



Collegiate Communiqué #11 Marketing Professionalism to Land a Job! March 2018

Greetings from the PMEA Chair of the Council for Teacher Training, Recruitment, and Retention. Here is your monthly Collegiate Communiqué geared to higher education music education students and teachers. Past issues are posted on the PMEA website: http://www.pmea.net/resources/pcmea/.

Quick – Who are you? Define yourself in three words! Yes, this can be a common job interview question for prospective candidates seeking professional employment. This issue of Collegiate Communiqué is devoted to providing resources to help you develop your “personal brand” in order to “sell yourself.”

The final pages include a grid to help you organize your time at the PMEA 2018 Conference/Lancaster.

Per-son-al Brand-ing: “Personal branding is the practice of people marketing themselves and their careers as brands. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging... Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.” (Wikipedia: https://en.wikipedia.org/wiki/Personal_branding)

The difference between marketing and branding: Marketing is what you do, branding is what you are. www.tronviggroup.com/the-difference-between-marketing-and-branding/

At http://www.forbes.com/sites/shamahyder/2014/08/18/7-things-you-can-do-to-build-an-awesome-personal-brand/,

Shama Hyder posted “7 Things You Can Do to Build an Awesome Personal Brand,” including the following outlined summary.

- 1. Start thinking of yourself as a brand
2. Audit your online presence
3. Secure a personal website
4. Find ways to produce value
5. Be purposeful in what you share
6. Associate with other strong brands
7. Reinvent



During these waning months for college music education seniors, now is the time to finalize preparations for personal branding and beginning the job hunt! Personal branding is critical to help you “stand above the rest,” showing that you have what it takes and would be a major asset to a prospective employer, and defining and marketing your own unique qualities that would make you “a good fit” for the specific job openings.

The branding process involves first developing your philosophy of music education, archiving your awards and accomplishments, documenting your grades and experiences, and collecting stories/personal anecdotes of your strengths. The next steps include the creation of a written and electronic portfolio, business card, resume, and website. Finally, you must compile/assemble everything together and practice (and self-assess) your “story-telling skills” to smoothly answer those important questions at “mock interviews.”

You will likely not have enough time to complete all of these tasks during methods classes or student teaching seminars. That’s okay. If you are serious about prepping yourself to find a great music teaching job, the valuable links and articles are out there... just manage your time and start reading. Although not comprehensive, this is a good place to start. Pick your category, peruse the reverse side, and get to work!

Paul K. Fox

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Personal Branding, Marketing, and Networking

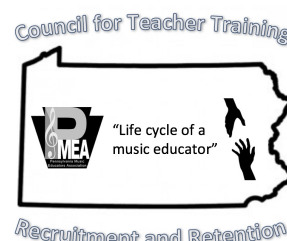
- <https://paulkfoxusc.wordpress.com/2015/12/16/tips-on-personal-branding/>
- <https://www.aicpa.org/interestareas/youngcpanetwork/resources/career/fivetipstobrandingyourself.html>
- <https://paulkfoxusc.wordpress.com/2015/07/04/marketing-yourself-and-your-k-12-music-certification/>
- <https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/>
- <https://paulkfoxusc.wordpress.com/2016/04/04/networking-niceties/>
- <https://www.workitdaily.com/hate-networking-tips/>
- “Networking 101” by Kathleen Melago in *PMEA News* (Summer 2017) <https://www.pmea.net/resources/pmea-news/>

Business Cards

- <https://paulkfoxusc.wordpress.com/2016/04/04/networking-niceties/>
- https://www.huffingtonpost.com/2011/11/12/designing-a-business-card_n_997449.html
- <https://www.entrepreneur.com/article/159492>
- <https://www.webdesignerdepot.com/2010/06/how-to-design-your-business-card/>

Résumés

- <https://paulkfoxusc.wordpress.com/2016/01/12/music-teacher-resumes-revisited/>
- <https://www.wikihow.com/Make-a-Resume>
- <https://www.thebalance.com/guidelines-for-what-to-include-in-a-resume-2061035>
- <https://www.resume.com/blog/5-simple-tips-when-building-a-resume/>
- <http://www.powerful-sample-resume-formats.com/index.html>
- <https://iml.esm.rochester.edu/careers/resume/>
- [https://www.cmu.edu/career/students and alumni/write a resume or cover letter/index.html](https://www.cmu.edu/career/students%20and%20alumni/write%20a%20resume%20or%20cover%20letter/index.html)



Portfolios and Websites

- <https://paulkfoxusc.wordpress.com/2018/01/14/the-professional-website/>
- <https://nafme.org/do-i-need-a-digital-teaching-portfolio/>
- <https://paulkfoxusc.wordpress.com/2015/11/15/planning-the-perfect-professional-portfolio/>
- <http://www.theeduedge.com/top-five-must-haves-top-five-could-haves-your-teacher-interview-portfolio/>
- <http://langwitches.org/blog/2009/07/17/digital-teaching-portfolios/>
- <http://www.learnnc.org/lp/pages/6437?style=print>

Interview Questions, Techniques, and Skills of “Story-Telling”

- <https://paulkfoxusc.wordpress.com/2015/08/02/when-it-comes-to-getting-a-job-s-is-for-successful-storytelling/>
- <https://paulkfoxusc.wordpress.com/2015/10/11/the-dos-and-donts-of-interviewing/>
- <https://paulkfoxusc.wordpress.com/2016/02/27/interview-questions-revisited/>
- <https://paulkfoxusc.wordpress.com/2015/09/01/a-blueprint-for-success-preparing-for-the-job-interview/>
- <https://www.theguardian.com/teacher-network/teacher-blog/2014/jan/29/teacher-job-interview-questions-top-ten>
- <https://www.thebalance.com/teacher-interview-questions-and-best-answers-2061223>
- <https://theinterviewguys.com/teacher-interview-questions-and-answers/>
- “Job Interview Playbook” by Paul Fox in *PMEA News* (Summer 2016) <https://www.pmea.net/resources/pmea-news/>

Happy job hunting!

PMEA Conference 2018 is just around the corner...

Don't forget to register for the upcoming PMEA Spring In-Service Conference, April 19-21, 2018 at the Lancaster Marriott & Convention Center. See schedule grid on the next pages... more information at <https://www.pmea.net/pmea-annual-in-service-conference/>.

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Pennsylvania Music Educators Association Spring Conference in Lancaster, PA

THURSDAY 4/19/18	Info Booth Volunteers*	Special Sessions and Meetings	Pre-Service and PCMEA Sessions**	Collegiate Concerts
7:30-8:25		Council for TTRR Meeting		
8:30-9:15		Opening General Session		
9:15 a.m.		Opening of the Exhibits		Messiah College Student Horn Quartet
10:30-11:30	10:30 11:00	PCMEA Meeting and Research Forum I		Messiah College Symphony Orchestra
10:30 a.m. to 4 p.m. Rural Music Educators Symposium				
11:30-12:00	11:30			Messiah College Student Horn Quartet
12:00-1:00	12:00 12:30	Research Poster Session	<i>Using Coach's Eye to Provide Private Lessons to 7th-12th Grade Students & Teaching Experiences to Pre-Service Music Educators</i>	
1:00-1:30	1:00			
1:30-2:30	1:30 2:00 2:30		<i>Surviving and Thriving in Year One</i>	Lebanon Valley College Concert Choir
3:00-4:00	3:00 3:30	Research Forum II	<i>I'm Teaching WHAT??</i>	Lycoming College Community Wind Ensemble and Temple Univ. Jazz Band
4:00-4:30	4:00			Messiah College Student Horn Quartet
4:30-5:30	4:30 5:00	PMEA Composition Program and Session		
7:00-8:15				Parkside Harmony
8:30-9:45				Navy Commodores
9:45-11:15		College Receptions		

***Wanted:** Volunteers to help “man” the PMEA Info Booth on Thursday or Friday, assisting Retired Members with a variety of informal networking chores: “meeting and greeting” other PCMEA and PMEA members, giving directions to rooms, distributing materials and updated schedules, selling PMEA memorabilia, etc. After you review the conference schedule, please send your available times to Paul Fox, Retired Member Coordinator: paulfox.usc@gmail.com. Thank you for your help!

****Space is provided** for you to plan ahead and list your desired sessions. For details, go to your *PMEA News* or: <https://www.pmea.net/wp-content/uploads/2014/12/2018-Conference-Schedule-2.pdf>.

FRIDAY 4/20/18	Info Booth Volunteers*	Special Sessions and Meetings**	Pre-Service and PCMEA Sessions	Collegiate Concerts
7:30-8:30		State Board, Mentor, and Retired Member Breakfasts		
8 a.m.-4 p.m.		Exhibits Open		
8:30 a.m.-3:15 p.m. Urban Music Educators Symposium Follow-Up				
8:30-9:30	8:30	Adjudication Meeting		
	9:00			
9:30-10:00	9:30			
10:00-11:00	10:00	Research to Practice I	<i>If I Had Only Known! Advice from Music Educators at Different Career Stages</i>	IUP Chorale
	10:30			
11:00-11:30	11:00			Kutztown University Wind Ensemble
11:30-12:30	11:30	PCMEA Meeting and Invited Researcher: Who's Afraid of a Little Theory?		
	12:00			
12:30-1:00	12:30			
1:00-2:00	1:00			
	1:30			
2:00-2:30	2:00			
2:30-3:30	2:30	Research to Practice II and Council for TTRR: <i>So, You Have a Student Who Wants to Follow in Your Footsteps</i>		
	3:00			
3:45-4:45		Friday General Session		
7:30 p.m.				PMEA All-State Jazz & Vocal Jazz Concerts
SATURDAY 4/21/18		Special Sessions and Meetings	Pre-Service and PCMEA Sessions	Collegiate Concerts
8:30-9:30		PMEA Awards Breakfast		
10:30 a.m.				PMEA All-State Wind Ensemble & Concert Band Concert
2:00 p.m.				PMEA All-State Orchestra Concert
5:00 p.m.				PMEA All-State Chorus Concert

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