



Before the Student Quits

Teaching Parents the Value of Music Instruction

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Do parents or students quit because they no longer value the time or money spent on music instruction?

Research



Methodology

- Electronic survey
- Close-ended questions
- Open-ended questions

Results



Population

- n=47
- Studio teachers (95.7%)
- One each, classroom teacher
college or university professor

Results



Close-ended questions

Table 1

Parents	Geographic Situation	14 %
Students	Schedule too busy	17.7%

Results



Open-ended

Table 3

3 Reasons

Lack of effort	1	20.2%
Schedules	2	16.9%
Lack of practice	3	15.3%
Geographic	6/8	

Results



Persuasive approaches

Business Strategies

Studio Strategies

Parent Education Strategies

Student Education Strategies

Results



Persuading Parents

Table 4

Do not persuade	BS	24%
Conversation: Goals	PES	18%
Marketing	BS	18%

Results



Persuading Students

Table 5

Studio Changes	BS & SS	22 %
Repertoire	SS	16.7%
Students as a person	SES	16.7%

Discussion



Economics Reasons

Closed-ended

11.7%

Open-ended 6/8

8 %

Follow-up phone calls



Discussion

Table 6

Time-related Reasons

Close-ended parents

40.1%

Close-ended students

45.2%

Open-ended

25.7%



Business Strategies

Table 7

Do not persuade

Marketing

Studio Policies

Student Education Strategies

Table 8



Student as person

How-to-practice

Life lessons/transfer skills



Parent Education Strategies

Goals/student

Practice

Benefits of music instruction



Studio Strategies

Table 10

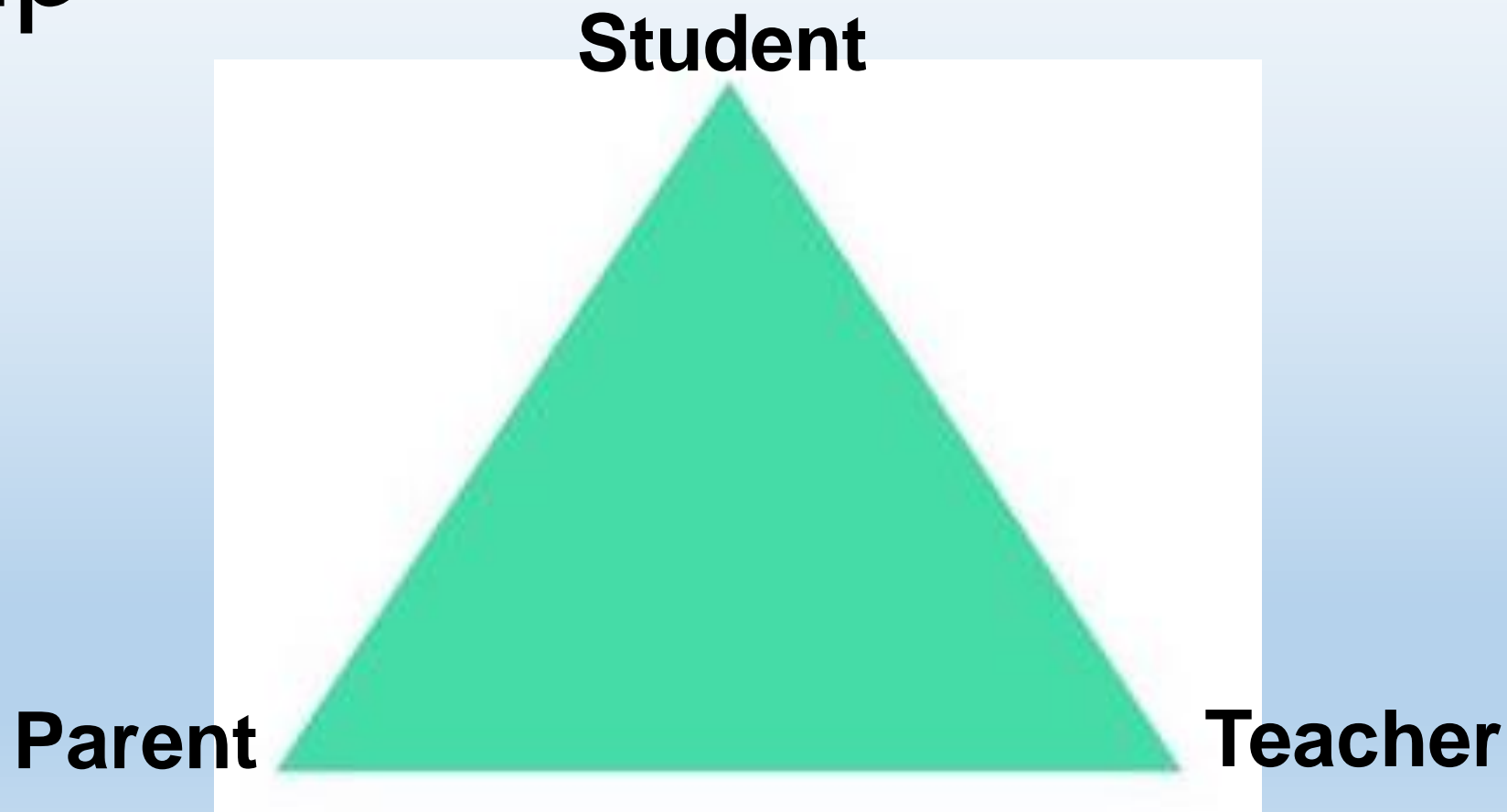
Changes in studio

Repertoire

Activities

The Partnership

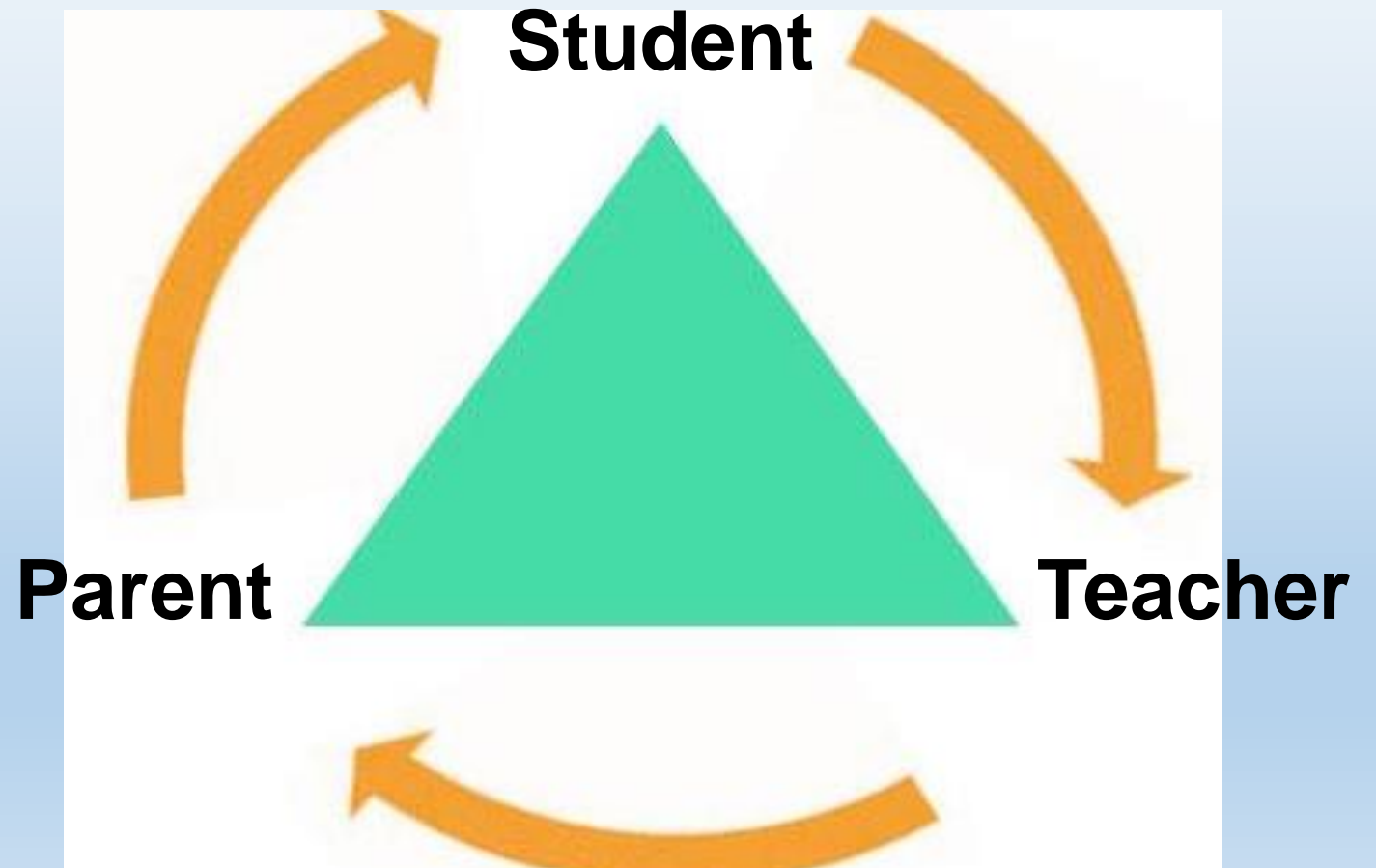
Three partners are involved:



The Flexible Partnership



Decide which idea and which partner you want to focus on to develop your own plan.





Implementation Plan

1. Review ideas and tips
2. Make list of ones that resonate
3. Employ a flexible partnership model
4. Develop plan with action steps

Surprises

1. “Common” Knowledge
2. Number and diversity of ideas/tips
3. Not a reason music as art form enrichment



1. Verify for yourself
2. Embrace our best resource
3. (re-)Frame value as an art form

Before the Student Quits:

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Ellen Winner, PhD

Kids who study music are likely going to get more pleasure out of music later on in life than those who have not been introduced to music.

And studying classical music will give them exposure to something they would not get from their peers. They will get pleasure out of listening to classical music for the rest of their lives. So, do it for the mind expanding culture learning life long pleasure reasons.

www.ellenwinner.com

<http://www.bc.edu/schools/cas/psych/people/faculty>