Engaging and Building Community from Age Zero through Suzuki ECE

Kate Einarson, Dawn Rockwell, Shirley Jamison Star, Alyse Korn
Suzuki Association of the Americas 16th Biennial Conference, May 23, 2014
info@musicwithkate.com www.musicwithkate.com
dawn.r@suzukischools.org www.suzukischools.org
shirleyjstar@yahoo.com www.ottawasuzukistrings.org
alysekorn@sbcglobal.net www.suzukipianosc.com

Dr. Suzuki said….
"I believe music education should begin nine months before the birth of a child."
~ Shinichi Suzuki, 1975

Core of SECE Philosophy

1. Every Child Can Learn
2. Ability Develops Early
3. Environment Nurtures Growth
4. Children Learn From One Another
5. Success Breeds Success
6. Parental Involvement is Critical
7. Encouragement is Essential

What Do We Mean By "Community"?
Many different levels of of relationships are developed:

- Parent-child relationships
- In an SECE classroom
- Foundations of the Suzuki triangle
- Within the private studio
- For a program or school
- Within the larger community

Benefits of Suzuki ECE
Sophisticated music learning begins in infancy
Parent education also starts with these young children

- Listening
- Observing
- Engagement

Evidence that the program:

- Develops musical knowledge
- Enhances communication

Fostering Parent-Child Relationships
Inside *and* Outside SECE classroom
Building the SECE classroom

- Precursor of "one-room schoolhouse" in group class
- Creates sense of family, cooperation, and belonging

Foundations of the Suzuki Triangle

- Accepting a teacher's guidance
- Understanding and observing child
- Empathy for other parents

Supporting a Private Studio

- Good listening habits
- Supportive relationships
- Children are ready for an instrument!
- Accept adult intervention

Building a School or Program
This is powerful, but how do you build it in practice?

Outreach

- Blog, blog interviews
- Cultivating Class Assistants – Parents, Suzuki Teachers, High School Students from your instrumental program
- Invite other Suzuki instrumental teachers to demonstrate in your class
- Invite younger and/or less experienced Suzuki instrumental teachers to observe classes
- Inviting SECE graduates back to perform for class and ECE concerts
- Include older siblings
- Auction Items – free CD, series of classes
- Exchange programs

Demo Classes

- Birthday Party
- Weekend Workshop
- Library demos
- Baby Expos, Child Expos
- Mom's Clubs
- Homeschool Groups

Institute Community

- Inclusion of Baby/Toddler class in the institute schedule
- One week/5 day commitment is short but effective to introduce program and develop interest and enthusiasm
- Teacher Training
- Parent Education
- Opportunity to perform on a final concert or in a Babies/Toddlers in Concert program

Festivals

- Open house information
- Free class coupons
- Advertising

Advertising and Promoting

- Class Fliers
- Post posters around town
- Local newspapers and magazines
- Writing articles for local publications
- Online advertising via yellowpages.com, creating coupons for free trial class
- Gift certificates for free trial class
- Groupon, LivingSocial, Spreebird Deals, Thumbtack (marketplace), Craig's List, Magazine of City-all businesses advertise, and if you advertise you get to write an article
- Chamber of Commerce
- Facebook, Twitter
- Studio and School website
- Doctors' Offices
- Health Department
- Special Needs Therapists' Offices
- Stores that cater to early childhood interests
- Teacher Supply store
- Continuously ask your current families to invite friends for a free trial class

Networking

- Other Music Teacher organizations
- Local universities and community colleges
- Community Music Centers/Preparatory Programs
- Social media - Twitter, Facebook
  https://www.facebook.com/groups/SuzukiECETeachersandNews/
  https://www.facebook.com/search/543206022420420/members
- Suzuki Associations - local, regional, state, country, international
- Continued teacher training

Prenatal SECE Presentations

- In your school or private studio
- Local Hospitals
- Birthing Centers
- La Leche League
- Community Centers

Quotes

- Parent
- Parent who is a Suzuki teacher
- Suzuki teacher and SECE trainee/class assistant
- Community Center Director
- Alice Joy Lewis, SAA Teacher Trainer