

Recruiting Collegiate Members

Collegiate members are the future of MTNA. State and local associations are encouraged to reach out to college professors and students, promoting membership as well as the creation of new collegiate chapters.

Getting The Word Out

Create brochures and posters that focus on the benefits of collegiate membership:

- Resources for starting their careers
- Professional connections
- *American Music Teacher*, *e-Journal* and *Business Digest*
- Young Artist Performance Competitions
- Growth through meetings, state and national conferences
- Leadership development

For the colleges or universities in your area that offer music lessons:

- Offer to supply the needed quantity of brochures to the administrator's office for them to place one in each music instructor's mailbox.
- Offer to supply enough brochures that each instructor could pass them out to their students.
- Ask for permission to leave stacks of brochures in a visible, central location.
- Ask to display materials in the music library.
- See if they'll allow you to hang a poster in a lobby or lounge. Create a poster promoting membership and the collegiate student artist competitions.
- Give brochures to the student placement office (especially if the school of music has its own) and the university's career center.

If the music department staff is not cooperative about helping you distribute materials, ask if they will give you (or sell you) mailing lists for the faculty and/or students. Then mail the brochures yourself with a cover letter promoting the benefits of membership for collegiate music teachers and students. If you have enough student interest, consider starting a new collegiate chapter (get guidelines from MTNA's national office). Students can join even if there is no collegiate chapter. Try to think of ways they could be included in your local association programs.

Letters and e-mail messages may be sent to specific college faculty. See sample letters to Collegiate Teachers and Prospective Collegiate Chapter Advisors.

Collegiate membership may also be promoted through:

- Local and state newsletters
- Division meetings
- State conferences
- Social networks

Other Ideas For Collegiate Member Recruitment

- Schedule young guest speakers in college pedagogy classes, explaining MTNA benefits
- Interactive webpages, blogs, Youtube
- Invite collegiate member prospects, even high school pedagogy students to local association meetings.
- Help collegiate prospects see the need for professionalism.
- Have a state board position for cultivating new collegiate chapters.
- Reach out to colleges that do not have pedagogy programs to recruit collegiate members.
- Reach out to colleges that do have pedagogy programs; encourage the formation of collegiate chapters.
- Waive local and state membership fees for the first year of active membership for collegiate member graduates.
- Suggest college faculty require membership of appropriate students, such as pedagogy majors.
- Plan programs for pre-college students so they will be more likely to join later as collegiate/active members (for example, a newsletter written by and for pre-college students who are teaching or interested in teaching).