



**GRAMMY
Music
Education
Coalition™**

2018 Annual Report

Our Mission

The GRAMMY Music Education Coalition is a collaborative movement toward universal participation in music education in public elementary schools, and increased participation in secondary schools across America.



Dear Supporters of Music Education



The GRAMMY Music Education Coalition™ has completed its first year of operation, and I'm pleased to share the exciting progress we have made toward our singular goal of enabling more young people to make and

create music every day in American public schools. We have much success to share in this report, and much more underway for which your continuing support and action is critical.

With initial inspiration and funding from the Recording Academy, the Walker Family Foundation, ELMA Philanthropies, and Berklee College of Music, our Coalition of like-minded and driven organizations is now actively investing in the young people, communities, and public school systems of Nashville, New York City, and Philadelphia.

Our investments support a wide range of music education, including:

- In-school music programming that excites and engages young people and gets them into music classrooms
- Public school ensembles and recording studios
- Teacher professional development
- Community awareness of the critical role music education plays in students' overall growth and development
- And much more

In November 2017, we publicly launched the GRAMMY Music Education Coalition along with our first major nationwide initiative: the Coco Music Education Program, created in partnership with Disney•Pixar, and timed with their release of the

widely acclaimed and award-winning animated feature, *Coco* (read more about this on page 9).

Since our launch, the Coalition has worked diligently with school system officials, arts and community leaders and our Founders Circle investors (Wells Fargo Foundation, Dancing Tides Foundation and HARMAN International) to create the framework for making impactful change in Nashville, New York City, and Philadelphia, our inaugural cities and school systems. Please see pages 10 and 11 for a summary of activities there.

In addition, our mission also extends to nationwide awareness raising. That's why the GRAMMY Music Education Coalition recently secured an in-kind creative engagement with Havas, a Vivendi company, to create a sweeping media and crowd-funding campaign to focus Americans' attention on the need for all young people to not only have access, but to actively engage in music making and creation at school. Starting in the fall and lasting throughout the academic year, the campaign's objective is to create and sustain a community of support for our country's young people. We want our nation to embrace the role of music as the catalyst for academic success, social belonging, and emotional growth—not just for some, but for all American young people.

Thank you for supporting our movement. Your participation is so important as we work together to change lives and communities with music.

Sincerely,

Lee Whitmore, Ed.D.

Executive Director
GRAMMY Music Education Coalition



Our work creates more dynamic, diverse communities and provides learning opportunities and workforce readiness for youth on a national scale.

PARTNERS & SPONSORS

A Multifaceted Collaborative

The GRAMMY Music Education Coalition gathers academics, philanthropists, educators, artists, and parents whose financial support and work together creates more dynamic, diverse communities and provides learning opportunities and workforce readiness for youth on a national scale.

We are committed to creating high quality, sustainable music education programs that foster comprehensive learning, creativity, and empowerment among students by providing equal access in partnership with local and city officials, educators, school board representatives and parents.

COALITION PARTNERS

Partner organizations that share an interest in music education

Berklee City Music

Berklee College of Music

Bohemian Foundation

Conagra Brands

The ELMA Philanthropies Services Inc.

Entertain IMPACT

GRAMMY Museum

Lang Lang International Music Foundation

Little Kids Rock

Metro Nashville Public Schools

The Musicians Foundation

Musicians Institute

NAfME

NAMM

NAMM Foundation

Patti and Rusty Rueff Foundation

Quadrant Research

Recording Academy

School District of Philadelphia

Shout! Factory

VH1 Save The Music Foundation

Walker Family Foundation

Warner Music Group

FOUNDERS CIRCLE MEMBERS

Generous supporters significantly helping to advance our mission



The Dancing Tides Foundation

Walker Family FOUNDATION

Madeline Muth, Project Assistant and Frank Machos, Exec Director for Performing Arts, School District of Philadelphia; Lee Whitmore, Executive Director, GRAMMY Music Education Coalition; and John Barber, III, Chief Development Officer, The Fund for the School District of Philadelphia



We Invest in Committed School Districts

The GRAMMY Music Education Coalition invests in American public school music education in two primary areas:

- We co-invest in strategically selected public school systems, in partnership with community-based foundations, individuals, and local government.
- We work with best-in-class music and education partners to create and deliver unique music education content and programming for American public school students and their teachers.

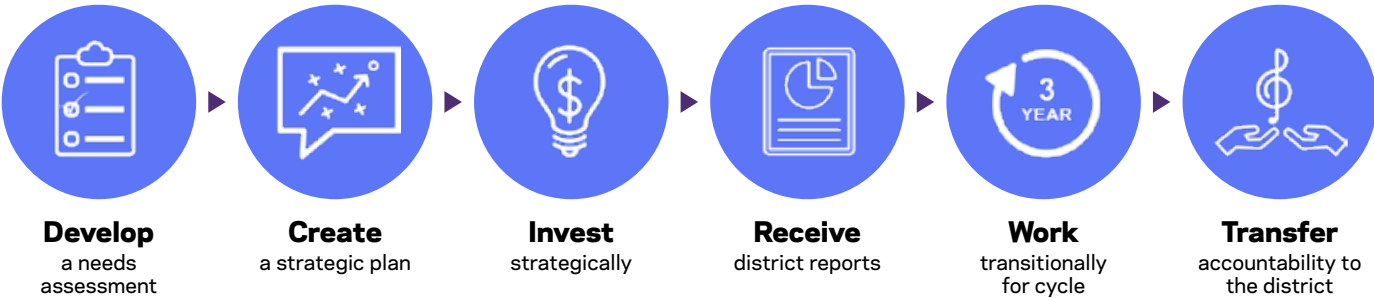
Transitional Philanthropy

The Coalition takes a “transitional philanthropy” approach to our work with school districts. We engage with districts over a three-year term to

scale up other local funding streams for music education, including from the district, corporate and nonprofit entities. The goal for every engagement is to leave the school district with the right systems in place to sustain and grow the investment, access, educational improvements, and higher student participation rates made together. Each year, we intend to add three additional districts for three-year terms.

Each school district is evaluated and chosen based on their demonstrated commitment to quality music education, the gaps that remain in ensuring maximum student participation, and the support of the local funding and nonprofit communities. Selected districts must also have a high percentage of underserved youth (identified as Title I schools.)

Our Transitional Investment Model



Primary Investment Areas



Culturally Responsive Music, Teaching, and Learning

One of the biggest challenges in engaging more American young people in music education and in creating and making music, is attracting them with a full menu of relevant and exciting opportunities, in school and out. There’s nothing wrong with the traditional means of music education—music classes, choirs, bands, orchestras, marching bands—but these activities have stiff competition from video games, digital culture and social media for young people’s attention.

The GRAMMY Music Education Coalition invests in youth-connected programs and teacher training strategies to help attract more young people to their schools’ music offerings by helping teachers and educational programs stay exciting and relevant starting at the primary levels all the way through secondary school.



Professional Development

The Coalition invests in programs, tools, and strategies that expand and enhance music teachers’ expertise, and accelerate their success. These investments sometimes include individual coaching for music educators who are new to their fields or may be working in challenging school settings. We also fund training to teach songwriting, technology for recording and publishing music, modern band, and more—topics that are relevant to young people but aren’t available to teachers in most college pre-service training and licensure programs.



Community Awareness Raising

There are broad expanses of “music deserts” in American public schools systems and communities, where no music programs or teachers exist. In New York City, there is only one music teacher for every 900 students. At the same time, some neighborhoods in the largest U.S. school systems have plenty of music teachers and great programs—these are usually the more affluent areas of a system, where parents and community members make private donations in addition to tax payments to fund their schools’ music budgets.

The GRAMMY Music Education Coalition invests to bring musical experiences to students and families where either no music programs exist, or where insufficient numbers of students choose to stay engaged with music when they move on to middle school. This kind of strategic investment has been demonstrated as effective in keeping young people in music.

Selected Focus Areas in our Inaugural Year

Inaugural School Districts:
Nashville, New York City,
and Philadelphia

The Coalition selected Nashville, New York City, and Philadelphia as our inaugural school systems for investment. During the vetting process, all cities demonstrated strong commitment to music education enrichment at the community and school district levels, as well as through other local public-private partnerships.

Nationwide Programming

In addition to specific city and school system investments, the GRAMMY Music Education Coalition partners with world-class leaders to make top-quality, engaging music education content available to young people and music teachers across the U.S.



Nationwide

Coalition Launches with Coco Music Resources

Our first operating year started with a huge bang. We launched the Coalition in November by announcing a partner program with Disney•Pixar, through which we shared music resources from the acclaimed animated film Coco with all interested American schools, music teachers, and students. Disney•Pixar provided the original recorded tracks, mixes and notated scores of select songs. Disney and Cordoba also donated a total of 600 guitars, 200 each going to the Nashville, New York City, and New York City schools.

Select Coalition members, including Berklee City Music and Berklee PULSE, Little Kids Rock, and VH1 Save The Music Foundation collaborated with Disney•Pixar to deliver a unique and best-in-class music learning experience that was fun for all. We couldn't have asked for a better inaugural program.

Encouraging Young Women to Envision Music and Audio Careers

Each year the Coalition will engage in one or two leading music education programs that can be used by all American students and teachers in their schools and at home.

In the 2018-19 school year, with support from Coalition Founders Circle member HARMAN International, teachers and students will have access to learning activators that raise awareness about career opportunities for young women in the music, audio, and related creative digital media industries.



New York City

In our inaugural year, the Coalition made initial investments with the New York City schools system, including:

- \$15,000 grant for teacher professional development
- \$35,000 grant to Coalition partner VH1 Save The Music Foundation to expand their work in New York City

In the coming year, thanks to Founders Circle member HARMAN International, the Coalition will provide "HARMAN-inspired Studios" to schools in select New York City community school districts.

New York City is the nation's largest school system, and our experience over the past year has revealed that it will take more time to develop and implement the right approach for our New York City initiatives. As a result, we have scaled back the scope and depth of our near-term work there.

Our goal is to foster universal music education participation for the 3.8 million pre-K to grade 12 students in the U.S. today that don't have such access.

Philadelphia



The School District of Philadelphia brims with support and opportunity. The mayor, city council, and state agencies all support the expansion of music and arts education, and the District formally established their partnership with the Coalition in June 2018.

GMEC-targeted investment in Philadelphia aims to:

- Provide equal access to music education across the district
- Increase elementary and secondary student participation in music education
- Improve teacher satisfaction and retention rates
- Support the recruitment of high-quality teachers

In our first year working with the Philadelphia schools, we have affirmed that the district is indeed a great fit with the Coalition's mission. City and school district leadership are deeply committed to universal music education participation, and we have found the city's community partners to be passionate, strong and driven.

PHILADELPHIA INVESTMENTS AND ACTIVITY

First Stakeholders Gathering

The Coalition held its first Philadelphia stakeholders gathering in October 2017. Board Directors Jeffrey Walker and Tarik Ward attended, as did Executive Director Lee Whitmore, Recording Academy Executive Mark Schulz, Academy Trustee Ivan Barias, Live Nation Urban Executive Brandon Pankey, School District of Philadelphia Arts Executive Frank Machos, the heads of the city's Fund for Public Education, and representatives from the mayor's office.

Discussion centered around the Coalition's Philadelphia investment plan, and specifically sought community input into how the Coalition can best support the schools' music program.

Initial Investment: Questlove Pocket Kits for Elementary Schools

The Coalition has made an initial investment to expand percussion education in the School District of Philadelphia by providing funding for the purchase of Questlove Pocket Kits. Questlove, the drummer for the Roots and a son of Philadelphia, has put together complete drum kit packages, instructions, and tutorial videos specifically geared for the needs of elementary aged students. This investment will benefit thousands of young people in district music education programs.

Future Investment: DASH Partnership

The Coalition will support "Destined to Achieve Successful Heights" (DASH) in developing a comprehensive music education curriculum focusing on music industry technology, business and entrepreneurship. The curriculum, which will be standardized and open to more than 1,000 students across the district over the next three years, will also develop innovative thinking and leadership skills. We're particularly excited that the program will include collaboration and involvement with Philadelphia music industry professionals.

Professional Development Support

The Coalition plans to make financial grants to the district that support teacher and administrator participation in music education conferences. We will also cover a portion of the financial costs associated with teachers joining their state music education associations, which provide important resources for expanding teaching skills and making connections with other music educators.

Questlove has put together complete drum kit packages, instructions, and tutorial videos specifically geared for the needs of elementary aged students.

Nashville



The Metropolitan Nashville Public Schools (MNPS) is a diverse, rapidly growing school system that enjoys significant community support. For more than a decade, the current and previous mayors have made music education a priority, perhaps not a surprise given Nashville's nickname as "Music City." Its Music Makes Us initiative aspires to be a national model for music education. A joint effort of Metro Nashville Public Schools, the City of Nashville, and music industry and community leaders, Music Makes Us focuses on music literacy and student participation. The program is strengthening traditional school music education with a contemporary curriculum that embraces new technologies and reflects Nashville's diverse student population.

The Coalition's targeted investment in MNPS aims to:

- Provide equal access to music education across the district
- Improve the quality and frequency of elementary music education taught by certified music teachers
- Increase secondary student participation in music education
- Enhance teacher professional development and effectiveness
- Sustain the Music Makes Us program on a local level
- Improve teacher satisfaction and retention rates
- Support the recruitment of high-quality teachers

Given the legacy of music education support from the Country Music Association, MNPS reports strong participation in music education already, which is phenomenal. For that reason, our Coalition work in Nashville focuses on keeping young people active in music education through middle and high school. We believe our investments in teacher professional development, coaching, and culturally relevant and engaging music learning experiences will have a substantial impact in keeping students involved in music and in school.

Work in the Metro Nashville Schools in our inaugural year was fruitful. Initial investments went to teacher professional development and an instrument investment with Disney•Pixar in conjunction with the Coco Music Education Program.

NASHVILLE INVESTMENTS AND ACTIVITY

Nashville Recording Academy Governors Meeting

At the July 2018 meeting of the Nashville Recording Academy Chapter's Board of Governors, MNPS Director Dr. Shawn Joseph and Coalition Executive Director Dr. Lee Whitmore provided an update on the Coalition's work in the city. As a result, the Board affirmed its enthusiastic support for Nashville's goal of universal participation in public school music education.

Future Investment: Full-time Teacher Mentor

The Coalition has committed to funding a full-time mentor for music teachers in the district. We believe consistent mentoring support will promote teaching excellence, and enhance teacher satisfaction and retention levels. The mentor focus will be on coaching and supporting new teachers in content delivery, classroom management, teaching procedures, and lesson pacing to nurture their success.

Technology Support

The Coalition will also support the district's professional development for teachers in the use of technology and music production, to address the knowledge gaps identified in both basic technology tools and the understanding of how to maximize the use of technology in music education. Professional development will focus on helping students perform and create contemporary music with current technology and production tools.



Nashville students with the guitars donated by Disney and Cordoba

Artist Ambassadors

Nothing generates more excitement or musical inspiration in a young person than getting to meet and talk to a beloved music artist. That's why the Coalition has established its Artist Ambassadors program. Some of the industry's top recording artists have generously agreed to help us raise awareness for our mission; drive financial support; visit schools and participate in events; and directly connect with students, teachers, and community leaders to inspire young people in our key school districts.

The artists we want to engage are already big supporters of music education, so they're genuinely excited about our mission. They represent a diverse set of music genres and a range of personal backgrounds, some with roots in the underserved school districts the Coalition has targeted for investment.

- And, they are all people who demonstrate the values that we stand for.
- In the Coalition's inaugural year, we have already confirmed the following Artist Ambassadors:
- Bebe Rexha
 - Lang Lang
 - Mindi Abair
 - War On Drugs
 - Matt Sorum (Guns N' Roses)
 - Kristin Chenoweth
 - Rita Ora
 - Luis Fonsi

Social Media Engagement

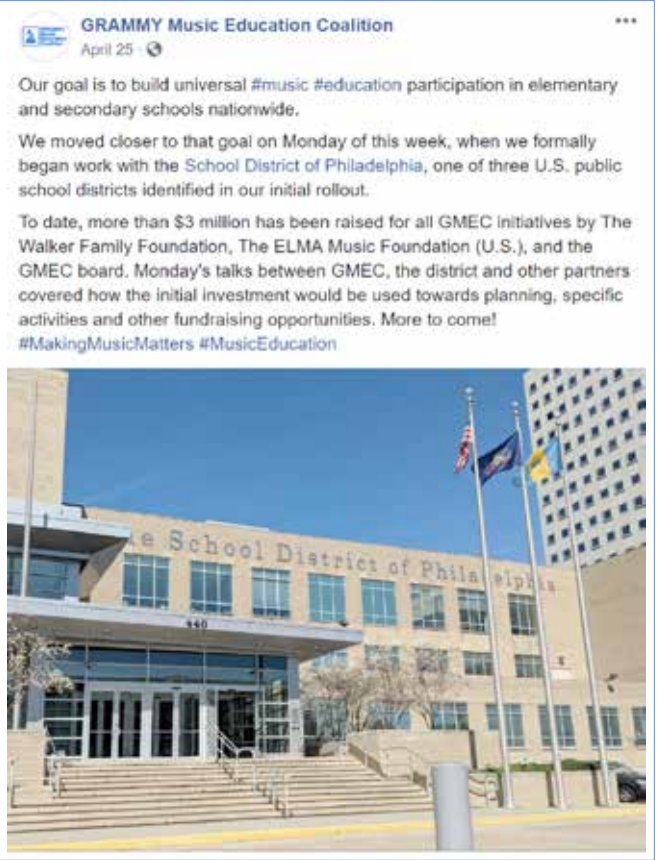
In 2017-18, the Coalition began to build an active social media presence, creating and curating content for Facebook, Twitter, LinkedIn and Instagram. From announcing the Coalition's launch with the nationwide Coco Music Education Program, to sharing photos of our activity in targeted school districts, to highlighting our mention on the GRAMMY broadcast, and much more, social media helps the Coalition stay in touch with stakeholders of all kinds.

While still in its infancy, our social media engagement initiative is an important means by which to grow and engage a broad base of supporters, teachers, young people, parents, and more.

We have active plans to dramatically increase our social media audience over the coming year, for adults and students alike, both within our targeted school districts and nationwide.

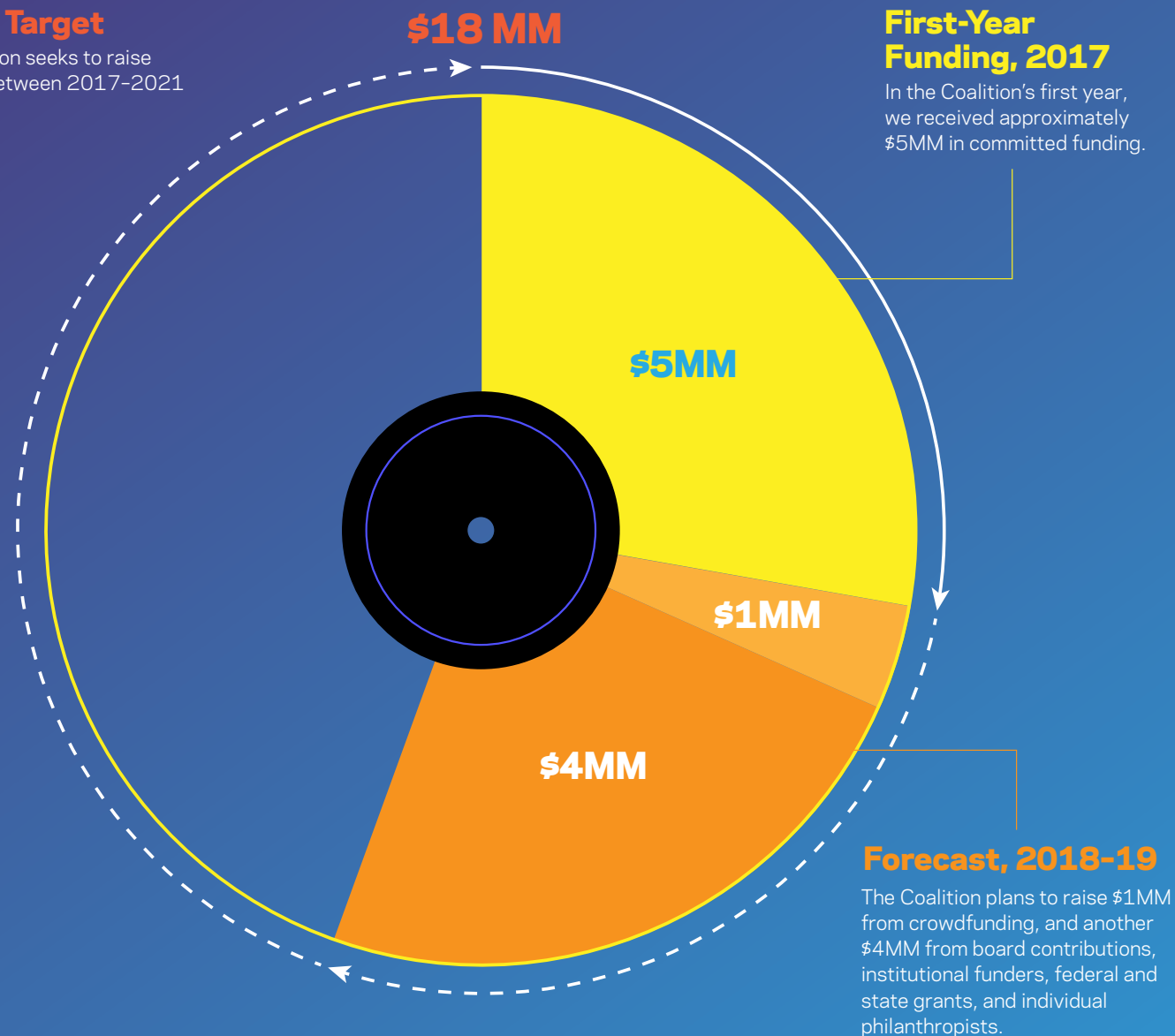
Audience growth has steadily increased in the last 10 months with a proven devoted network. Our Facebook activities have garnered a monthly average of 69,921 impressions, and 45,911 for Twitter.

We encourage you to follow our channels and share our content with your own social networks.

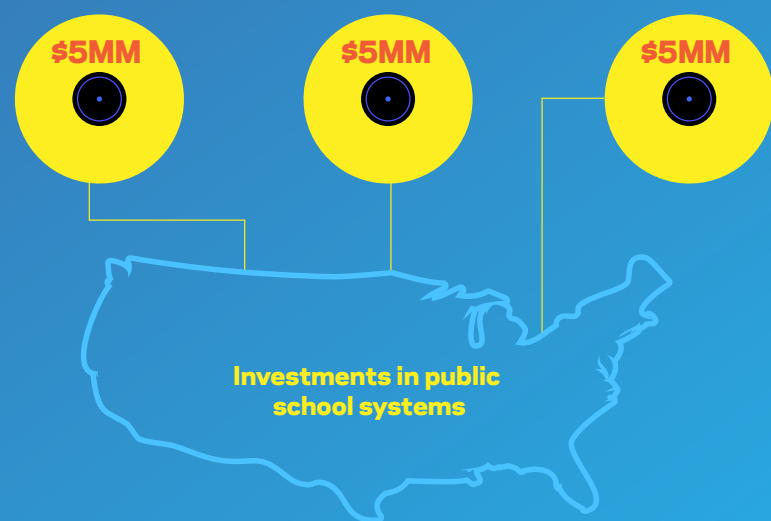


FUNDRAISING

4-Year Target
The Coalition seeks to raise \$18 MM between 2017-2021



Action
To make \$5MM of investment in each targeted U.S. public school system, we actively seek matching funders and partners in each community market.



Objective:
In the 2018-19 academic year, the Coalition will launch a significant crowdfunding campaign that will raise the organization's consumer awareness nationwide and demonstrate the importance of music education for young people's growth and development.

We are working with Havas Worldwide, an award-winning global advertising agency, to execute the campaign as an in-kind contribution to the Coalition. By creating an emotional and visceral connection to the music education issue, we intend to compel consumers in our focus school districts and beyond to help us effect change. A series of dynamic communications will drive this fundraising throughout the year.

The crowdfunding campaign will encompass three tiers of giving:

- | | | |
|---|--|---|
| <p>TIER 1
One Click Saves Music Education</p> <ul style="list-style-type: none">· Create the opportunity for a one-time donation through existing consumer music platform subscriptions· Consumers can donate once through the Coalition's crowdfunding web portal or via subscription donation method· Offer contributors recognition via social badges and the opportunity to share news of their contribution to their social networks | <p>TIER 2
Monthly Support for Music Education</p> <ul style="list-style-type: none">· Create the opportunity for a recurring monthly donation through existing consumer music platform subscriptions· Contributors can support the campaign in full via a monthly donation added to the cost of their monthly music platform subscription· The Coalition crowdfunding web portal will also allow for monthly donation via subscription· Offer enhanced social recognition to contributors as monthly supporters | <p>TIER 3
Foundational Music Education Support</p> <ul style="list-style-type: none">· Create the opportunity for large-scale donations (\$100-\$10,000+) through the Coalition's crowdfunding web portal· Offer significant recognition for varying levels of foundational support, ranging from social badges and recognition on Coalition website and social channels including community and national events |
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GRAMMY Music Education Coalition Board

Tarik Ward

Director of Music Programs
THE ELMA PHILANTHROPIES
SERVICES INC.

GRAMMY MUSIC EDUCATION
COALITION CHAIR

Jeffrey C. Walker

Chair, New Profit
WALKER FAMILY FOUNDATION

GRAMMY MUSIC EDUCATION
COALITION SECRETARY/TREASURER

Cheryl Zimlich

Executive Director
BOHEMIAN FOUNDATION

Neil Portnow

President/CEO
RECORDING ACADEMY, GRAMMY
MUSEUM, & MUSICARES

Richard Foos

CEO
SHOUT! FACTORY

Roger Brown

President
BERKLEE COLLEGE OF MUSIC

Rusty Rueff

PATTI AND RUSTY RUEFF
FOUNDATION

Brenda Robinson

Senior Advisor to the
Management Committee
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Partnerships
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Jon Harris

Senior Vice President &
Chief Communications Officer
CONAGRA BRANDS

Executive Advisory Council

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MUSICIANS INSTITUTE
Executive Director
THE MUSICIANS FOUNDATION

Bob Morrison

Founder & CEO
QUADRANT RESEARCH

Charly Schwartz

Chief Operating Officer
LITTLE KIDS ROCK

Chiho Feindler

Senior Director of
Programs & Policy
VH1 SAVE THE MUSIC FOUNDATION

Cindy Albert Link

Senior Vice President,
Institutional Advancement
BERKLEE COLLEGE OF MUSIC

David Sears

Executive Education Director
GRAMMY MUSEUM

David Wish

CEO, Founder
LITTLE KIDS ROCK

Frank Machos

Executive Director of Arts
and Academic Enrichment
SCHOOL DISTRICT OF PHILADELPHIA

Henry Donahue

Vice President & Executive Director
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Jeffrey C. Walker

Chair, New Profit
WALKER FAMILY FOUNDATION

Joe Lamond

President & CEO
NAMM

Kait Nader

Director of Education
GRAMMY MUSEUM

Laura Segura Mueller

Vice President, Membership
& Industry Relations
RECORDING ACADEMY

Lukas Barwinski

CEO
LANG LANG INTERNATIONAL
MUSIC FOUNDATION

Mary Luehrsen

Executive Director
NAMM FOUNDATION

Margaret Martin

Founder and National Director
HARMONY PROJECT

Michael Blakeslee

Executive Director
& Chief Executive Officer
NATIONAL ASSOCIATION FOR
MUSIC EDUCATION

Nola Jones, DMA

Former Coordinator of Visual
and Performing Arts
METRO NASHVILLE PUBLIC SCHOOLS

Paul Katz

CEO & Founder
ENTERTAIN IMPACT

Ruby Marchand

Vice Chair
RECORDING ACADEMY
BOARD OF TRUSTEES

Scott Pascucci

CEO
CONCORD BICYCLE MUSIC

Steven H. Holtzman

President and CEO
DECIBEL THERAPEUTICS

Mindi Abair

Two-time GRAMMY-nominated
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Recording Academy Trustee



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