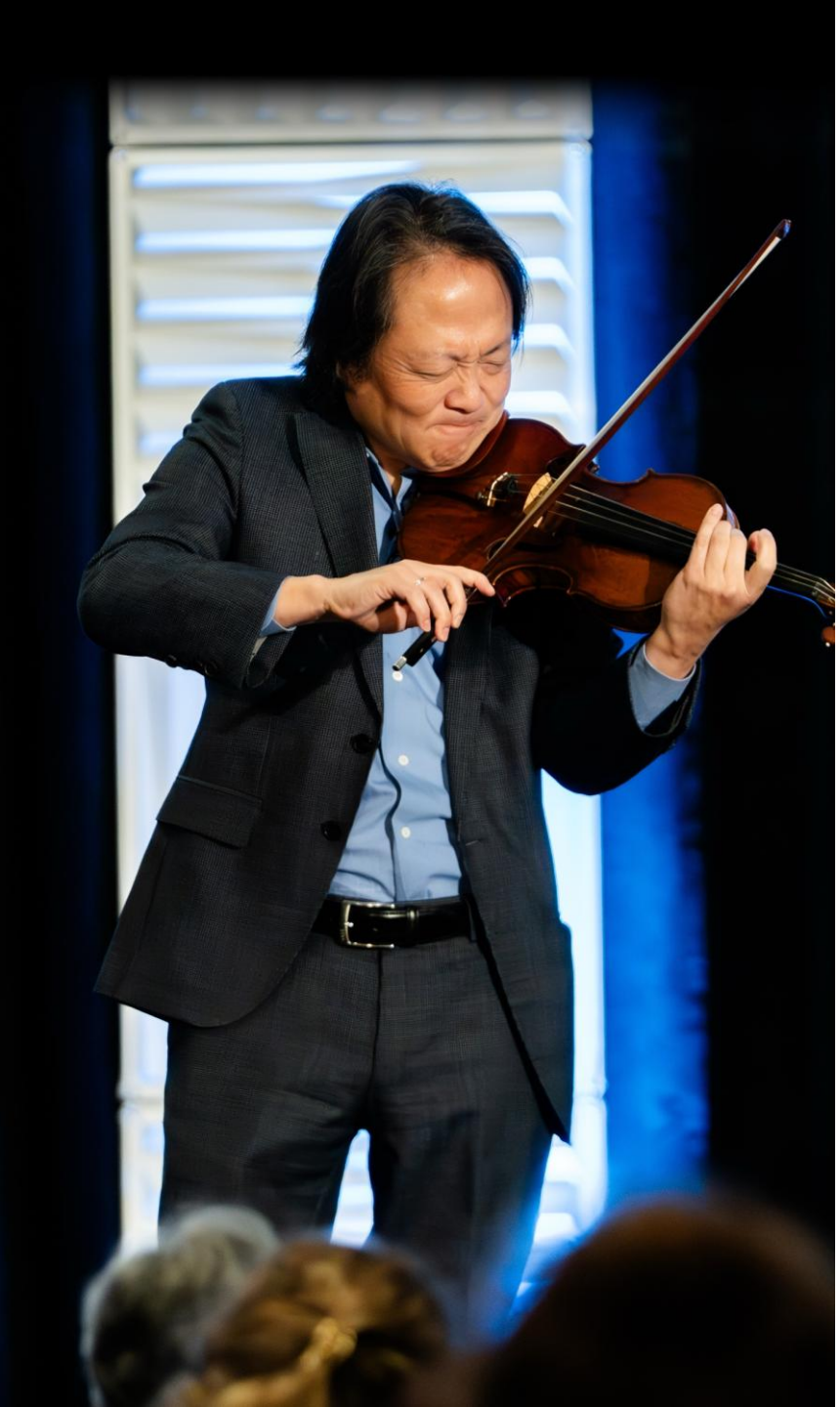
Your Marketing Toolkit

- ✓ A point person.
- ✓ A calendar.
- ✓ A shared photo library.
- ✓ A few templates.
- ✓ A willingness to experiment.



MTNA's Marketing Values

1. Empowerment of all members and music teaching professionals
2. Mission, vision, and brand alignment
3. Integrity, authenticity, and creativity
4. Community engagement
5. Advancement and celebration of the music teaching profession



MTNA

MUSIC TEACHERS NATIONAL ASSOCIATION

Your Partner in Teaching (and Marketing!)