

# Our Glocal Vision

*By Gary L. Ingle*

**O**ver the 20-plus years of my work with MTNA, the world in which we live and work has changed dramatically. In the span of one generation, our lives have been transformed in ways most of us would have thought impossible just a couple of decades ago. It has become more diverse, more technological and more globally oriented that many of us can possibly imagine or comprehend.

As a result, the music teaching profession and MTNA are no longer just anchored to our national roots. Both are now global enterprises. The catalysts of the transformation are the new generation of music teachers that has come and will be coming of age in the next few years. The new generation of teachers thinks differently and sees

their lives and work in a global perspective. In fact, they not only expect MTNA to have a global vision, they demand it.

Fortunately, MTNA is well-positioned to embrace the opportunities presented by the new age in which we work and live as music teachers. And embrace them we will—and we must. However, MTNA is a “local” organization at heart. So, our challenge is to balance the demand to be global with our commitment to be local. We must be both local and global in our mission, or to use a term that synthesizes these two words: we must be “glocal.” The powerful synergy of our simultaneous global and local focus, our glocal vision, will sustain MTNA for many generations to come.

I would like to share two recent examples of our commitment to being local and being global.

## MTNA China

MTNA began as an organization with a global mindset. In 1887, just 11 years after its founding, our fledgling association elected as its national president Calixa Lavalee, a Canadian by birth, who wrote the song which became the Canadian National Anthem. Since that time, MTNA has been committed to partnerships with international societies in deep and abiding ways.

In the last two decades, MTNA’s engagement in global activities and interactions has grown steadily and

deliberately. In fact, the extension of MTNA’s reach to music teachers across the world has become a conscious and carefully articulated effort of the association. Successive MTNA Boards of Directors since the early 2000s have articulated and mandated a global vision through the inclusion of a global component in the MTNA Strategic Plan.

Today, the opportunities for the growth and influence of MTNA outside of America’s borders are greater than ever before. Countries around the world are modernizing themselves and are looking to associations for opportunities for training, education and networking. This is certainly true in music teaching, where countless graduates of American universities and colleges are returning to their homelands and are seeking the kind of support from MTNA they received as students and teachers in the U.S. Furthermore, MTNA has become the “gold standard” for music teachers around the world, whether trained in the U.S. or not.

On July 12, 2016, the MTNA Board of Directors approved an “MTNA Global Strategy” to provide guidance in planning, executing and refining the long-term efforts toward an international vision for MTNA. The “MTNA Global Strategy” established three strategic objectives:

1. To establish MTNA as the most valuable and respected music teachers association in the world;

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2. To grow the international membership of MTNA; and
3. To globalize the products and services of MTNA to better serve an increasingly international music teaching community.

MTNA is already considered the “gold standard” of music teacher organizations in China. Appropriately MTNA’s first efforts with this new strategy has been in China and Chinese Music Teachers. As a result of our efforts, a new organization has been established in China to provide to music teachers in that country the same level of excellent support and services as that provided by MTNA to its national members. The name of the group is MTNA China.

MTNA China was officially chartered in Shanghai on October 12, 2017, at a banquet attended by approximately 120 Chinese music teachers. The bylaws were approved and the officers were elected. The president is Wu Bin, secretary general of the China Society for Music Education and the Peoples Music Publishing House. The vice president is Yang Ming, professor of piano at the Central Conservatory of Music and former dean of the Central Conservatory Piano Academy at Gulangyu. The executive director is MTNA member Jie Bu, director of Nevada Arts Academy in Las Vegas. In a formal ceremony, President Scott

McBride Smith and I, along with Mr. Bin, Mr. Ming, and Mr. Bu, signed the Licensing and Participation Agreement granting MTNA China a contingent, non-transferrable and personal license to use the MTNA name and logo in exchange for its members becoming MTNA International Members and other considerations.

MTNA China continues to develop as an organizational entity. In addition to the MTNA China events at the 2018 MTNA National Conference, the inaugural MTNA China Conference was held April 29–May 1, 2018, in Guangzhou, China. In addition, MTNA has appointed an MTNA China Certification Task Force to create a new, Chinese-language certification program to be offered to members of MTNA China that builds on the established excellence of the MTNA Certification program. MTNA and MTNA China will work together to identify and develop other MTNA programs and services that MTNA China may offer to its members.

### American Classical Music Hall of Fame



On November 17, 2017, MTNA entered into an agreement with the American Classical Music Hall of

Fame to assume the management and governance roles of the organization. The agreement was approved unanimously by the boards of MTNA and the Hall of Fame. The new partnership provides the opportunity for both organizations to work together to promote awareness and interest in the performance, study and appreciation of classical music.

The American Classical Music Hall of Fame, founded in 1996, is located in Cincinnati, Ohio. Over the years, the Hall of Fame has inducted an impressive list of conductors, composers, ensembles, educators and organizations, all of whom have made significant and lasting contributions to classical music in America and American classical music.

For the past several years, the Hall of Fame board has been working to ensure the long-term growth and vitality of the organization. The partnership with MTNA is the culmination of this process. It will enable a synergy that will build MTNA’s local connections while broadening its national presence among a wider, more diverse group of musicians and music supporters than is currently possible.

MTNA China and the American Classical Music Hall of Fame are partnerships that will release untapped opportunities for membership growth as well as promote MTNA values such as good teaching, continuing education and professional interactions both locally and globally. Our future is more secure and vital as a result of our engagement in global and local activities and interactions. This is the beginning of a new extension of MTNA’s steady and deliberate reach to music teachers locally and across the world through conscious and carefully articulated efforts of the association.

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