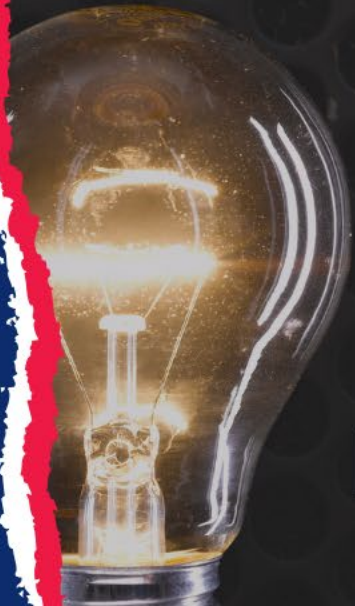


Roundtable Topic #1

What are the biggest challenges facing the music retail and manufacturing sectors today, and how do they impact education and performance?

And vice versa?



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What are the biggest challenges facing the music retail and manufacturing sectors today, and how do they impact education and performance? And vice versa?

Challenges

Education

- Potential decrease in Federal funding
- Inconsistent state funding
- Restrictions at local level (LEAs)
- Time, time, time!
- Barriers to access
- Scheduling limitations
- Aging inventory and increased need for repair
- Access to recordings and equipment

Retail & Manufacturing

- Uncertainty around potential tariffs
- eCommerce and online services
- New regulations (EU & USA) - language and labeling requirements
- Brand loyalty & trust
- Competition & over-saturation of market
- Identifying a skilled workforce
- Supply chain & logistics
- Price sensitivity and rising costs
- "Lowest Bidder" vs. "Highest Quality"
- Educating parents on why quality matters
- Access to schools

Implications

- Solutions tend to be short-term
- There is a lack of investment in resources like staffing and expertise
- Lack of (or less) program expansion
- Student performance outcomes and quality can be reduced
- Retention rates decline

Potential Solutions

- Align efforts around workforce development, career education, and trade school
- Marketing: Do business with people you know
- Specificity and alignment of language
 - How does quality determine outcome
 - 1:1 discussions - Access to instruments
 - How to "level up"
- Social Media - the impact of music education
- Mentor programs for retailers & teachers
- College admissions: Focus on depth of participation, not "padding the application"
- Train educators: Using education funding
- Vendor fairs and meet & greets
- New models for funding and sponsorship
- State advocacy for education and industry
- Collaborating about policy and advocacy

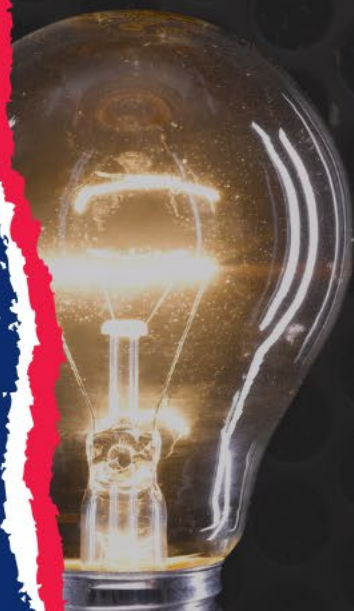
Potential of Success

- Regular partnerships between industry and education including school and parent groups
- Education and Technology Coalition
- Workers persevere and have passion
- Narrative comes from outside educational and industry space
- Shift in understanding about the cultural impact of music education
- Connection and information sharing between educators and retail entities (factory visits, CTE planning, etc.)
- Increase in the number employed in both the creative industry and education
- Industry is activated to support with advocacy



Roundtable Topic #2

How can innovations in instrument design, accessibility, and affordability help create a more inclusive and equitable music ecosystem?



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PLAY.
PERFORM.
COMPETE.
TOGETHER.

How can innovations in instrument design, accessibility, and affordability help create a more inclusive and equitable music ecosystem?

Challenges

- Designing wide range of adaptive instruments "at scale"
- Adaptive to whom?
- How do we bring more students into music?
...Matching students to instruments, rather than instruments to students.
- Creating more unique offerings
- Culturally, how do we define music, especially that which is valued and engaging?
- Defining "quality" in the industry and classroom
- Affordability
- Traditional paradigm/perception of who can and who cannot make music
- Lack of communication between manufacturers and educators
- Competition between manufacturers overshadows potential to cooperate
- Priorities and beliefs of general population regarding role of music education
- Realistic life cycle of instruments
 - Use / abuse
 - Material deterioration
 - Bias about purchases and quality
- Standardization of print music/material

Potential Solutions

- Diversify ensemble offerings
- Disrupt popular notion of "instrument of choice"
- Professional development
- Neuro-engineering - adaptive instruments with technology
- Non-profit investments
- 3-D printing and other durable production methods
- Remove "activity" fees
- Relevant / Learner-centered content
- Remove able-ist barriers
- Potential for sharing within/among schools and districts
- Shift the model of when instrumental music should occur
- Repository of resources that teachers can access when teaching differently-abled students

Success Looks Like

- More kids enrolled in music
- More and diversified ensemble offerings
- Fusion of cultures and styles
- Lifelong learning is the norm
- All students co-exist in the classroom
- All students make music in ways THEY choose
- All students receive the instruments they NEED
- Instruments are generally more durable
- Production costs and point of sale costs are reduced
- Ownership at all price-points

