


SUMMIT



FOR MTNA LEADERSHIP
SEPTEMBER 6-8, 2024 · CINCINNATI, OH



Tag us on  @mtnaorg!

MEMBERSHIP PROGRAMS & SERVICES

**Ryan Greene
Terri Hlubek
Karen Thickstun**

**Summit for
MTNA Leadership
9.7.24**

AGENDA

- Competitions
- Business Resources
- DEI Resources
- National events in 2025
- Grants and Awards
- Publications
- Member Discounts
- Member Insurance

MTNA COMPETITIONS

Terri Hlubek, NCTM
Director of Competitions
competitions@mtna.org

NEW THIS YEAR



Composition Competitions:

No Restrictions on ensemble size

Brass & Voice Competitions:

Preliminary Round (Video Submission)

Final Round (Finals- Live)

ENTRY DEADLINES



Deadline for Composition, Junior, Senior and Young Artist Performance

September 11, 2024, 3:00 P.M. Eastern Time

Deadline for Chamber Music, Brass & Voice Performance

December 4, 2024, 3:00 P.M. Eastern Time

Deadline for Stecher and Horowitz Two Piano

January 6, 2025, 3:00 P.M. Eastern Time

BUSINESS RESOURCES FOR TEACHERS

a benefit of MTNA membership

Karen Thickstun, NCTM
Business Resources Coordinator/Immediate Past President
kthickst@butler.edu

**“This is not a business.
It’s a calling.”**

**“Please don’t talk about
business.”**

**“Let’s talk about business,
but over in the corner.”**

**“I guess it’s ok to talk
about business but it
doesn’t really apply to me
very much.”**

**“Why aren’t we talking
MORE about business?”**

“We need more business sessions for ALL musicians!”

Sign In

Create Account

Cart

FIND A TEACHER



MTNA
MUSIC TEACHERS NATIONAL ASSOCIATION

EXPLORE MTNA

JOIN + RENEW

ENGAGE

STAY INFORMED

LEARN

BUSINESS RESOURCES

CONNECT

DONATE



READY, SET, RENEW

MTNA

MEMBERSHIP



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DIGEST ARCHIVES

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MEMBER SURVEY

The 2020 MTNA Member Survey is available [here](#). (MEMBERS-ONLY CONTENT)

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In the Spotlight

Studio Refresh! Essential Business Topics to Revisit Annually

MTNA Business Network

Times change, but strong business practices never go out of style. An annual refresh keeps a studio vibrant, relevant and meeting the needs of students *and* parents. Compiled by the MTNA Business Network, the [Annual Studio Refresh Checklist](#) highlights important studio topics that warrant regular review. Follow along as we explore these key studio topics in more detail. [Read More.](#)



Meet the Entrepreneur

Jeremy Siskind

Jeremy Siskind is a jazz pianist, composer and author/publisher who teaches at Fullerton College. In this video, Jeremy reflects on his career path and current projects, sharing insights on key experiences and the entrepreneurial mindset that guided him to where he is now while offering advice for others with similar career goals. Learn more about Jeremy at <http://jeremysiskind.com>. [Watch Video.](#) [Read Transcript](#)

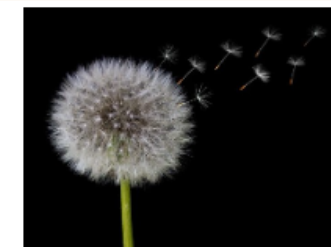


Life-Work Balance

The Zero-Energy List: Releasing Unnecessary Burdens of Teacher Life

Christina Whitlock, NCTM

Teachers are emotionally connected to their work in a deep way. After all, students are more than numbers on a spreadsheet; they are long-term investments involving untold hours of planning and care. Essential as it may be, it's that very emotional connection that sometimes leads us down the wrong path. [Read more.](#)



Top Five

Top 5 Ways to Refresh Your Studio from the Inside Out

MTNA Business Network

If the content of your studio stays the same year after year, it will feel stale to your students no matter what your marketing or website says. Time to mix it up and keep students wondering what will be exciting and different this year! [Read more.](#)



MTNA BUSINESS DIGEST

July 2024 • Volume 3, Issue 4

[View as Webpage](#)

Welcome

It's summer! I hope you can find time to relax and enjoy a few quiet moments before the hectic fall schedule begins. Now is the perfect time to reflect and "keep the best, throw out the rest." Let's refresh for the fall!

Need an Annual Studio Refresh Checklist? Start with the [Spotlight article](#).

Need to re-energize your entrepreneurial journey? Check out Jeremy Siskind's advice in [Meet the Entrepreneur](#).

Need to stimulate your career path after the pandemic? Explore Timothy Stephenson's [book review](#) of *Career Choices in Music Beyond the Pandemic: Musical and Psychological Perspectives*.

Need to revitalize your internal studio operations? Explore new ideas in the [Top 5](#) and [Resource Gems](#) segments.

Need to rejuvenate the positivity vibe in your teacher mindset? Check out Christina Whitlock's [Zero-Energy List](#).



Business Digest: Open and Click rates

ISSUE	OPENS	CLICKS	SUBJECT LINE
October 21	49%	4%	Welcome to the Inaugural MTNA Business Digest
January 22	58%	4%	From Surviving to Thriving: Mindset and the Ability to Earn a Good Income
April 22	58%	3%	3 Steps to Building a Client-Centric Social Media Marketing Plan
July 22	62%	7%	How Do I Actually Enforce My Policies?
October 22	67%	13%	“What Do You Charge?”
January 23	60%	3%	So You Want to Start a Podcast? A Podcasting Primer
April 23	62%	4%	Starting a Music School?
July 23	64%	5%	What We Can Learn from the MTNA 2020 Member Survey
October 23	64%	3%	The Why, What and How of Diversifying Income
January 24	64%	4%	Promoting Your Music Teaching Business Through Branding
April 24	64%	3%	Financial Planning for Music Teachers at Different Stages of Life
July 24	62%	5%	Studio Refresh! Essential Business Topics to Revisit Annually

Most viewed Business Resource articles
June 2023–August 2024



Top Five: 5 Steps for Successful Interview Lessons with Music Students
(April 2023) – 2,292 views

CTA Frequently Asked Questions for MTNA Members
(2024) – 2,018 views

Tech Tips and Tools: Studio Management Apps
(October 2021) – 1,408 views

Starting a Music School
(April 2023) – 683 views

The Why, What and How of Diversifying Income
(October 2023) – 556 views

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MTNA 2020 Member Survey

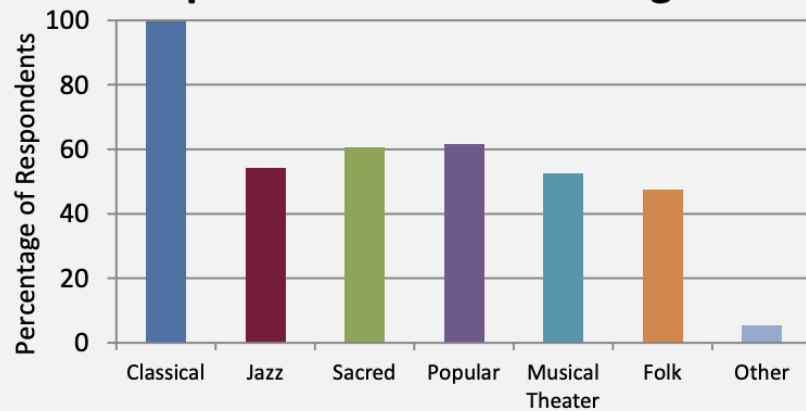
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

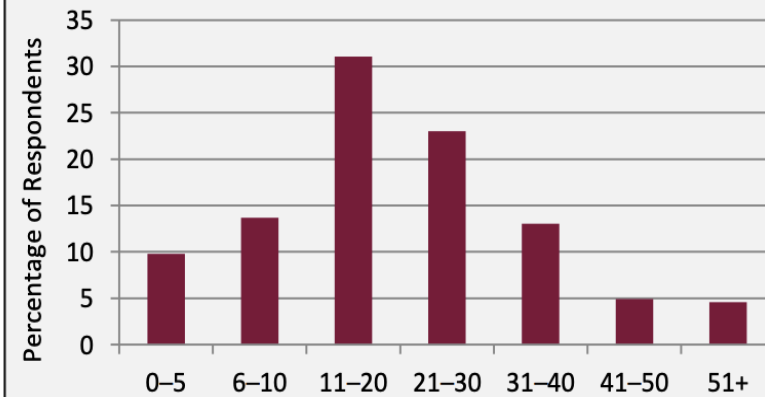
Marketing Strategies used by Independent Teachers

- **86%** reported using word-of-mouth
- **74%** reported using referrals
- **39%** reported using a website
- **27%** reported using a Facebook page
- **<10%** reported using each of email blasts, Google AdWords or print ads

Repertoire used in Teaching



Number of Students in a Studio



60-minute Lesson Rates Reported During the 2019–2020 School Year

Average: \$56.58

Median: \$52.00

Range: \$10 to \$400

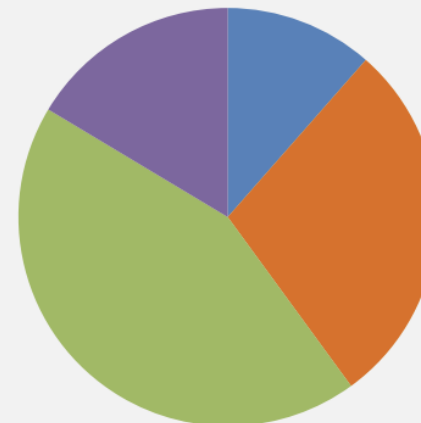
Comparison with Data from 2005 MTNA Member Survey

Average 60-minute lesson rate: \$43

Adjusted for inflation (in 2020 dollars)
using the U.S. Bureau of Labor Statistics

CPI Inflation Calculator: \$56.98

How Often Teachers Raise their Rates



Anually

Every 2 years

Every 3-5 years

Never

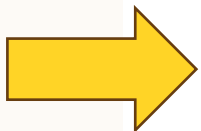
Q63: In the 2019-2020 academic year, what did you charge for a 60-minute private lesson?

Answered: 1,744 Skipped: 2,101

Overall Range:	\$10 to \$400 per hour	Average 60-minute rate 2005 Survey:	\$43
Overall Median:	\$52.00 per hour	(This converts to \$56.98 in 2020 dollars using an inflation calculator)	
Overall Average:	\$56.58 per hour		

BY DIVISION

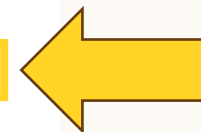
Eastern	Med: \$60 Avg: \$61	South Central	Med: \$55 Avg: \$57
East Central	Med: \$50 Avg: \$52.97	Southwest	Med: \$60 Avg: \$63.93
Northwest	Med: \$50 Avg: \$54	West Central	Med: \$50 Avg: \$49.48
Southern	Med: \$55 Avg: \$59		



Q63: In the 2019-2020 academic year, what did you charge for a 60-minute private lesson?

STATE AVERAGES SORTED HIGH TO LOW

California	\$83	Washington	\$58.21	Kentucky	\$49.17
Connecticut	\$76.78	Florida	\$57.81	Maine	\$48.38
New Jersey	\$73.11	Alaska	\$56	Idaho	\$48.25
Hawaii	\$71.67	North Carolina	\$56	Indiana	\$48
Virginia	\$69.83	Colorado	\$55	Wisconsin	\$47.54
Massachusetts	\$68.37	Arkansas	\$54.27	Vermont	\$45.86
Louisiana	\$67.88	Arizona	\$54	Oklahoma	\$45.34
New Hampshire	\$66.17	Oregon	\$54	Kansas	\$45.22
Nevada	\$66.07	Nebraska	\$53.38	Montana	\$41.42
Maryland	\$66	Ohio	\$53.19	Iowa	\$40.75
Tennessee	\$64.23	Pennsylvania	\$53	West Virginia	\$40.14
New York	\$64	New Mexico	\$52	South Dakota	\$40
Delaware	\$63.67	Michigan	\$51.79	North Dakota	\$38.08
South Carolina	\$61	Missouri	\$51.17	Wyoming	\$35.4
Illinois	\$60.63	Utah	\$51	Mississippi	\$35
Texas	\$60.08	Minnesota	\$50.7		
Georgia	\$58.42	Alabama	\$49.46		



2024 MTNA Member Survey

Coming in October!

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Your partner in teaching,

Your partner in business

MEMBERSHIP PROGRAMS & SERVICES

Ryan Greene
Director of Membership Development
rgreene@mtna.org

DEI RESOURCES

The image shows a screenshot of a website's navigation menu. The menu is set against a dark maroon background. The main navigation bar includes the following items: ENGAGE, STAY INFORMED, LEARN (highlighted with a yellow box), BUSINESS RESOURCES, CONNECT, and DONATE. Below the 'LEARN' item, a dropdown menu is open, listing various resource categories. The 'DEI Resources' item in this dropdown is also highlighted with a yellow box. A secondary dropdown menu is visible to the right of the 'DEI Resources' item, listing sub-categories: Repertoire, Inclusive Teaching, Within the Community and, Within the Studio, DEI Profiles, and Affiliate Resources. The background of the page features a photograph of a woman speaking at a podium, with the word 'Teaching' overlaid in a white, stylized font.

ENGAGE STAY INFORMED **LEARN** BUSINESS RESOURCES CONNECT DONATE

Webinars >

DEI Resources >

Collaborative Music Commissioning Project

Parent and Student Resources >

Wellness Resources

Studio Resources

Teaching Tips

Copyright Information

Essential Skills >

COVID Toolkit

Repertoire

Inclusive Teaching

Within the Community and

Within the Studio

DEI Profiles

Affiliate Resources

Teaching



Diversity, Equity and Inclusion Resources

As part of our commitment to diversity, equity and inclusion, MTNA has developed this section of the website to organize and curate DEI resources from *American Music Teacher*, the *MTNA e-Journal*, MTNA webinars and the MTNA website. Content will continue to be added and updated to ensure MTNA members have access to the latest information and research. If you have any questions regarding the Diversity, Equity and Inclusion section of the website, contact the MTNA National Headquarters at (888) 512-5278 or mtnanet@mtna.org.



REPERTOIRE

This section provides resources on the music of underrepresented and lesser-known composers.



INCLUSIVE TEACHING

This section provides resources on teaching music students who are differently abled, have special needs or require an adaptive approach.



WITHIN THE COMMUNITY

This section provides resources to assist the studio music teacher in interacting with and contributing to the greater community.



WITHIN THE STUDIO

This section provides resources for assisting music teachers to create a more diverse and inclusive studio environment.



DEI PROFILES

This section features resources that profile and highlight the life and work of exemplary individuals, both past and present, whose impact and contributions are timeless.



AFFILIATE RESOURCES

This section provides resources to support MTNA State and Local Affiliates.

DEI POLICY








OUTSIDE RESOURCES

DEI COMMITTEE



Repertoire

Repertoire from around the world increasingly is being used in the music studio. The following list includes MTNA resources that discuss and analyze repertoire by underrepresented and lesser-known composers. Click on the title of the resource to download a PDF (*American Music Teacher* and *MTNA e-Journal* Articles) or to link to a video resource.

Resource Type	Title	Author(s)/Presenter(s)
	Indigenous Sounds and the Pianism of Lucrecia Kasilag: Colonial Violence, Hybridity and Philippine Modernism (June/July 2024 <i>American Music Teacher</i>)	James Carl Lagman Osorio
	Jack Frederick Kilpatrick, Oklahoma's Cherokee Composer: An Analysis of Six Intermediate Collections for Solo Piano (April 2024 <i>MTNA e-Journal</i>)	Hayden Coie, NCTM
	The Pedagogical Piano Works of William Grant Still (February 2024 <i>MTNA e-Journal</i>)	Kindal Gammill, Desmond Henderson and Nathan Shelton
	Beyond Drumbeats and Open Fifths: Indigenous Composition of the Americas for the Piano Studio (October/November 2023 <i>American Music Teacher</i>)	Stephanie Mercer, Penny Lazarus, NCTM, and Sue Ruby
	"Inherently Deficient" or Created Equal? The Rise of the American Woman composer (June/July 2023 <i>American Music Teacher</i>)	Hannah Roberts, NCTM
	Unity Through Diversity: Rhythms & Melodies in Asia and Latin America (May 2023 <i>American Music Teacher</i>)	João Paulo Casarotti, Alejandro Cremaschi, Gulimina Mahamuti and Omar Roy
	These are a Few of My Favorite... Diverse Piano Collections (April/May 2023 <i>American Music Teacher</i>)	Leah Claiborne



NATIONAL EVENTS 2025

- **Collegiate Symposium**
University of Oklahoma, Norman, Oklahoma
January 18–19, 2025
- **National Conference**
Minneapolis, Minnesota
March 15–19, 2025
- **TEMPO: A Virtual MTNA Conference**
April 25–26, 2025



GRANTS



- Collegiate Grants Deadline: November 1, 2024, at 3:00 P.M. Eastern Time
 - \$100 Collegiate Travel
 - \$750 Collegiate Chapter Enrichment
- Spring Grants Deadline: May 1, 2025 at 3:00 P.M. Eastern Time
 - \$750 Teacher Enrichment
 - \$750 Affiliate Enrichment
 - \$750 Community Engagement
 - \$5,000 Program Development



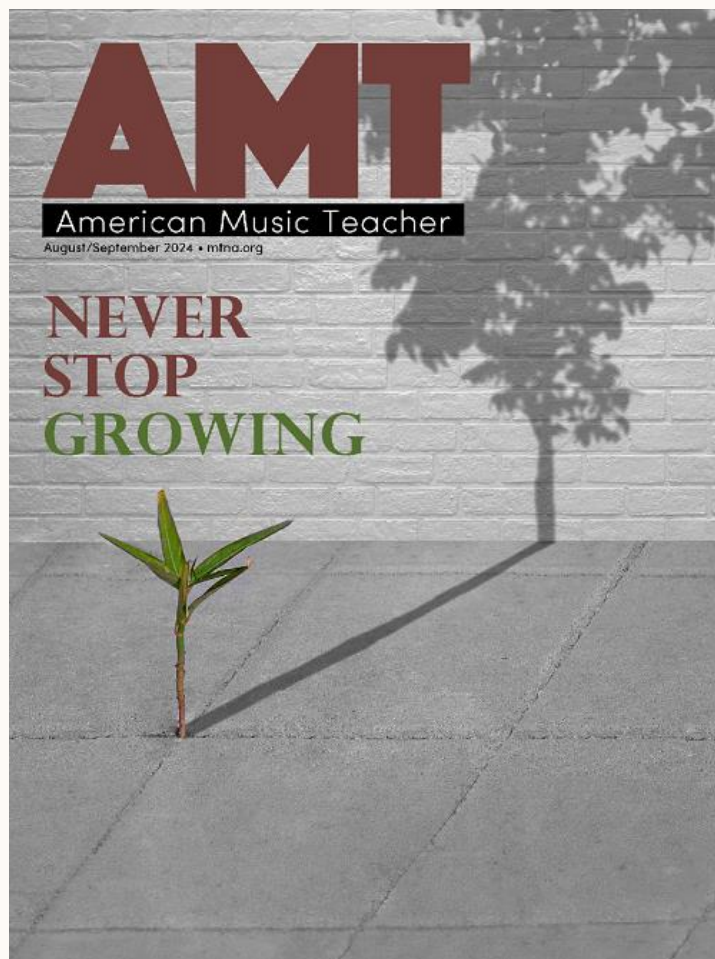
AWARDS



- MarySue Harris Studio Teacher Fellowship (Three \$5,000 recipients)
Deadline: November 5, 2024, at 3:00 P.M. Eastern Time
- Stecher & Horowitz Power of Innovation Award (One \$10,000 recipient)
Deadline: November 5, 2024 at 3:00 P.M. Eastern Time
- Composer Commissioning Program:
Distinguished Composer of the Year (One \$5,000 recipient)
Deadline: December 1, 2024 at 11:59 P.M. Eastern Time



PUBLICATIONS



July 2024 • Volume 3, Issue 4

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Need to revitalize your internal studio operations? Explore new ideas in the [Top 5](#) and [Resource Gems](#) segments.

Need to rejuvenate the positivity vibe in your teacher mindset? Check out Christina Whitlock's [Zero-Energy List](#).

Legal News: In April, the Federal Trade Commission (FTC) issued a ruling that bans non-compete agreements and clauses in most employment contexts, with very few exceptions. The ruling is scheduled to go into effect on September 4, 2024, although it is being challenged by several lawsuits, including the U.S. Chamber of Commerce. If you hire teachers and include a non-compete clause in the employment contract, [read more](#) about this new regulation and how it might change your employment policies.

Karen Thickstun, NCTM

MEMBERS ONLY DISCOUNTS PAGE

Sign Out Hi, Ryan Cart FIND A TEACHER f t in p YouTube Instagram

MTNA MUSIC TEACHERS NATIONAL ASSOCIATION

EXPLORE MTNA JOIN + RENEW ENGAGE STAY INFORMED LEARN BUSINESS RESOURCES CONNECT

MANAGE Renew Member Benefits > Members Only > Member Discounts


Webinars
Publications
Credit Card Services
Debt Collection Services
Personal Insurance Products
Professional Insurance Products
Professional Support
Legal Documents
Zoning Information

Stay Informed

Two core publications serve MTNA members and cover topics pertinent to teaching music in schools and communities:

American Music Teacher—the official journal of MTNA, providing articles, news, and commentary on current issues, legal issues, advocacy and pedagogy: educate and challenge six times a year with features and extras

MTNA e-Journal—an online-based journal containing informational articles



SHEET MUSIC DISCOUNTS

10% Link

SheetMusicPlus

15% Code



musicnotes
SHEET MUSIC ANYWHERE

20% Code



Sheet Music **Now**



OFFICE DEPOT/OFFICE MAX PROGRAM



odpbusiness.com/mtna
to register an account





ODP Business Solutions® and Music Teachers National Association have partnered to provide exclusive benefits and savings to its members including:

- Customized pricing to fit the specific needs of your business
- Curated assortment of products and services
- FREE, next-business-day delivery on qualifying orders within our local delivery areas.
- World class customer service for quick problem resolution
- Experienced account managers to help improve productivity and uncover cost savings
- Convenient payment options including single account billing or consolidated billing for multiple locations

Contact Us:

National Customer Service - 1-800-650-1222

To continue to receive your member discount, you must register below.

For an individual account, click the REGISTER button below

REGISTER

[Log in to Music Teachers National Association as a registered User](#)



ODP Business Solutions® and Music Teachers National Association provide exclusive benefits and savings to members.

- Customized pricing to fit the specific needs of your business
- Curated assortment of products and services
- FREE, next-business-day delivery
- World class customer service for our members
- Experienced account managers to assist you
- Convenient payment options including multiple locations

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[Log in to Music Teachers National Association](#)

Zip Code

Store Discount Program


Register for a Store Discount Program 

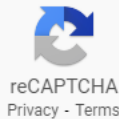
STORE DISCOUNT PROGRAM TERMS AND CONDITIONS

In consideration of issuance of an ODP Business Solutions Store Discount Program ("Card") to you, ("Cardholder"), Cardholder agrees to be bound to the following Terms and Conditions applicable to the use of the Card:

1. The Card is not a revolving or any

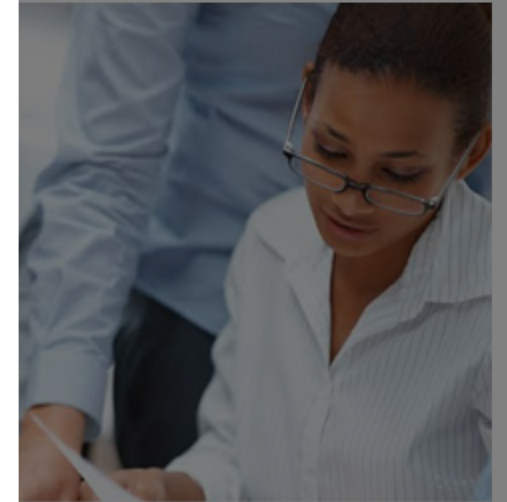
Terms and Conditions

 I'm not a robot



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Privacy - Terms

SUBMIT



FIND A TEACHER TOOL

The image shows a screenshot of the MTNA website. At the top, there is a dark grey navigation bar with the following items: 'Sign Out', a user profile icon with the text 'Hi, Ryan', a shopping cart icon labeled 'Cart', and a blue button labeled 'FIND A TEACHER'. To the right of these are social media icons for Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Instagram, along with an email icon. Below the navigation bar is a maroon header with the MTNA logo on the left and a menu of links: 'EXPLORE MTNA', 'JOIN + RENEW', 'ENGAGE', 'STAY INFORMED', 'LEARN', 'BUSINESS RESOURCES', and 'CONNECT'. The 'JOIN + RENEW' link is expanded into a dropdown menu with the following items: 'MANAGE', 'Renew', 'Member', 'Members On', 'Member Discour', 'Webinars', 'Publications', 'Credit Card Services', 'Debt Collection Services', 'Personal Insurance Products', 'Professional Insurance Products', 'Professional Support', 'Legal Documents', and 'Zoning Information'. Two large yellow arrows point upwards from the bottom of the page towards the 'Hi, Ryan' profile and the 'FIND A TEACHER' button. Below the header, the 'Stay Informed' section is visible, featuring a sub-header and text about core publications. At the bottom of the page, there are images of the 'AMERICAN MUSIC TEACHER' journal and the 'MTNA e-journal'.

MEMBER INSURANCE



- **Trust for Insuring Educators (TIE)**
 - Professional Liability Insurance (\$108–\$203+)
 - Life, Home, Auto, Health and Disability insurance plans
 - www.ftj.com/mtna
- **Francis L. Dean & Associates**
 - General Liability Insurance (\$176)
 - www.fdeanins.com/music-teachers-national-association
- **Clarion Instrument Insurance**
 - Substantial savings especially for multiple instruments
 - Email clarion@clarionins.com or call 1-800-848-2534 and mention you are a member of MTNA



THANK YOU!

The image features a minimalist design with three overlapping circular shapes. A large white circle is on the left, a dark blue circle is at the top and bottom, and a large orange circle is on the right. The orange circle contains several thin, white, concentric circular lines that create a ripple effect.

SUMMIT



FOR MTNA LEADERSHIP
SEPTEMBER 6-8, 2024 · CINCINNATI, OH



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