



Are you ready for a

**CAREER IN
MUSIC?**

Mary Jo Papich – Midwest Clinic 2012

Life is about CHOICES

- Where are you now?
- Where are you going?
- Are you prepared?
- Choosing a Career
- Choosing a college
- CHOICES

PERSONAL ASSESSMENT...

- What are you good at?
- Special talents?
- Focused talent?
- How do you spend time?
- What kind of people do you like to be around?
- What do you care about most?
- Strong work ethic?
- Are you competitive?
- What do you want to become?
- How much \$ do you want to earn annually?
- Willing to relocate?

ASSESSING YOUR TALENT...

Do you have what it takes?

- Enjoy classes?
- Good at it?
- Private study?
- Solos? Honors?
- Performances attended
- Self disciplined?
- Take criticism?

- Hours of daily practice?
- Teacher comments positive?
- Emotional fortitude?
- Is there anything else you could pursue that would make you happy?

Where are YOU now?

- High school classes
- Play piano?
- Course selection
- Enrichment classes
- Enrichment activities
- Summer studies
- Camps/workshops
- Mentor/Teacher-Mr.B





Traditional Choices in Music...

- EDUCATION
- PERFORMANCE
- COMPOSITION
- PRODUCTION

● States with highest music employment:

- NY
- CA
- FL TX
- TN

Choosing a CAREER

- Arranger/Orchestrator
- Composer
- Conductor
- Development Director
- Instrument Builder and Repair/Piano Tuner
- Music Administrator – public schools or prof. org.
- Music Dealer Salesperson
- Recording/Sound Engineer
- Music Business Manager
- Music Copyright/Licens.Adm.
- Music Copyist/Editor
- Music Critic
- Music Educator
- Music Librarian
- Music Publisher
- Music Therapist
- Performer
- Producer
- Many other options

Valuable Websites-Rick Kessel

- YOPUS.COM
- SBO College Search and Career Guide
- Berklee's Music Careers in Dollars and Cents
Music Salary Guide 2012
- **Careers in Music** <http://berklee.edu/careers>
- And lots of others!

College Degrees

- BA- Bachelor of Arts
- BFA-Bachelor of Fine Arts
- BM-Bachelor of Music
- BME-Bachelor of Music Education
- BS-Bachelor of Science in Music
- Combined Degree
- Conservatory

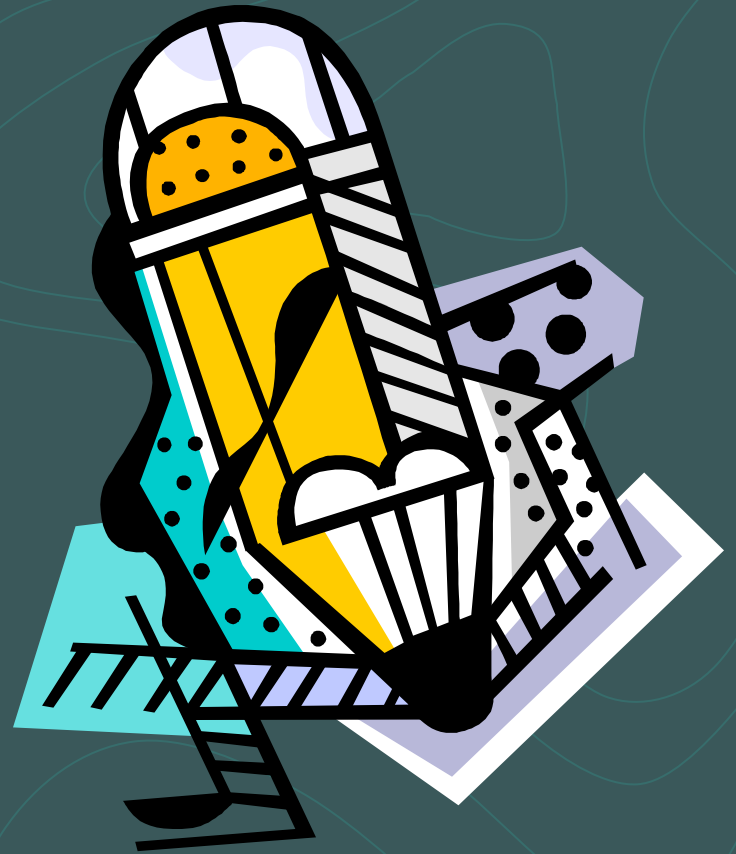
Choosing a COLLEGE

- Finding a fit
- Researching depth and breadth
- What to consider
- What not to consider
- Future choices



VISITING THE CAMPUS....

- College campus tour
- View facilities
- Meet faculty
- Visit with students
- See student/faculty work
- Observe classes
- Take a lesson
- Other?



Auditions/Portfolios

● Preparation

- Research requirements
- Material selection
- Contrast styles

● Proper Dress

- On campus vs. area auditions
- Letters of Recc

Trends in music admissions today...

Michele Katz – Orchestra Dir/parent

Colleen Glenney-Berklee College

Jerry Tolson-Univ.of Louisville

Paul Bauer-Northern IL University

Michael Holmes-Univ.of IL

Bob Breithaupt-Capital Univ.

THE *Savvy* MUSICIAN



BUILDING A CAREER,
EARNING A LIVING, & MAKING A DIFFERENCE



DAVID CUTLER

"Hands down, the most valuable resource available for aspiring musicians."

—Jeffrey Zeigler, Kronos Quartet

INTRODUCTION TO THE MUSIC INDUSTRY



AN **ENTREPRENEURIAL** APPROACH

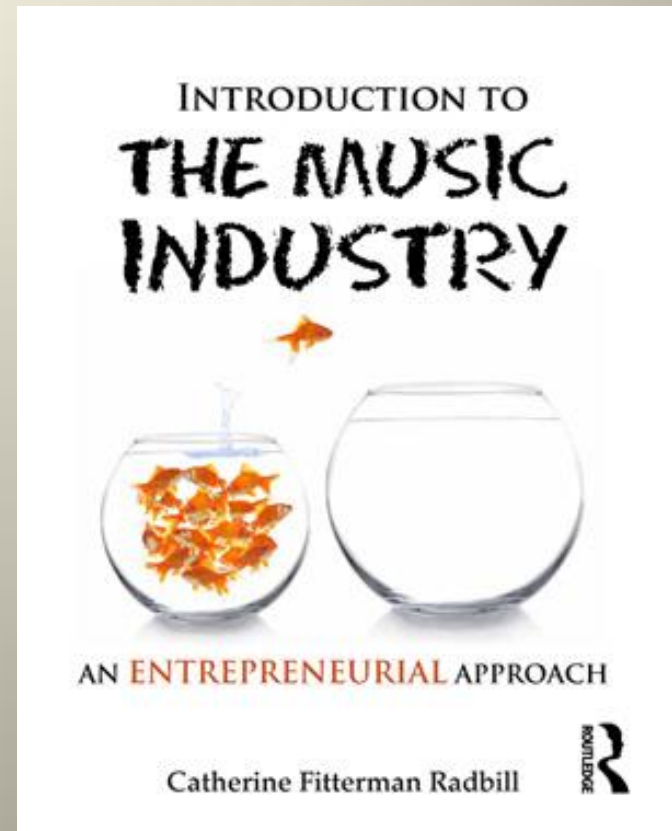
Catherine Fitterman Radbill

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Catherine Radbill

New York University

Director of Undergraduate
Music Business Program

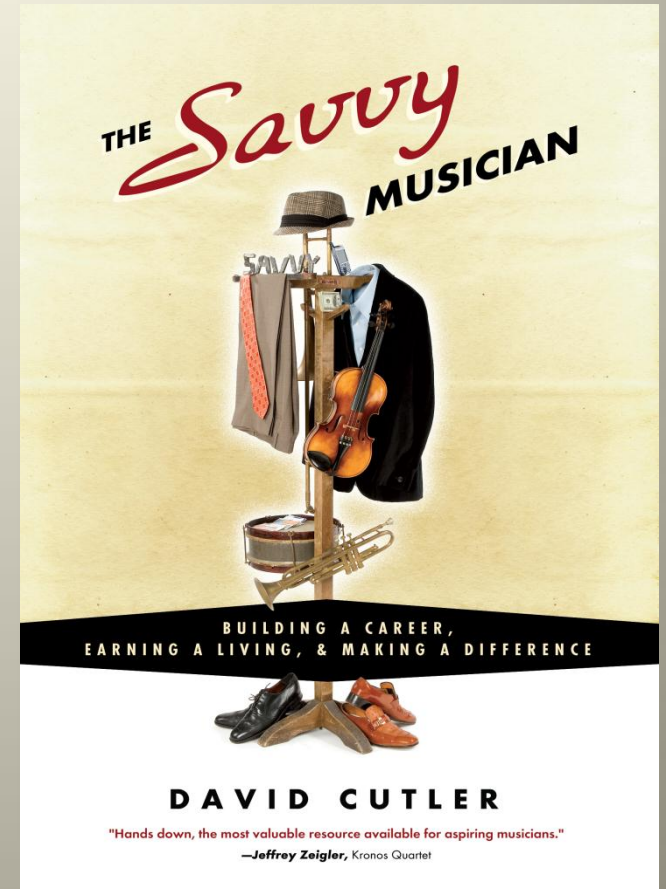


David Cutler

School of Music

University of South Carolina

Director of Music Entrepreneurship



NETMCDO

Network of Music Career Development Officers

<http://www.musiccareernetwork.org/>



THE INSTITUTE FOR ARTS ENTREPRENEURSHIP

*Developing the knowledge and skills to create a **successful**,
meaningful and **sustainable** life in today's world*



**no more starving artist, turn your
passion into profits**

Lisa Canning, Director

<http://www.instituteforartsentrepreneurship.com>



Current growth in these areas:

- Mobile Music App Developer
- Social Media Arranger
- Audio Advertising Producer
- Online Video Music Teacher
- Creative Arts Therapist

National Association of Colleges/Employers Job Outlook 2013

- Job outlook up 13% for grads of 2013
- Accounting/Finance
- Business Administration/Management
- Computer and Information Sciences
- Marketing/Marketing Management

According to Chicago trib 12.16.12

Resources

- **How far will my salary go in another city?**
- <http://cgi.money.cnn.com/tools/costofliving/costofliving.ymenhtml>
- **US Department of Labor Employment Stats**
- *Musicians and Singers*
- <http://www.bls.gov/oes/current/oes272042.htm>
- **National Endowment for the Arts**
- *Artist Employment Projections through 2018*
- <http://www.nea.gov/research/Notes/103.pdf>

YOPUS.com

- *yopus.com –*
- *the premiere college search site focused specifically*
- *on the needs of music students!*

PLAN TODAY....

● FOR TOMORROW!



Important CHOICES!



Visit the college
booths
Here at
Midwest Clinic!
Ask questions!
Get answers!

Questions to ask of colleges...

- Will your music classes be large or small?
- Are courses and private lessons taught by professors or graduate students?
 - If you are majoring in performance, securing a specific private teacher maybe more important than which school you attend. If that teacher is also a performer, will the teacher's performance schedule conflict with your lessons?

More questions to ask...

- Is the music program large enough to provide satisfactory band, orchestra, chorus, chamber music, production, or other ensemble experiences?
- If you are thinking of a minor in music, does the school have a minor in music option? Are music minors allowed to participate in private lessons, performance ensembles, etc?

Berklee's Career Center's Essentials of Music Career Success

- Hone your talent and realize there is a place for you
- Connect with people -relationships drive music careers even more than talent
- Take resp for creating your success
- Understand that every business is becoming a "music biz" -opportunities are multiplying
- Be versatile , wear several hats until your "brand" is established.

Careerealism: Smart approach to a satisfying career by JT O'Donnell

- Job candidates need to GLOW in order to shine brightly in a competitive job market!
- G - gain perspective
- L - Luminate your goal
- O - Own your actions
- W – Work it daily



Create your future now!



Be dedicated in your pursuit.

Make a living doing what makes you happy!

FOLLOW YOUR PASSION!!!





**GOOD LUCK ON YOUR
JOURNEY!**

YOU CAN DO IT!

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