



Collegiate Communiqué #9 *The ABCs of Career Development in 2018* January 2018

Happy New Year from the PMEA Chair of the Council for Teacher Training, Recruitment, and Retention. Here is the latest *Collegiate Communiqué* geared for higher education students and teachers. Past issues are posted at the PMEA website: <http://www.pmea.net/resources/pmea/>.

A is for *Amplify*

The latest online community discussion forum *NAfME Amplify* was inaugurated on November 16, 2017, and according to NAfME President Denese Odegaard, "This program allows members to collaborate, dive deeper into subjects of relevance, and share resources which are housed right in *Amplify*." Members are automatically enrolled in the Music Educators Central community. Odegaard encourages you to connect, share and develop ideas and resources, and "post something for feedback, receive subject-matter mentoring, or develop contact lists of fellow music educators across the country." For full access, log-in to your NAfME account. (Go to <http://community.nafme.org/home>.)

As a sample, posted on December 14 in the discussion thread, "Tips for pre-service teachers – getting a job," I wrote the following response about college students developing a unique personal brand:

"Branding" is more about "getting noticed," making your digital profile "stand out," and building a reputation of competence, confidence, and being "the right fit" for potential openings. If I was looking for a job today, I would first define my "philosophy of music education" and "personal mission statement," and then develop a comprehensive e-portfolio, professional website with video/audio/still photo examples of my musicianship and interaction with music students, a versatile ("liquid") resume that could be adapted to every posting, a business card with a "Q-code" and link to my website, and a "squeaky-clean" presence on the Internet and social media. Prior to the first interview, I would prepare to "sell myself and my brand" with as many examples as possible of past incidents that exhibit mastery of core standards in teaching, critical thinking and problem solving, professionalism, music and academic accomplishments, and all positive interactions with children, in both musical and non-musical settings, assembling and cataloguing these successful "scenes" to prep responses for the interview.

B is for **Blogs and Webinars**

In its blog-series *Music in a Minuet*, NAfME recently released "**Help! How Does One Keep Up? Time, Task, and Media Management for Pre-Service/New Music Educators**" at <https://nafme.org/help-one-keep/>. In addition, there are a myriad of archived articles on time and classroom management tips and other valuable recommendations for "rookies." (See all blog-posts at <https://nafme.org/category/news/music-in-a-minuet/>.)

- <https://nafme.org/classroom-and-time-management-tips-2/>
- <https://nafme.org/optimize-time-3-time-management-tips-teachers/>
- <https://nafme.org/one-thing-every-new-music-teacher-know/>

PMEA is offering **free webinars** (sign-up at <https://www.pmea.net/webinars/>), these in January and February:

- *Ethics and Music Educators – Part 1* (by Paul Fox): January 16, 2018 at 7 p.m.
- *Ethics and Music Educators – Part 2* (by Paul Fox): January 23 at 7 p.m.
- *Ah and Ee- Lip Slurs for the Trumpet* (by Chris Campbell): February 13 at 7 p.m.
- *Fluidity in Motion: Ways to Get the String Player's Right Arm Moving* (by Melinda Perttu): February 28 at 7 p.m.

C is for "The Conference!"

The 2018 PMEA Annual In-Service Conference will be held April 19-21, 2018 at the Lancaster Marriott & Convention Center. The next issue of *Collegiate Communiqué* will be devoted to this important event. You can register at <https://www.pmea.net/pmea-annual-in-service-conference/>. **Hope to see you there!** PKF

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