

# SUMMIT



FOR MTNA LEADERSHIP  
SEPTEMBER 8-10, 2023 · CINCINNATI, OH



# Membership Programs & Services

Brian Shepard  
Chief Operating Officer  
[bshepard@mtna.org](mailto:bshepard@mtna.org)

**Music Teachers National Association**

***Collegiate***

**SYMPOSIUM**



**January 13–14, 2024**

**Ann Arbor, Michigan**

**Proposal Deadline: September 29, 2023**

**3:00 P.M. Eastern Time**

SUMMIT  
FOR MTNA LEADERSHIP  
SEPTEMBER 8–10, 2023



MUSIC TEACHERS NATIONAL ASSOCIATION

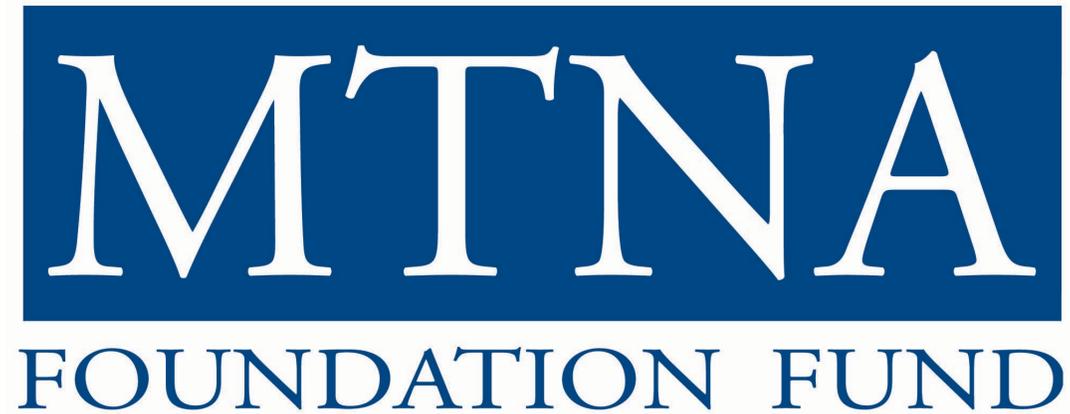
**August 2–3, 2024**  
**Cincinnati, Ohio**



**Collegiate Grants Deadline: November 1, 2023**  
**3:00 P.M. Eastern Time**



**Spring Grants Deadline: May 1, 2024  
3:00 P.M. Eastern Time**



**Composer Commissioning Program**  
**Deadline for DCY Consideration is December 1, 2023**  
**11:59 P.M. Eastern Time**

# AMT

American Music Teacher



# Membership Programs & Services

Terri Hlubek  
Director of Competitions  
[competitions@mtna.org](mailto:competitions@mtna.org)

**Deadline for Composition, Junior, Senior  
and Young Artist Performance:  
September 13, 2023, 3:00 P.M. Eastern Time**

**Deadline for Chamber Music:  
December 6, 2023, 3:00 P.M. Eastern Time**

**Deadline for Stecher and Horowitz Two Piano:  
January 5, 2024, 3:00 P.M. Eastern Time**

# Membership Programs & Services

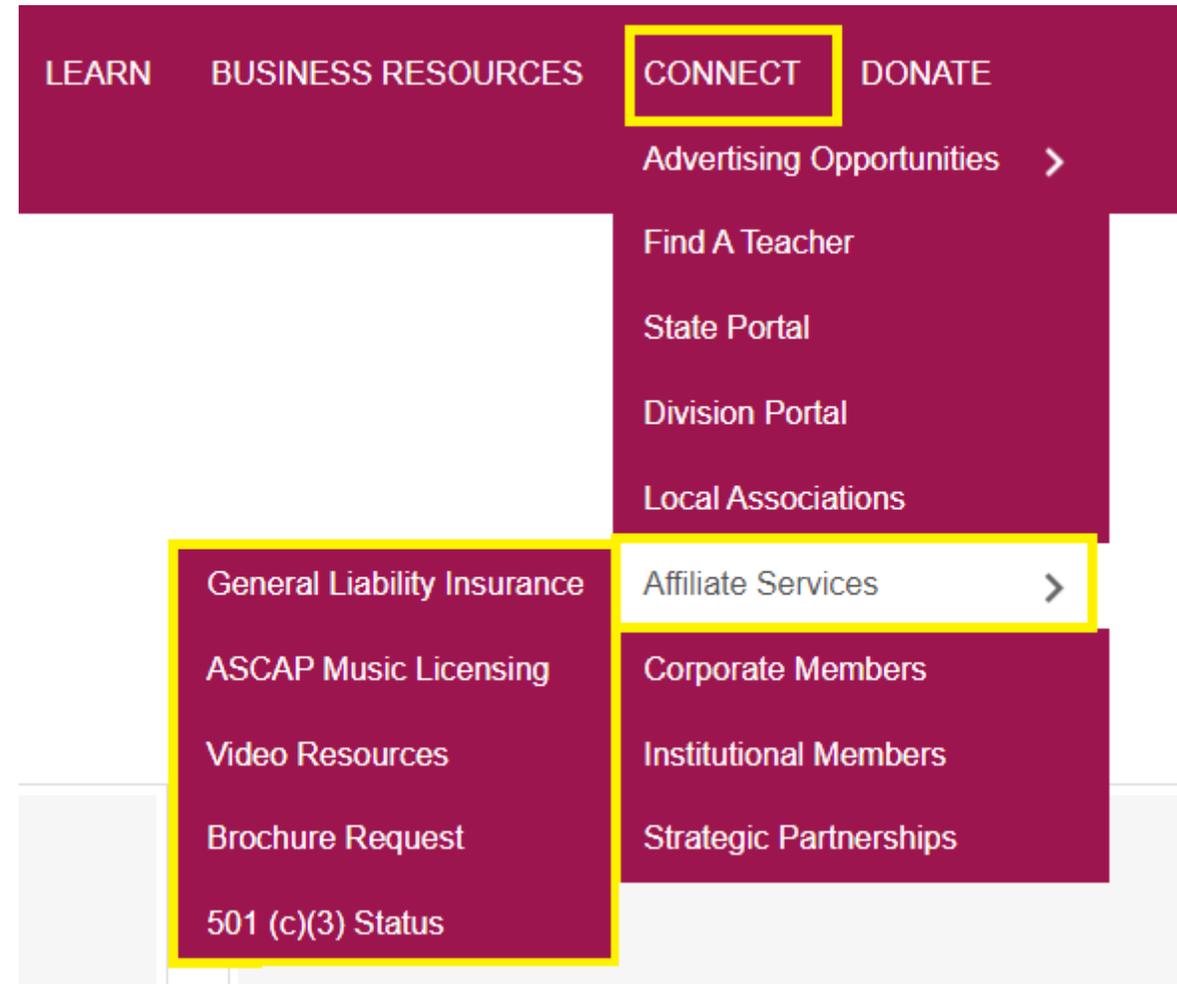
Ryan Greene

Director of Membership Development and Affiliate Relations

[rgreene@mtna.org](mailto:rgreene@mtna.org)

# Affiliate Services

- General Liability Event Insurance
- ASCAP Performance Licensing Fees
- Brochure Request
- 501(c)(3) Group Exemption Program



# Members Only Discounts Page

Sign Out Hi, Ryan Cart FIND A TEACHER

MTNA MUSIC TEACHERS NATIONAL ASSOCIATION

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

MANAGE

Renew

Member Benefits >

Members Only >

Member Discounts

## Stay Informed

Two core publications serve MTNA members and cover topics pertinent to the profession:

**American Music Teacher**—the official journal of MTNA, providing articles, news, and resources for music teachers.

**MTNA e-Journal**—an online-based journal containing informational articles and resources.



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

legal issues, advocacy and pedagogy:

educate and challenge six times a year

atures and extras



## Office Depot/OfficeMax Discount Program



**[www.odpbusiness.com/mtna](http://www.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

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**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](#)



# Be sure to enroll in the Store Discount Program

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

## Contact Us:

National Customer Service - 1-800-650-2222

**To continue to receive your member benefits, please click here.**

For an individual account, click the REGISTER button below.

REGISTER

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

## Store Discount Program

Register for a Store Discount Program 

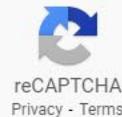
### STORE DISCOUNT PROGRAM TERMS AND CONDITIONS

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:

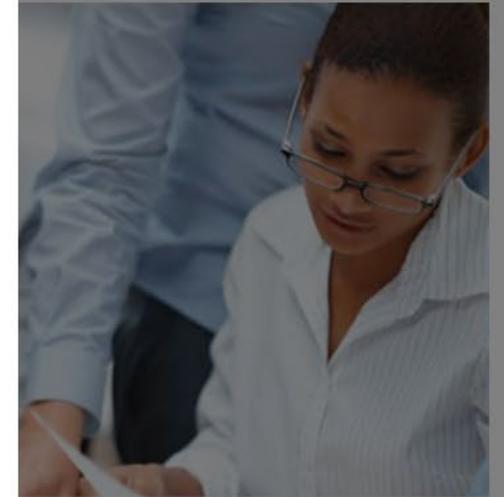
1. The Card is not a revolving or any

Terms and Conditions

 I'm not a robot



SUBMIT



**odp**  
BUSINESS SOLUTIONS™

Search

**RYAN GREENE**  
MUSIC TEACHERS NATL ASSOC

Store Discount Program

Bulletin Board

0  
Orders Pending Approval

Click here

Card# [REDACTED]

**RYAN GREENE**  
GREENE RYAN

Your QR code  
will appear here

**Store Discount Program**  
Scan this card at the register to get  
your discount pricing.

Home Lists Orders Account

# Copies

Switch Product

**1. Print Options** | 2. Finishing Options | 3. Advanced Options

Project Name:

Pages:  | Quantity:

Paper Sizes: Letter

Paper Types: **Standard Whites - 20lb**

Fit Paper:  Fit to Paper |  Keep Size

Color:  Full Color |  Black & White

## Paper Types

White

STANDARD WHITE / price per sheet

|             |        |        |
|-------------|--------|--------|
| <b>20lb</b> | 24lb   | 28lb   |
| \$0.06      | \$0.06 | \$0.09 |

CARDSTOCK / price per sheet

|        |        |
|--------|--------|
| 65lb   | 110lb  |
| \$0.15 | \$0.22 |

MATTE CARDSTOCK COVER / price per sheet

|        |
|--------|
| 12pt   |
| \$0.34 |

Change paper stock to 20lb paper to get b&w copy cost to \$0.05/page

Upload Your File

My Device | Dropbox | One Drive

Get Quote

Questions? Contact a Print Specialist: 1-800-983-3376

By choosing "Add to Cart", you agree to our Terms of Use

Your Price: **\$0.05**

Applicable discounts and coupons will be applied at checkout.

Add to cart

# Find a Teacher Tool

Sign Out **Hi, Ryan** Cart **FIND A TEACHER**       

**MTNA**  
MUSIC TEACHERS NATIONAL ASSOCIATION

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

MANAGE Renew Member Members On Member Discour



## 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 events in the field of music education.

**MTNA e-Journal**—an online-based journal containing informational articles, news, and commentary on current events in the field of music education.

- Member Discour
- Webinars
- Publications
- Credit Card Services
- Debt Collection Services
- Personal Insurance Products
- Professional Insurance Products
- Professional Support

legal issues, advocacy and pedagogy:

educate and challenge six times a year

atures and extras



# **Leadership Resources on the MTNA Website**

# **Business Resources**

## **DEI Resources**



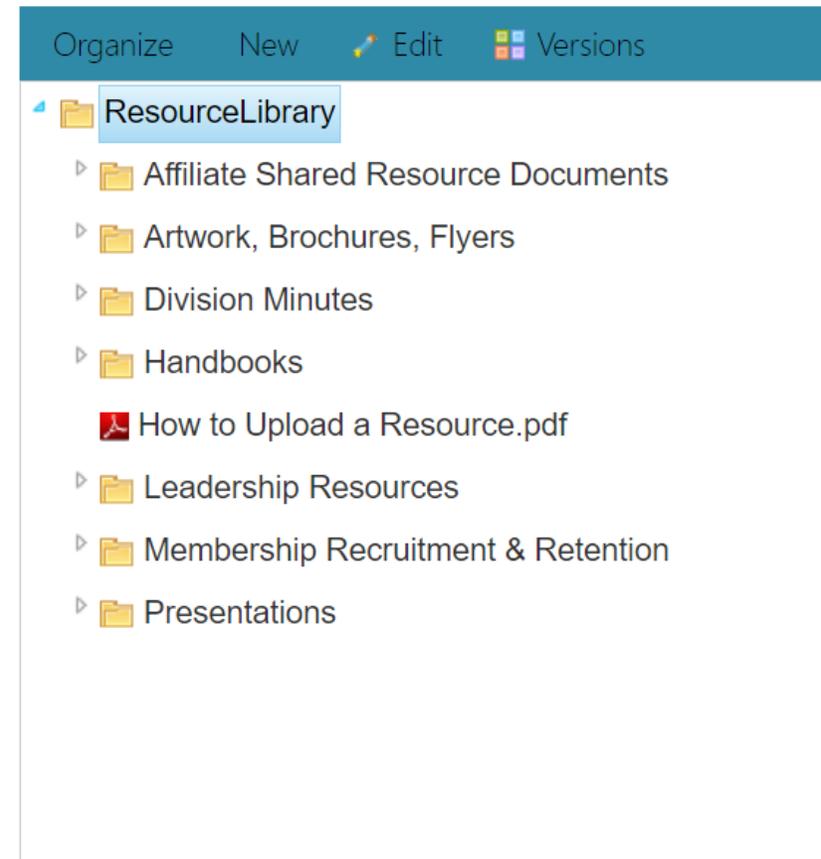
# Leadership Resources on MTNA Website

## Leadership Community

Look for this in your MTNA profile!

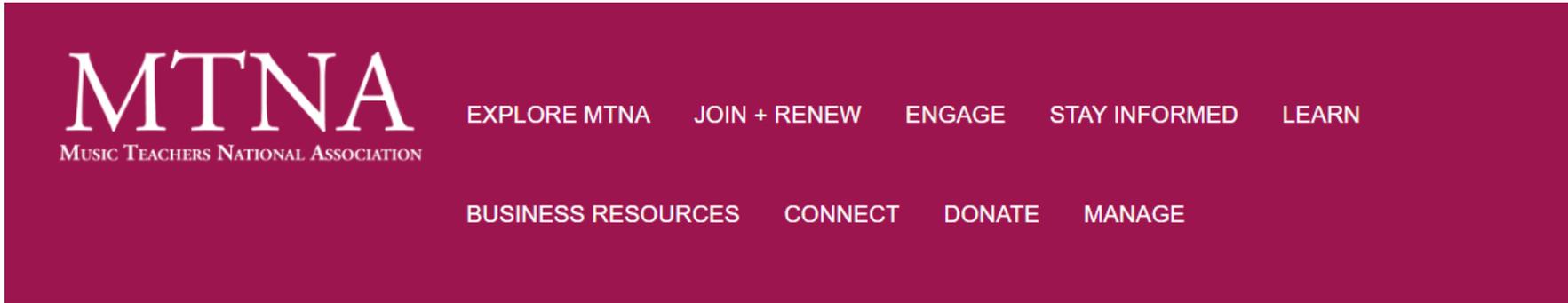


### Resource Library



# Leadership Resources on MTNA Website

## ENGAGE > Summit for MTNA Leadership



## Summit for MTNA Leadership

The Summit for MTNA Leadership is designed to encourage networking and accomplish the following objectives:

1. To better understand the workings of an association
2. To plan for long-term stability of the association
3. To strengthen "The MTNA Connection": The link between local, state and national levels
4. To deal with crucial issues confronting the association
5. To determine MTNA's role in the future of the music teaching profession

### Summit 2021 Resources

The 2021 Summit for MTNA Leadership was held virtually.  
Resources from the event can be found [here.](#)



### Summit 2020 Resources

The 2020 Summit for MTNA Leadership was held virtually.  
Video Resources from the event can be found [here.](#)





# Leadership Resources on MTNA Website

## ENGAGE > Summit for MTNA Leadership

### 2021 Virtual Summit for MTNA Leadership

#### Online Resource Library

MTNA has provided this online library of digital resources to assist you in your national, state or local leadership role. Questions? Contact the MTNA National Headquarters at [mtnanet@mtna.org](mailto:mtnanet@mtna.org) or (888) 512-5278.

Keynote Address with Mackie Spradley, NAFME President

Originally broadcast September 17, 2021

Panel Discussion on The Diverse and Culturally Responsive Association with Leah Claiborne, Veena Kulkarni-Rankin, William Chapman Nyaho, NCTM and Martha Hilley, NCTM, Moderator.

Originally broadcast September 18, 2021

#### ASSOCIATION 101

What is an association?

Where did associations come from?

What's the difference between a For-Profit and a Non-Profit?

What is Private Inurement?

What is Incorporation?

What are Articles of Incorporation?

How do Bylaws work?

How does a Board of Directors function?

Do board members have any legal liability?

What is the difference between a 501(c)(3) and a 501(c)(6)?

How does the Federal Trade Commission affect associations?

#### TUTORIAL VIDEOS

MTNA Publications and Resources

Members Only Discounts

Members Only Insurance

How to access the Leadership Community

How to download membership data

How to use the Find a Teacher tool

General Liability Insurance

ASCAP Music Licensing

501(c)(3) Group Exemption Program

## **But wait! There's more...**

- Member Discounts (Barbara Fast, Membership Recruitment)
- Member & Affiliate Insurance (Gary Ingle, SPAC Meeting)

# Membership Programs & Services

Karen Thickstun

Business Resources Coordinator/Immediate Past President

[kthickst@butler.edu](mailto:kthickst@butler.edu)

# **Business Resources for Teachers**

**a benefit of MTNA membership**

**MTNA Leadership Summit**

**September 9, 2023**

**“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!”**

# MTNA

MUSIC TEACHERS NATIONAL ASSOCIATION

EXPLORE MTNA

JOIN + RENEW

ENGAGE

STAY INFORMED

LEARN

BUSINESS RESOURCES

CONNECT

DONATE

## Business Resources

MTNA understands the ever-changing demands that music teachers face. To meet those needs, a vast collection of business resources has been developed by the association. Content will continue to be added and updated to ensure MTNA members have access to resources necessary to grow thriving studios and portfolio careers. If you have any questions regarding the Business Resources section or would like to provide feedback, [click here](#) or contact the MTNA National Headquarters at (888) 512-5278 or [mtnanet@mtna.org](mailto:mtnanet@mtna.org).

During this COVID pandemic, special COVID-related resources are available in MTNA's [COVID Toolkit](#).



## STUDIO RESOURCES

This section provides resources to assist you in developing studio policies and other documents to support business operations. Topics include: studio policies and documents, studio structure and location, and online teaching and technology support.



## MARKETING

This section provides resources to assist you in marketing your studio, music school or portfolio career. Topics include: recruitment and retention of students, and digital marketing.



## FINANCE

This section provides resources to assist you with the various financial aspects of operating a studio or music school. Topics include: tuition and fees, recordkeeping, fundraising and grants, taxes, insurance, and retirement planning.



## LEGAL RESOURCES

This section provides resources to assist with legal questions you might have regarding your studio or music school. Topics include: legal resources and documents developed by the MTNA attorney; copyright; and zoning.



## **CAREER DEVELOPMENT**

This section provides resources to assist in developing your career. Topics include: professional development, professionalism and professional documents.



## **ENTREPRENEURISM**

This section provides resources that promote innovative thinking and creative solutions.



## **BUSINESS PLANNING**

This section provides resources to assist with business and strategic planning.



## **ARTS ADVOCACY & AWARENESS**

This section provides resources to enable music teachers to become advocates for the importance of music education for all and the value of the arts in our society.



## COMMUNITY ENGAGEMENT

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



## GENERAL

This section includes a variety of general resources that do not fit into the categories listed above but which help to further refine the business practices of studio teachers.



## RESOURCE GEMS

With an overabundance of resources available, it is easy to feel overwhelmed. Here are three valuable resources chosen specifically to assist you in your professional life.



## ARCHIVES

For your convenience, the MTNA Business Digests are archived.

# MTNA 2020 Member Survey

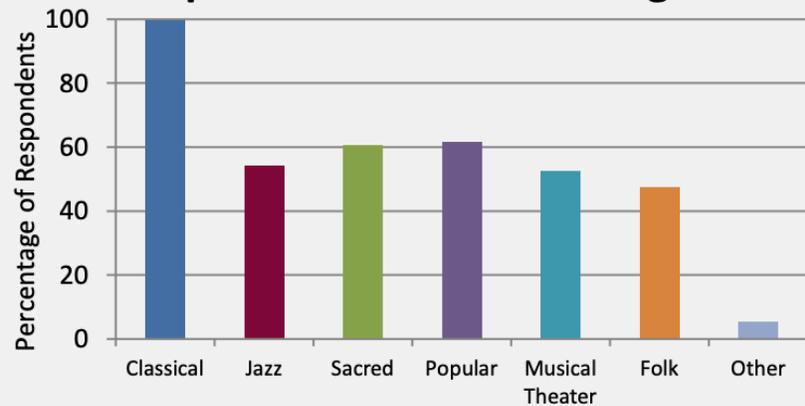
## A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

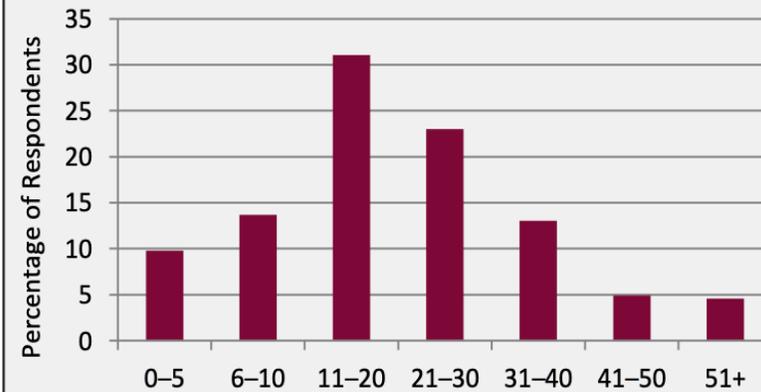
### Marketing Strategies used by Independent Teachers

- 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

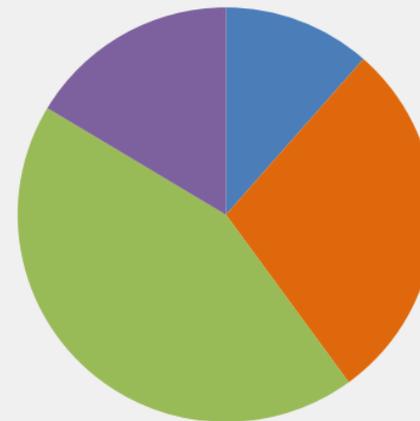
Range: \$10 to \$400

**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  
**Overall Average:** \$56.58 per hour      using an inflation calculator)

### BY DIVISION

|                     |                        |                      |                        |
|---------------------|------------------------|----------------------|------------------------|
| <b>Eastern</b>      | Med: \$60 Avg: \$61    | <b>South Central</b> | Med: \$55 Avg: \$57    |
| <b>East Central</b> | Med: \$50 Avg: \$52.97 | <b>Southwest</b>     | Med: \$60 Avg: \$63.93 |
| <b>Northwest</b>    | Med: \$50 Avg: \$54    | <b>West Central</b>  | Med: \$50 Avg: \$49.48 |
| <b>Southern</b>     | 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 |               |         |

# MTNA BUSINESS DIGEST

January 2023 • Volume 2, Issue 2

[View as Webpage](#)

## Welcome

In our ever-changing world, we continually need to learn “how to.” This Digest offers suggestions for a number of “how to’s,” such as how to create a podcast, how to grow as an entrepreneur, how to best use Excel in your studio, how to fund a start-up business, how to pursue payments when they are withheld and how to find and follow some of the best podcasts for music educators. Our final entry is an excellent book on human nature, a great tool for how to better understand ourselves and our students.



Beth Gigante Klingenstein, NCTM  
MTNA Business Resources Coordinator

## In the Spotlight

### *So You Want to Start a Podcast? A Podcasting Primer*

Andrea Miller



Have you been curious about starting a podcast? Do you have a message to share and wonder if podcasting would be a good medium with which to do that? Whatever the case may be, today we're pulling back the curtain and demystifying what it takes to start a podcast. [Read more.](#)

## Meet the Entrepreneur

### *Keeping It Simple!*

Tony Parlapiano



Triangles are Tony Parlapiano's favorite shape, and the triangle between student, parent and teacher satisfaction is an especially important one to him. In this video, Tony shares the varied approaches to studio structure he has experienced through the years, ending with his current decision to move from private lessons to individually accessed online classes. [Watch video.](#)

## Technology Tips and Tools

### *EXCEL-ling Your Music Studio*

Deborah How and Nancy Woo



Have you ever wondered how to create a beautifully designed recital program with a minimum amount of effort? Join us in this short two-part series: first, learn how to sort and organize student information in Excel; then, learn how to use Microsoft Word with Excel to produce a professional recital program. [Watch Videos.](#)

## Top Five

### *Top Five Ways to Fund a Start-Up Business*

Tim Stephenson



The business aspects of starting your teaching studio can feel like a daunting task. Teaching materials, technology, piano upkeep, accounting and organizational software—all of these initial needs cost money and prevent many teachers from taking the first critical step towards opening their own studios. The good news is that there are many ways to gather the funds you need to start your business without breaking your bank. [Read more.](#)



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## 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?                                    |
| <b>October 22</b> | <b>67%</b> | <b>13%</b> | <b>“What Do You Charge?”</b>  |
| 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                        |

**Most viewed articles from ALL items on the webpage:**

**What Do You Charge?** (*Business Digest*, October 22) -- 2,166 views

**How Do I Actually Enforce My Policies?** (*Business Digest*, July 22) – 1,288 views

**What Every Teacher Should Know about License/Zoning** (*Business Digest*, October 21) – 850 views

**Tech Tips and Tools: Studio Management Apps** (*Business Digest*, October 21) – 783 views

**Starting a Music School** (*Business Digest*, April 23) – 696 views



***Your partner in teaching,***

***Your partner in business***

# SUMMIT



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