


SUMMIT



FOR MTNA LEADERSHIP
SEPTEMBER 6-8, 2024 · CINCINNATI, OH



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MEMBERSHIP RECRUITMENT & RETENTION

Caitlin Carter

Digital Communications & Marketing Manager

Barbara Fast

Vice President for Membership

Ryan Greene

Director of Membership Development

Summit for

MTNA Leadership

9.7.24

AGENDA

- Meet your Division Directors-Elect
- The Leadership Bulletin
- The Leadership Community
- Unpaid Member Reports
- How MTNA Membership Can Pay for Itself
- Engaging Non-Members in MTNA
- Q&A and Discussion

SUMMIT



FOR MTNA LEADERSHIP

MEET YOUR DIVISION



MEET YOUR DIVISION DIRECTORS-ELECT



East Central

Yeeseon Kwon, NCTM

Eastern

Hendry Wijaya, NCTM

Northwest

Theresa Bogard, NCTM

South Central

Michael Dean, NCTM

Southern

Victoria Fischer Faw, NCTM

Southwest

Paula Manwaring, NCTM

West Central

Jason Sifford, NCTM



leadership

bulletin

august 2024

MTNA LEADERSHIP BULLETIN

Forming New Collegiate Chapters

Did you know there are already hundreds of MTNA collegiate chapters across the country? Learn more on the MTNA website about [establishing an MTNA collegiate chapter](#). Contact [Ryan Greene](#) for assistance in forming a chapter.



Affiliate Spotlight: Iowa State Conference: *Better Together*

The Iowa Music Teachers Association state conference, which saw nearly 100 registered attendees, truly embodied the idiom “it takes a village.” Conference planning committee chairs Cyndie Caruth, NCTM, and Mary Beth Shaffer, NCTM, shared with MTNA what made their event successful. Here, we offer some takeaways to inspire you as you plan your affiliate’s next event.



[Read More](#)

Surge in membership? Record-breaking conference registration? Viral social media post? We want to hear from you!

The Leadership Bulletin will regularly highlight local and state affiliate achievements in membership recruitment, event production, marketing and other area of programming. If you’d like to submit your affiliate for consideration, please send details and any relevant materials to Caitlin Carter, Digital Communications & Marketing Manager at the button below.

[Share Your Success](#)

Dear Brian,

Collegiate student members of MTNA are the future of the music teaching profession! As the fall semester begins for these students, we need your support to ensure they (as well as their teachers and advisors) are aware of the many ways MTNA can support them at this stage of their career.

Last month’s leadership email addressed Welcoming New Members and Member Discounts. [Click here](#) if you missed it.

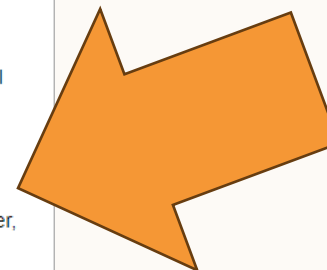
—Your MTNA Team

Strengthening MTNA’s Collegiate Membership

- [Collegiate Member Recruitment](#)—Strategies and ideas for recruiting new members and encouraging the formation of new collegiate chapters.
- [Collegiate Member Retention](#)—Ideas to maximize your students’ MTNA experience! Students who are engaged in MTNA as collegiate members are more likely to join as active members upon graduation.
- **Please note:** A collegiate chapter is not a requirement of membership. Any college student involved in music study may join MTNA even if their school has not organized a collegiate chapter.
- These letter templates are ideal for introducing non-member students and faculty to MTNA. They are in Word document format to be easily personalized.
 - [Sample Recruitment Letter to College Students](#)
 - [Sample Recruitment Letter to Faculty Members](#)

Sent monthly to

- State Presidents
- State Membership Chairs
- Local Presidents
- MTNA Board
- Division Directors-Elect



LEADERSHIP COMMUNITY

1. Sign in to mtna.org
from a laptop or
desktop computer



2. Look for this in
your MTNA profile

My Communities

[Leadership](#)

3. Browse the
Resource Library

Resource Library

- Organize New Edit Versions
- ResourceLibrary
 - Affiliate Shared Resource Documents
 - Artwork, Brochures, Flyers
 - Division Minutes
 - Handbooks
 - How to Upload a Resource.pdf
 - Leadership Resources
 - Membership Recruitment & Retention
 - Presentations

UNPAID MEMBER REPORTS

- Sent August 19, 2024, subject line: “[Association Name] Unpaid Members]”
- Email included member statistics and link to spreadsheet of unpaid members.
- The link will download an XLSX file.
- Reading and sorting the spreadsheet
 - Microsoft Excel
 - Apple Numbers
 - Google Sheets or Office365 (web-based)



SELECTED DISCOUNT USAGE INFO



- 46 members enrolled in the new **General Liability Insurance** program by F.L. Dean & Associates, launched last September.
- **ODP Business Solutions** in 2023 averaged 156 individual purchasers and 260 orders per month. 60% of purchases were made in-store and 40% were made online.
- **AVIS and Budget** were used to book 109 discounted rentals in 2023.
- **Sheet music discounts** from SheetMusicPlus, MusicNotes and SheetMusicNow continue to be popular, used thousands of times per year by MTNA members.
- **BetterHelp** has 433 members and/or members of their family/household using this benefit. Since launching two years ago a total of 711 have signed up.

HOW MEMBERSHIP CAN PAY FOR ITSELF



Hypothetical Membership Costs

Active Member

MTNA National Dues	\$101
Ohio MTA Dues	\$40
Western District Local Dues	\$16
TOTAL	\$157

Collegiate Member

MTNA National Dues	\$19
Ohio MTA Dues	\$8
Western District Local Dues	\$2
Cedarville University C.C.	\$0
TOTAL	\$29



HOW MEMBERSHIP CAN PAY FOR ITSELF



Hypothetical Example 1

Product/Service	Retail Price	Member Price	Savings
MusicNotes.com	\$50	\$42.50	\$7.50
B&W Copies at O.D.	300 @ \$0.15 = \$45	300 @ \$0.04 = \$12	\$33
Color Copies at O.D.	50 @ \$0.61 = \$30.50	50 @ \$0.24 = \$12	\$18.50
Wyndham hotel stay	\$200	\$160	\$40
Budget car rental	\$200	\$130	\$70
Fons (Studio mgmt. software)	\$360	\$315	\$45
TOTALS	\$885.50	\$671.50	\$214

HOW MEMBERSHIP CAN PAY FOR ITSELF



Hypothetical Example 2

Product/Service	Retail Price	Member Price	Savings
SheetMusicPlus.com	\$180	\$162	\$18
O.D. office chair	\$330.49	\$299.99	\$30.50
Lenovo.com (PCs, tablets, other tech)	\$200	\$180	\$20
F.L. Dean General Liability Insurance	\$300*	\$176	\$124
TomPlay digital sheet music plan	\$119.99	\$83.99	\$36
TOTALS	\$1,130.48	\$901.98	\$228.50

HOW MEMBERSHIP CAN PAY FOR ITSELF



Hypothetical Example 3

Product/Service	Retail Price	Member Price	Savings
BetterHelp.com	\$280	\$0 (Free Month)	\$280
Teaching Healthy Expressive Technique Course	\$150	\$120	\$30
TIE Prof Liability Ins	\$400*	\$203*	\$197
TOTALS	\$830	\$323	\$507

ENGAGING NON-MEMBERS IN MTNA



- Former & Prospect Members
- Regularly invite to State Conference, Local Meetings, Student and Teacher events
- Learn about their teaching situation. What areas of their business could be enhanced with an MTNA benefit?
- Ultimate goal: Join MTNA as a long-term member
 - Attend State and National events
 - Engage as a volunteer
 - Make them feel like they *belong in MTNA*



QUESTIONS



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