



**National Association
for Music Education**

1806 Robert Fulton Drive, Reston VA 20191
www.nafme.org

Memorandum

DATE: April 2020
TO: NAFME Division Presidents
FROM: Kathleen D. Sanz

SUBJECT: NAFME Monthly Update Report

Dear NAFME Division Presidents,

Included below is your NAFME Monthly Update Report. These monthly updates are intended as a tool to help division leaders disseminate key information regarding NAFME programmatic activities to state leaders. **We strongly recommend that division leaders share the content of these reports, as they feel most appropriate.** I hope that you and your colleagues continue to find this resource valuable. Please feel free to contact me at any time if I can be of assistance.

Sincerely,

Kathleen D. Sanz

Monthly Update Report – April 2020

Awards, Honors, and Recognitions

- **Composition Competition Applications:**
 - [NAfME Student Composers Competition](#): 208 - deadline was May 1st.
 - [NAfME Electronic Music Composition Competition](#): 99 - deadline was May 1st.
 - [Student Songwriters Competition](#): 62 - deadline was May 15th.

Advocacy and Public Policy

- Secured the [easing of copyright restrictions](#) by publishers. In partnership with the National Federation of High Schools, NAfME worked to secure easement of certain copyright restrictions from several major music publishers in order to support teachers working with students in an online environment.
- Created [Instrument Hygiene Guidance](#). Developed in partnership with the National Federation of High Schools, NAMM and the CDC, the guidance was released publicly on Friday, April 24.
- Held webinar on State MEAs and Federal Stimulus dollars, per MEA leadership request on April 1st. 25 people participated. Coordinated follow-up on Paycheck Protection Program (PPP) opportunities.
- Held webinar on April 28th on [Music Education Policy during a Global Pandemic](#).
- NAfME signed onto a letter urging Congress to address the Homework Gap; Congresswoman Meng (NY) introduced HB 6563 in hopes of including support for e-rate funding to meet the technology gap needs as part of a COVID-IV stimulus package.
- Engaged with state MEAs to discuss upcoming state budget shortfalls, which will impact support for public education, including Alabama, Nevada, Oregon, Maine, and Rhode Island.
- NAfME signed onto a [letter](#) to the National Assessment Governing Board, reiterating the importance of the NAEP Arts Assessment, and supporting a well-rounded education inclusively.

Events

- **2020 All-National Honor Ensembles:** Information about this year's All-National Honor Ensembles is available [here](#). The deadline for application was May 15th.

Governance

- **2021 Elections:** Northwest and Southwest Divisions to provide the Division 2021 candidates by end of May for approval by the NEB during the June Board meeting.
- **Societies and Councils:**
 - Society and Council Chairs contributed additional virtual learning resources for consideration and placement through the Professional Development Committee. See [Virtual Learning Resources for Music Educators](#).

- The Eastern, Northwest, and Southwestern Division Presidents are communicating with the Chairs of the Representative and Advisory Councils to identify potential candidates to fill the Council Division Representative vacancies occurring in June 2020.
- The Representative and Advisory Councils are in the process of identifying members to serve as Members-at-Large on their Councils.
- **National Assembly:** After significant dialogue and data collection over the course of several months, with a high reliance on guidance and information provided by the Centers for Disease Control and Prevention (CDC), World Health Organization and the Washington, DC Health Department, NAFME's National Executive Board has reached the difficult decision that in light of the numerous complications and risks associated with the ongoing public health crisis created by COVID-19 (coronavirus), **we must cancel the in-person 2020 NAFME National Leadership Assembly and all associated events.** The NEB thanks each of you for your patience and understanding as we worked through this challenging decision-making process. Every year, hundreds of NAFME delegates, state MEA leaders and future leaders gather together to discuss emerging issues for our association and field, and to advocate on behalf of music education for all students. While we are saddened that we won't be able to hold these meaningful conversations in-person this June, NAFME has been proactively working on the possibility of a "virtual" 2020 NAFME Leadership Assembly for some time now. As such, please watch your email boxes and this page in the weeks to come for details pertaining to our plans to gather for our **first ever virtual National Leadership Assembly and associated events, this summer.** We look forward to seeing all of your faces online!

Membership

- **Member Count Comparative – April 30th, 2020 vs April 30th, 2019:** Full comparative reports for membership and Tri-M during this time period have been provided. (Appendix A & B)
- **Recruitment and Retention:** NAFME retention efforts (emails and calls to expiring members) and recruitment efforts (emails and letters to lapsed members) have resumed. As many school systems have closed for the rest of the year, with many spring music education events canceled, we believe our current messaging, stressing the usual benefits and value of membership, needs to be adjusted. As such, NAFME continues to actively work with our State MEAs to develop "compassionate" membership messaging, reflective of the times. This, and many other membership recruitment activities (outlined below) are currently taking place.
 - a. Social media efforts continue, getting NAFME's membership message in front of nonmembers through Facebook, Twitter, and Instagram.
 - b. A webinar for state executives on how to leverage their new CRM partner portals for membership retention and recruitment tactics took place on May 8th.
 - c. A mass email message to the music education universe will be deployed in early May noting our pandemic resources and promoting membership.
 - d. Co-branding with states on renewals was delayed due to pandemic and reporting issues; expect to relaunch over the summer.
 - e. We will revise and share plans for the fall direct mail campaign in light of the pandemic.
 - f. We have proposed significant measures to assist expiring members facing hardship due to the coronavirus such as membership term extension.

- g. Co-branding with state MEAs on renewal notices will return following the completion of data cleanup projects begun in December (expected deployment, August 2020).
- h. We will learn to use the MDR “Hot Leads” for recruitment.

Organizational Development

- Engagement with MEAs and Assistance in Drafting PPP applications.
- Shared updates, rulings and resources related to PPP.
- Provided NRCCUA Membership list by teaching area for release of Fall high school music educator and student survey.
- Drafted COVID-19 MEA Support Recommendation for finance committee consideration.
- Frequent communication with MEA Execs related to force majeure considerations and COVID cancellation decisions.
- Gathered responses from 33 MEA Executives about COVID-19 Financial Impact.
- Webinar with State Executives and Presidents on May 7th with 30 participants focused on COVID-19 Impact on Conference.

Professional Development

- Supported thousands of educators through the online offerings due to COVID-19:
 - Live webinars in series: 13
 - Live webinar registration: 4,120
 - Live webinar attendance: 2,650
 - Live webinar recording views: 4,256
 - FREE Webinar certificates earned: 3,321
 - Free academy access # of institutions: 62
 - Free Academy access # of users: 856
 - Office Hours with Experts sessions held: 1
 - Office Hours with Experts registration: 95
 - Office Hours with Experts attendees: 58
- Conference session proposals acceptances and rejections were sent the week of April 20th. Worked with the leadership of our two research Societies in crafting appropriate language given the current travel restrictions faced by many of our higher education faculty.
- Published [updated versions](#) of several Library of Congress units best suited for use in virtual learning situations.

- Collaborated with Smithsonian Folkways to offer all NAFME members \$20 worth of free downloads for the Folkways site.
- Published online 3 new Library of Congress Units:
 - Composition/Theory Responding Unit--Advanced
 - General Music Responding Playlist, Grade 8
 - Band Responding Unit--Novice Elementary

Publications

- Published [Composition Concepts for Bands and Strings – Incorporating Creativity in Ensemble Settings](#) by Alexander Koops and John L. Whitener.
- Released [April Teaching Music](#). The print edition reached about 70% of our members at their home addresses this month.

Technology

- **Membership Management System Development:** Work continues to bring every facet of the system to full capacity and to arrive at a sustainable technology level of support that NAFME can provide to our State MEAs for years to come.