

# **2021-2022 Music Major- College Preparation Seminar Series** **held by The Symphony Guild of Charlotte, Inc. (SGC)** **Charlotte, NC** May, 2021 – March, 2022

## **Narrative of the project:**

The Education Committee of The Symphony Guild of Charlotte (SGC) sponsored a Music Major College Preparation Seminar, hosted by musicians of the Charlotte Symphony Orchestra (CSO), to provide expert guidance on the college application process for music majors applying to either a college or conservatory.

Applying to a college or conservatory as a music major is a daunting experience for a student, requiring months of preparation. Given the unique nature of the application process, students often maneuver through it with limited guidance from family and teachers. They will quickly discover that applying to, and auditioning for, music school looks very different and can be much more expensive than the traditional application process. Our panel of CSO musicians, all recent graduates from top music conservatories and colleges, provide students invaluable insight on the entire preparation and application process. By discussing their own experiences, tips and tricks as well as giving students plenty of Q&A time, the goal is to set budding music majors up for success. The seminar ends with mock auditions, leaving students with a realistic experience of what their auditions will look like.

The SCG is proud to support the next generation of musicians at such a pivotal point in their lives. Each of our CSO musicians noted how helpful something like this would have been for them when they were younger and so many parents and students were excited to have this rare opportunity to talk to and learn from those that have had such great success is the process.

## **Goals and process of creating or revamping :**

These seminars were conducted primarily by a group of three Charlotte Symphony Orchestra musicians, who have successfully gained admission to some of the most prestigious programs in the country. They offered prospective students important insights and lessons learned on how to properly prepare themselves for the application and audition process. Students also receive tips on critical time management skills, how to set up a practice schedule and what types of repertoire to be practicing. In addition to advising about application process, our CSO musicians talk about the importance of music theory, aural skills preparation and music history. There also time for a mock audition, where students will get to experience what an actual college audition will feel like.

Three sessions were conducted by March 2022 via Zoom due to COVID. Because of the simplicity of Zoom, the two seminars conducted to date were successful. This is confusing. Did we hold two or three sessions? And you mention Zoom in the next section, so it doesn't need to be said here. I think it was three sessions so the relevant info here would be: The series consisted of three seminars offered during the 2021-2022 Charlotte Youth Symphony season.

**🔨 Results, obstacles, unexpected outcomes, and possible future additions:**

Due to the challenges of COVID, the series had to be conducted on Zoom. We limited this initial series to Charlotte Symphony Youth Orchestra students only.

**Approved Budget**

1. Location/Space Rentals	<b>\$1,500</b>
2. Seminar Instructors (CSO Musicians and staff)	<b>\$2,160</b>
3. Snacks & Water (2 In-Person Sessions)	<b>\$300</b>
4. Materials & Video Preparation	<b>\$500</b>
5. Promotional Activities	<b>\$450</b>
<b>TOTAL</b>	<b>\$4,910</b>

**Estimated Actual Budget (actual expenses were less due to reliance on Zoom)**

1. Location/Space Rentals	<b>\$0</b>
2. Seminar Instructors (CSO Musicians and staff)	<b>\$1,440</b>
3. Snacks & Water (2 In-Person Sessions)	<b>\$0</b>
4. Materials & Video Preparation	<b>\$0</b>
5. Promotional Activities	<b>\$0</b>
<b>TOTAL</b>	<b>\$1,440</b>

Because of the success of this program, the series for 2022-2023 will be expanded to potential music majors at all Charlotte area high school, their parents, teachers, and coaches.

The Symphony Guild of Charlotte (supporting The Charlotte Symphony)

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President: Elizabeth Connor Stewart

Submitted by Adam Marino, Vice President, Education

## Project: 125<sup>th</sup> Anniversary Timeline

Submitted by the **Cincinnati Symphony Volunteer Program**

Type of Project: Outreach

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The Cincinnati Symphony has a rich history and is a jewel in the Queen City's crown. It is the sixth oldest orchestra in the United States and celebrated its 125th anniversary during the 2019-2020 season.

In 2018 a CSO Volunteer, in anticipation of the upcoming anniversary, suggested to our Volunteer Manager, to create a new division with volunteers who would begin to build an archive of organized documentation of the CSO's history. This suggestion was passed to the VP of Communications who immediately accepted this proposal to assist the staff in the daunting task of gathering and organizing 125 years of history. These volunteers would capture, preserve, and document the treasure that is the Cincinnati Symphony Orchestra, and assist the staff in preparing for several ways to celebrate the 125<sup>th</sup> anniversary throughout the season with displays from the archives, articles on the website, etc.

The staff's goal was to produce in 18 months a timeline that would be available online from the orchestra's website and launched during the anniversary weekend in January 2020. The timeline would highlight the community impact of the orchestra and Cincinnati's musical heritage. The CSO wanted to spotlight the number of "firsts" that included the first orchestra to broadcast a live concert nationwide in 1925, the first orchestra to embark on a worldwide tour for the US Department of State in 1965, as well as world premieres of commissions such as Aaron Copeland's Fanfare for the Common Man in 1942.

The CSO also wanted to utilize the communication tools that are now available in the 21st century to document a rich history that began in the last years of the 19th. They wanted to ensure that the Timeline was accessible for anyone, at any time, from any location. It was truly a joint effort of volunteers, the communications staff, website developers and the Music Director. By making the history available online, it was not limited to concert attendees and can be accessed by students, teachers and anyone who can access the world wide web. It was also designed so that it can be expanded to include more archived data.

The biggest obstacle was simply the volume of information. It was drinking out of a fire hose. Artifacts were stored at the Public Library of Cincinnati and Hamilton County: 423 boxes, included concert programs, scrapbooks, newspaper clippings, audiovisual materials in multiple formats, awards, photographs, posters and miscellaneous printed materials of a publicity and public relations nature.

The CSO Volunteer newsletter announced the project and asked for those interested in sifting through 125 years of memorabilia stored in physical locations and online newspapers. It was decided to limit the number of volunteers since this was a work in progress as the outline of the Timeline developed. There were five volunteers. Two were volunteers who worked in the CSO's music library, a retired librarian, a historical

preservationist and one who just loved digging through historic documents and newspaper articles. The volunteers worked with the CSO VP of Communications, his staff, and the website developer for the Marketing department. They also worked with the public library's staff to identify boxes and to scan and/or photograph items to be uploaded to the website. Volunteers also utilized Newspapers.com to historic articles both locally and worldwide.

In addition to the timeline the information gathered was used by our Music Director, Louis Langrée in his series of talks on the founding of the CSO, CSO Music Directors and renowned guest artists, musicians, and composers. Several photos and bits of information were used in a bound insert that was included in each program distributed at CSO and Pops concerts during the anniversary month January 2020 (~19,000 total). Twenty-two of the discovered historic photos were enlarged and displayed in the Music Hall Ballroom during the fundraising gala celebrating the 125th Anniversary on Saturday, January 11, 2020.

All of the collected data has been organized and stored electronically as an archive for future access. By scanning photos and newspaper clippings for as early as 1894, they are now preserved from further deterioration. By building an electronic Timeline, our history continues to be accessed via the CSO's website by visiting <https://www.cincinnati-symphony.org/about/the-orchestra/125th-anniversary-timeline/>

While this anniversary project, completed in 2020, will not be repeated, it continues as a work in progress to continue to build an historical archive of the CSO as it continues its journey to the next benchmark anniversary.

# **Dallas Symphony Orchestra League**

## **Junior Symphony Ball**

### **Overview**

The Junior Symphony Ball (JSB) is a fundraising event where high-school sophomores, juniors and seniors from over 35 schools come together and celebrate an evening filled with live music, dancing, professionally staffed gaming tables, raffles, prizes and refreshments. JSB is in its 64<sup>th</sup> year and is the longest running fundraiser of the Dallas Symphony Orchestra League. Proceeds benefit the Dallas Symphony's education and outreach programs including Young Strings and Young Musicians, which provide free instruments and free music lessons to students in the Dallas Community.

### **Goals and Process of Creating or Revamping**

JSB was scheduled for February 2021 and was unable to take place due to COVID. Instead of abandoning the event altogether, the JSB co-chairs worked closely with DSO staff to modify the event. JSB was moved to June 2021 and the venue changed from an indoor facility to an outdoor venue with a stage. Toyota Music Factory generously donated the space. Tickets to the steering committee were sold at \$350 a person and were nonrefundable in case the party had to be cancelled due to COVID. Instead of hiring an expensive band, the committee decided to hire a DJ which saved \$30,000. The event slogan changed from "A Party with a Purpose" to a "A Purpose with a Party" as the students continued to fundraise and sell tickets, unsure of whether the event would be able to take place. To engage more students and serve the community, JSB hosted a food drive and collected over 2,000 items of food which were donated to our Young Musicians and their families.

### **Results**

In June 2022 COVID cases had declined in Dallas and the event was able to take place outdoors. Over 1,200 students attended the event. The students, who didn't get to celebrate proms, graduations, or dances for 2 years, were beyond thrilled to be together to support a good cause. The event was a tremendous success and raised over \$238,000.

### **February 2022**

While the June event was in full swing, a new JSB board was planning their event which took place less than 7 months after the delayed 2021 event. The February 2022 Junior Symphony Ball had over 2,500 students in attendance and raised \$464,000 for the Dallas Symphony's education and outreach programs.

# Houston Symphony League

## Title of project

Conversation with an ICON

## Narrative of the project

The Houston Symphony League was determined to continue its fundraising for the Symphony Orchestra while engaging League members safely during a time of pandemic reopening. Additionally, the League sought to introduce potential new members and Symphony supporters to the organization by having an invitation event. We created the concept, "Conversation With An Icon," a ticketed event which highlights a well-known Houston Woman in a small group setting allowing guests to learn about the individual's life and ask questions.

To assist in meeting our fundraising goal of \$5,000, which we far exceeded, a local fashion designer donated door prizes, which raised additional funds. After the chairs were secured in the Spring of 2020, anticipating an end to lockdowns, they secured our Icon, Dominique Sachse, a well-known local TV personality and social influencer online. In addition to her local viewing audience gained in 28 years as a TV journalist, she also has 1.7 million YouTube followers and other followers on Instagram and Facebook. She enthusiastically agreed to help the Symphony by being interviewed about her success, community involvement, and balancing family and work.

## Goals and process of creating or revamping

Goals:

1. Raise money for the Symphony
2. Delightfully engage potential new members at an informal Champagne reception
3. Engage League members coming off lock-down
4. Garner publicity for Houston Symphony & Houston Symphony League
5. Connect with the community by highlighting Houston leaders.

The process to create the May 4, 2021 event began in Spring 2020 with the selection of the Chairs for the event who subsequently selected and issued an invitation to the Icon.

In the fall of 2020, the chairs coordinated the venue, floor plan and menu election (small bites & Champagne).

In early Spring 2021, details such as A/V set-up and décor were handled. Additionally, the chairs asked David Peck, a Houston Fashion Designer, to provide door prizes for which tickets were sold raising \$925.00.

League members had been informed well in advance via our newsletter, *eCounterpoint*, of the date so that invitations could go to their prospective new members in early April.

## Results, obstacles, unexpected outcomes, and possible future additions

Houston Symphony leadership was first to figure out how to safely keep the music alive by working with Rice University's aerosolization study and Houston Methodist Hospital and thus were able to hold live online concerts which gained a worldwide audience. The League's Icon event complimented that by touching Dominique Sachse's 1.8 million online followers. We feel this greatly enlarged our community.

The event quickly sold out. The chairs underwrote the event allowing all ticket sales to go to the League (and thus the Houston Symphony). The event was a tremendous success and so well received it is already on the 2022 calendar.

The money raised through the event goes to our Houston Symphony's Education and Outreach programs. A large portion of which goes to underserved populations through community concerts, education programs in the schools and now via Zoom, and individual concerts for people in hospital ICU.

Total net revenue was \$8,925.00 from ticket sales, raffle, and donations. 50 tickets were sold at \$150 each.

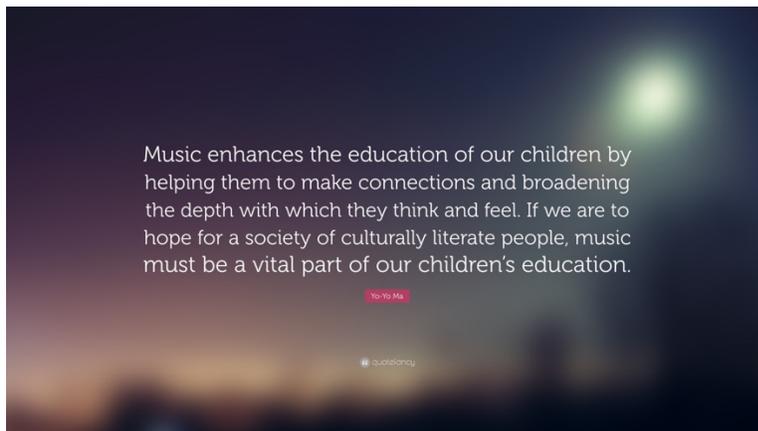
There were two main obstacles;

- (i) CoVid social distancing
- (ii) The League website's clunky payment portal.

Balance was struck for CoVid social distancing by limiting the number of attendees. This allowed a more intimate event to get to know the Icon.

As for the payment portal problem, a League member stepped in to help resolve payment and RSVP issues and subsequently resolved other the website issues.

## Philadelphia Orchestra Virtual Docent Program



Since the 1989-1990 season, the Philadelphia Orchestra Volunteers have had a School Docent Program. Prior to the annual School Concert, where upward of 10,000 Philadelphia-area school children come to hear the Philadelphia Orchestra play a concert just for them, our Docents make visits to schools to teach children about the Orchestra, classical music, and the repertoire they will hear at the concert. For many children in the Philadelphia School District (and similar districts in New Jersey and Delaware), this is their first exposure to classical music and almost always their first visit to hear a live concert in Center City, Philadelphia.

In March 2020, we had just wrapped up our Docent season. Our Docents had visited 42 schools across three states – reaching almost 3000 school children. And then, as we all know, the world shut down. The Philadelphia Orchestra was extremely innovative early in the COVID-19 pandemic, initiating Digital Stage Concerts so that their audiences could enjoy music safely from home. When the 2020-21 season began, it was quite clear that we were not returning to Verizon Hall any time soon, let alone visiting area schools. Our Orchestra Docents felt terribly dejected.

One night, at dinner at my home, I was bemoaning the temporary shut-down of our program and my then 15-year-old daughter Jenna, who had been working with me as a Junior Docent during the previous year, asked why we couldn't do Virtual Docent Visits. Thank goodness for the tech-savvy younger generation! I went back to the Education Department of the Orchestra and they loved the idea and were receptive to creating a virtual school concert for the 2020-21 season. Many of our trusted Docents were not terribly comfortable with the technology involved in Virtual Visits, so Jenna and I took the lead. We created a Powerpoint presentation that was as fun and interactive as possible to teach the students about the Philadelphia Orchestra and the school concert repertoire. We did "live" virtual visits with numerous schools and made a recording of the visit available to teachers who wanted to show it to students at their leisure. Teachers were extremely grateful for this engaging material which gave them a short respite from the strain of remote teaching. Jenna and I learned something with each visit – whether it was how to solve a technology snafu or how to best involve kids who were logged in from home and were excited to contribute their impressions of the music (often all at the same time!)

With the pandemic dragging on, we repeated our Virtual Docent Program for the 2021-22 season. With new school concert repertoire, Jenna and I went back to the drawing board to create a new Powerpoint presentation. We felt much more at ease with the technology and had learned from last season what kind of material was most interesting to the kids. For the most part, kids were back in the classroom this year which presented new challenges – how to engage full classrooms full of kids on Zoom (during many visits, we had multiple classrooms log on, sometimes teaching upward of sixty children at a time!). As was the case last year, the kids were so eager to share their views on the repertoire and we wanted to allow as many kids as possible a chance to participate, while also accomplishing our teaching goals.

A wonderful benefit of the Virtual Docent Program was that our visits were not limited to the Philadelphia area. The furthest school we visited this year was in rural Kansas -- and every single child wrote a thank you note following the program! We were also able to make school-specific modifications “on the fly”. One class really wanted to see a “real” musical instrument so Jenna was able to show them her clarinet and play them a quick scale. Another class asked if the Orchestra musicians name their instruments. I knew that a few musicians did in fact have names for their instruments, but posed the question to our Director of Orchestra Personnel in order to get more detail. She collected all sorts of interesting anecdotes from the musicians which we added to future Docent visits and which the Orchestra then used in a series of fun, engaging social media posts. Although we haven’t been given the final view count from this year’s Virtual Docent Video, we were told that in the first week alone, it had 168 views!

The Philadelphia Orchestra Docents are eager to return to real, live visits. Nothing can replace that kind of interaction with children. Yet, even when the pandemic resolves, we will continue to offer the virtual program. This will allow us to reach more children, particularly in areas outside of Philadelphia that might not have access to classical music education in their communities.



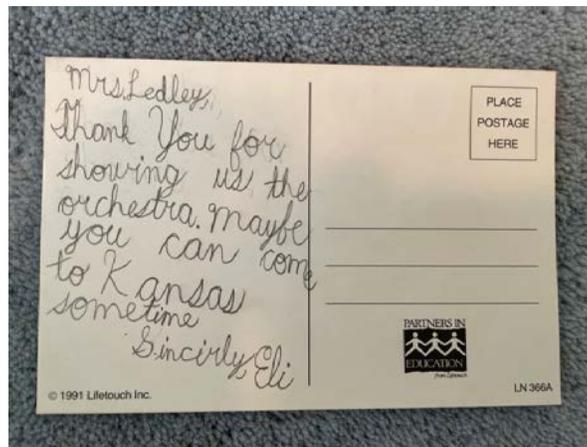
Cover Slide of the 21-22 Docent Program Powerpoint presentation



“Behind the Scenes” – A screen shot of a Virtual Docent Visit. Main screen – clip from Our City, Our Orchestra that was shown during the Docent program; Upper Left – Deborah and Jenna Ledley presenting to students; Middle and Upper Right – two classrooms of kids listening and participating.



Orchestra Docents – Jenna and Deborah Ledley (wearing their Philadelphia Orchestra Volunteer Buttons)



**Greeting From Harper, Kansas**

Harper is a small, rural school located in south central Kansas. Our school includes grades Pre-K through 8th. The total enrollment is around 280 students. If you would come to Harper you would see many wheat fields and cattle. We have beautiful sunsets, no traffic and fresh air. The kids in our class like to ride three-wheel motorcycles, go fishing, participate in school sports, ride horses and in the winter go sledding and make snowmen. Our seasons are beautiful; winter, spring, summer and fall. It can get as hot as 103 in the summer and below freezing, with wind chill, in the winter. In the spring we usually see at least one tornado. Thanks for all the postcards. Have a great year.

**Ms. Williams' 4th grade class**

A few of the MANY thank you notes we received from children in rural Harper, Kansas who attended the Virtual Docent program.

## Toronto Symphony Volunteer Committee - Orchestra Friends

Waiting for the start of a live Toronto Symphony Orchestra (TSO) concert, especially after the easing of pandemic restrictions, our volunteers watch with anticipation as the musicians take their place on stage. Even from a distance, glances or perhaps a small wave of recognition pass between volunteers and musicians.

The connection primarily is the result of our Toronto Symphony Volunteer Committee's (TSVC) program - *Orchestra Friends*. *Orchestra Friends* is a unique TSVC program that matches TSO musicians with volunteers. It provides an opportunity to get to know each other in an informal and friendly way. Our theme song could be 'Getting to know you' from Richard Rogers musical *'The King and I'*. Volunteers find being acquainted with the musicians makes TSO concerts more captivating, while musicians comment that recognizing our volunteers in the audience is rewarding.

Participation in the program is optional for both volunteers and musicians. Each season a new matchup is introduced, providing a growing number of musicians our volunteers get to know.

The origin of this program began years ago when a few volunteers prepared a lunch for the musicians. As more volunteers attended, this became known as the Orchestra Liaison Luncheon (OLL). However, there was little or no interaction between musicians and volunteers. In 2001, Marion Langford, a Past TSVC President, initiated the idea of matching volunteers with musicians, encouraging them to sit together at the luncheon.

Luncheons always are scheduled on a day with both a morning and afternoon rehearsal and a program requiring a large orchestra, so most musicians would be available that day.

We are aware that many join our volunteer committee hoping to meet musicians. Because most volunteers are unable to attend the OLL, we wanted all volunteers to have the opportunity to be connected with a musician. This is the focus of *Orchestra Friends*. Respecting their busy schedules and privacy is fundamental. Some at first may be hesitant to participate, but once familiar with the concept, the enthusiasm and friendships that develop is rewarding. Once the initial contact is made, it is up to the volunteer and musician to decide future communications. It may be as simple as an occasional email or phone call.

There are however various and creative ways volunteers connect with their musician. Some send a message of appreciation after a concert, or greetings for special occasions. Others meet for coffee or lunch or connect with their musician during a concert intermission. Couples tend to get together with both musician and their partner. We have some volunteers who treat their musician to much appreciated home-baked goodies. Attending the musician's personal performances, or their students, is another way we show our support. For volunteers unable to attend concerts or meet their musicians, they may become 'pen-pals'.

During early pandemic days, several musicians kindly offered their help for shopping or errands. In the summer, musicians performed in volunteer's gardens or at other times in their retirement homes. One volunteer hosted an engagement dinner for her musician and his fiancée, also an

orchestra member. Another entertains a small group of her current and past musicians annually for lunch.

Throughout the year in our monthly newsletter, *E-tune*, we update our membership with news related to musicians. Their profiles provide backgrounds and interesting reflections on their orchestra experiences. At the season's final orchestra luncheon, musicians celebrating a significant event are celebrated, including 25 years' service, retirement, marriages, and births. They receive a certificate acknowledging their accomplishment on behalf of the TSVC. Also recognized are musicians who participate in TSO education programs involving volunteer assistance, primarily *Morning with the Symphony (MTSO)*, when secondary school music students attend a morning rehearsal; help with our outstanding *Toronto Symphony Youth Orchestra's (TSYO)* Concerto Competition and assisting at Young Peoples Concerts (YPC).

We appreciate feedback from musicians such as the following excerpts.

*"The TSVC's Orchestra Friends program has been a great way to connect the musicians of the TSO to our extraordinary volunteer committee. I've had the pleasure of being matched with two wonderful women. In normal times, the TSVC hosts a luncheon every so often where the musicians and our volunteers get to sit down and share things about ourselves and about our connections to the TSO. Imagine my surprise when I learned that my current volunteer was one of my childhood best friend's grandmother! It is a small world indeed and the Orchestra Friends program serves to strengthen friendships."*

*"The TSVC luncheons and the Orchestra Friends program are the main sources of interaction between the musicians and volunteers. The TSVC is a warm and friendly group, and their attitude is front and center at the incredible lunches. It's a pleasure to share a delicious meal with our colleagues and members of the TSVC between rehearsals. It's an excellent opportunity to catch up with friends we have made over the years at the TSVC and get to know some new members over a plate of homemade cookies."*

With the cancellation of Orchestra Liaison activities since March 2020, we look forward to resuming *Orchestra Friends* activities at an Orchestra luncheon in June. Meanwhile every opportunity to see, hear and meet our musicians is special.

AMSOV Conference June 2 - 5, 2022  
Washington D.C.

Project Submission  
Wendy Sanford, TSVC