

Exceptional Service Project Report

Mt. SAC Children's Choir (MSACCC) Proposal

Prepared by Professor Bruce Rogers

Executive Summary

There is a need in the surrounding Walnut area for a quality children's choir program that performs all styles of choral music, as well as teaching solid musical concepts. According to a number of choral music professionals I have spoken with in our area, many surrounding elementary and intermediate schools do not offer a structured choral program and many of our youth are home-schooled without an opportunity to be part of any choral program. The schools that do offer choral opportunities for children in elementary, middle and high schools do not always have the time to teach the students more than the basics of singing proper notes and rhythms⁽¹⁾. There are over seventy schools just in Walnut, Covina, West Covina and Diamond Bar alone, and the proposed Mt. San Antonio College Children's Choir would give all interested students the opportunity to perform in a quality choral organization.

The Mt. San Antonio College Children's Choir (MSACCC) will be an organization that provides artistic choral singing opportunities at a high level to 1st through 10th grade youth in the surrounding geographic area of Walnut, California. This program will emphasize the development of musical skills, performance skills, musical understanding, as well as teamwork, through weekly rehearsals, healthy choral singing and performances. This program is not intended to take the place of public and/or private school music programs, it is intended to enhance and further the child's musical understanding and skill level.

It will be the goal of the MSACCC to achieve a high level of artistic excellence in choral music performance, and to enrich the lives of children from diverse ethnic and socio-economic backgrounds in the Mt. SAC geographic area, by teaching musical concepts in rehearsal and through performances in the local community.

The program will be open to singers in grades 1-10, and the performances will encompass a diverse range of repertoire. Auditions and placement tests would occur for the children in 3rd grade and higher and all children in grades 1-3 would be accepted into the program without an audition. Each student would pay a tuition fee and a registration fee to join the MSACCC organization, but need-based scholarships will be made available to all interested and qualified youth. The choirs would rehearse one day a week and perform at least two concerts per year. Opportunities will also be made available for community outreach performances and events.

MSACCC will be a non-profit organization and will include the following staff members: Artistic Director, Choir Directors, Accompanists and at least one Administrative Assistant position.

(1) Lisa Lopez-Walnut High School, Roger Estrada-Upland High School, Vicki Salmon-Baldwin Park High School, Bryant Aquino-Visual & Performing arts Coordinator for Rowland Unified School District, Jennifer Escovar-Bishop Amat High School, Niké St. Clair-Kodaly Instructor at Azusa Pacific University and Music Director at La Verne Church of the Brethren

Volunteer parents will be utilized extensively to help with outfits, fundraising, chaperoning, administrative help, etc. In addition, Mt. SAC Music Education students will have the opportunity to fill internships providing valuable rehearsal experience. There will be an Advisory Committee, made up of 4-8 members, who will oversee the MSACCC program and be available for advice and support.

The MSACCC's relationship with Mt. San Antonio College will include the use of facilities for rehearsals and performances, office and library space, marketing, and setting up all financial transactions through an account with the Mt. SAC Foundation. Funding for the MSACCC will be achieved through tuition and registration fees from each member, donations from the surrounding community, and numerous fundraising activities.

In conclusion, the Mt. San Antonio College Children's Choir will be a self-sufficient organization that will fill an important need in our local and surrounding communities by helping to educate our youth through music, while spreading goodwill and musical joy to everyone involved.

Mt. SAC Children's Choir (MSACCC):

Mission Statement: *Transforming the lives of children and youth through excellence in music education and choral singing.*

Vision Statement: *To foster life-long values, including the love of music; the pursuit of excellence; self-discipline and teamwork; self-expression and self-confidence; and a greater understanding of oneself, the world, and its people.*

Principles:

The Mt. San Antonio College Children's Choir (MSACCC) is a music performance and educational program for children and youth that emphasizes the development of musical skills and musical understanding. This choir provides children in the surrounding geographic area the experience of artistic choral singing and the opportunity to perform quality children and treble choir literature. The MSACCC is designed specifically for children, grades 1st through 10th, who live in the surrounding southern California area and wish to be part of an educationally focused choral organization. The choir will be tuition based with scholarships made available for singers in need of financial assistance.

Those youth, who already have established choirs at their current school, will be expected to sing in their school choir if they intend on singing in the MSACCC. If a child is home schooled, or does not currently have a choral program at their school, they may join the MSACCC without membership in any additional choir.

The music chosen will come from a wide variety of traditions and will be performed in an array of settings. The repertoire selected for all the choirs will be used to educate the MSACCC members and is not intended to impose or intrude upon anyone's personal beliefs. Therefore, it is essential that all singers be willing to sing all repertoire.

High quality music from all styles and periods form the foundation for musical learning, and serve as the basis for this curriculum. Since the best musical experiences for children are inherent in great music, the MSACCC repertoire will include music from the great composers of the past as well as exciting new composers. Folk, popular, gospel, spiritual, and patriotic music will be included in the choir's repertoire. Additional styles of choral music will also be a part of the MSACCC repertoire (such as jazz, musicals, opera, etc.).

Singing skills and musical understanding are essential components of the creative process and are fundamental concepts of music education that will be taught to every singer.

Goals:

- * Reach a high level of artistic excellence in choral music performance.
- * Provide an opportunity to produce, practice and perform treble repertoire of many different styles and from different musical eras. The singers will study and perform a variety of music, from traditional folk songs to contemporary musical literature
- * Concepts about music (melody, rhythm, harmony, timbre, dynamics, form, style, and performance practice) and musical skills (singing, theory, and sight-reading) will be taught throughout the rehearsals using methods of singing, listening, and analysis.
- * Teach proper vocal technique; using vocal exercises, posture, breathing, & tone production
- * Enrich the lives of children from diverse ethnic and socio-economic backgrounds in the Mt. SAC geographic area.
- * Enhance and reinforce the choral experience that the student is already receiving at their current school
- * Achieve music literacy through sequential music activities.
- * Foster personal and musical growth of singers.

Structure:

The MSACCC program will consist of three choirs:

The Dolce Choir (1st – 3rd grade) This choir is open to any child and does not include an audition process to become a member. Singers will be taught, primarily through play party game songs and simple unison songs, to love singing and to use their voices with freedom.

Meeting time is Tuesday 4:15-5:15pm at Mt. SAC, in M2-Room 108.

Open to Grades 1-3

Cost: \$125.00/semester

The Cantabile Singers (3rd – 6th grade) Auditions for this choir will be held in August and in December. Singers will continue to develop their musical knowledge and skills through tonal and rhythmic exercises and by singing 2-3 part repertoire.

Meeting time is Tuesday 5:30 - 6:45pm at Mt. SAC, in M2-Room 109.

Grades 3-6

Cost \$175.00/semester

The Mt. SAC Youth Chorale (7th – 10th grade) This choir is open to any youth with a treble (unchanged) voice with a desire to sing in an outstanding choral ensemble. Auditions for this choir will be held in August and in December. These singers should be ready for

the most challenging repertoire, increased rehearsal intensity and performance requirements. Multiple languages, solos, and small ensemble performances can be expected at this level.

Meeting time is Tuesday 6:30-8:15pm at Mt. SAC, in M2-Room 108.

Grades 7-10

Cost: \$250.00/semester

All choirs will perform **one concert each semester** (the 3rd weekend in December and the 3rd weekend in June) in the Feddersen Recital Hall (until our audience outgrows this performance venue, at which point we will look for a larger local theater, such as the First Christian Church of Pomona, or use the Clarke Theater if acoustical changes are made in the future).

The choirs will also be available, when invited, to perform at special local events in the surrounding community and at Mt. SAC (such as Rotary Club events, Fundraising events, Donor events, Trustee Events, etc.).

The MSACCC rehearsals will begin in the Fall of 2019:

Rehearsals will begin on the first Tuesday after Labor Day.

Rehearsals will not be held from the 4th week of December until the 4th week of January.

The final rehearsal will be during the 3rd week of June.

No rehearsals from the 4th week of June until September.

Positions:

ARTISTIC DIRECTOR – JOB DESCRIPTION

Works with: Administrative Staff
 Artistic Staff
 Advisory Committee
 Singers
 Parents and Volunteers
 Mt. SAC Student Volunteers
 Mt. SAC Foundation and Administrators

The Artistic Director is responsible for the overall direction, management and quality of all aspects of the Artistic product of the Mt. San Antonio College Children's Choir (MSACCC). The Artistic Director is responsible for the implementation of a process that ensures continuous communication among the administrative and artistic management and staff.

ARTISTIC MANAGEMENT

- Determine the artistic vision of the organization
- Continually monitor and maintain the quality of the artistic product
- Determine overall season performance calendar
- Accept or reject bookings based upon established MSACCC standards
- Oversee and supervise the audition, assessment and placement process throughout the organization
- Coordinate and schedule any possible Guest Artists
- Coordinate and schedule any possible Workshops or Retreats
- Seek out performance collaborations with other arts organizations
- Oversee the creation and implementation of all MSACCC tours
- Oversee the recruitment of new singers throughout the program
- Provide and oversee the training and mentoring of artistic staff
- Create regular recordings of the MSACCC

PERSONNEL MANAGEMENT

- Supervise and evaluate all Faculty and Administrative Assistants
- In conjunction with the Administrative Assistants, ensure the maintenance and monitoring of time sheets, attendance, and other human resource requirements of the artistic staff
- Implement processes to ensure continuous communication with the Advisory Committee, and staff as required
- Ensure the hiring of staff as needed to achieve artistic goals and objectives
- Maintain the MSACCC's high standard of artistic and teaching excellence taking corrective action if necessary
- Create opportunities for professional growth within the Artistic staff

FUNDRAISING AND DEVELOPMENT

- Be actively supportive of certain aspects of development
- Work in partnership with a development team in seeking outside funding
- Manage the artistic elements of fundraising events

MARKETING AND PUBLIC RELATIONS (in conjunction with Marketing personnel)

- Assist marketing operations
- Supervise the writing of press releases
- Supervise the timely creation of a yearly handbook
- Be active in the creation of printed materials, ensuring they are consistent with the artistic vision for the season
- Be aware of and support necessary updates to the MSACCC website
- Actively support alumni relations

COMMUNITY RELATIONS (in conjunction with the staff)

- Represent the MSACCC in local, state, regional, national and international venues.
- Cultivate ongoing relationships with arts peers in the community
- Develop new relationships with arts peers in the community
- Maintain a healthy and productive relationship with Mt. San Antonio College

- Maintain a national and international presence as a conductor, clinician and editor
- Continue to be a leader in the choral community through active membership in professional organizations

FINANCIAL MANAGEMENT

- Work with the Board of Directors and staff to create an annual budget
- Continually monitor and manage the artistic aspect of the budget in conjunction with the staff
- Review the budget on a bi-weekly basis, making recommendations for adjustments as necessary

PLANNING

- Contribute to short and long range planning with the board and staff in periodic sessions
- In conjunction with the staff and Board of Directors, prepare strategic plans and strategies for implementation
- With the Board of Directors, evaluate progress toward goals and objectives on a regular basis

BOARD OF DIRECTORS

- Work with the Board of Directors
- Attend all meetings of the full Board and attend staff meetings
- Assist the Board President as needed in developing agendas
- Assist in identifying and attracting potential new board members
- Report to the Board of Directors at all regular meetings on artistic activities and goals

EDUCATIONAL CURRICULUM

- Approve changes to curriculum as necessary.
- Approve the creation of educational materials made available to artistic staff and singers
- Maintain uniformity of vocal training throughout the organization
- Oversee and evaluate all Mt. SAC student volunteers

CHOIR DIRECTOR – JOB DESCRIPTION

POSITION SUMMARY:

The Choir Director is a member of the Mt. San Antonio College Children's Choir (MSACCC) artistic team. The Choir Director is a part-time employee (3 hours/week) of the MSACCC and reports directly to the Artistic Director. The Choir Director will be an ambassador for the Mt. San Antonio College Children's Choir and its chorister members, and will be a colleague to all artistic and administrative staff. In collaboration with MSACCC's artistic and administrative staff, the Choir Director work will support the mission of the organization:

Transforming the lives of children and youth through excellence in music education and choral singing.

POSITION RESPONSIBILITIES:

The primary responsibilities of MSACCC's Choir Directors are as follows:

- Serving as principal conductor of MSACCC's _____ Choir
- Serving as a faculty member of the MSACCC at educational Conferences, Forums and Workshops
- Assist with Strategic Artistic and Educational planning

The Choir Director should plan to attend:

- MSACC concerts, musical events and rehearsals as assigned
- Monthly artistic staff meetings as planned by the Artistic Director
- MSACC Board of Directors' meetings as assigned and to deliver verbal reports as requested
- Additional concerts, meetings and events as needed and determined in conjunction with the Artistic Director

The Choir Director will assist in MSACCC communications and support the vision of the MSACCC by:

- Reviewing and contributing to relevant MSACCC handouts in advance of distribution
- Advising choir members of important events
- Attending and assisting with social and fundraising events as requested
- Assisting with publicity needs as requested
- Assist in recruiting activities

The Choir Director will have the opportunity to participate in professional development. Activities and content of this professional development will be discussed and determined with the Artistic Director in advance. MSACCC will, when possible, contribute financial resources for this professional development.

Other relevant duties as assigned.

ACCOMPANIST – JOB DESCRIPTION

POSITION SUMMARY:

The Piano Accompanist is a member of the Mt. San Antonio College Children's Choir (MSACCC) artistic team. The Piano Accompanist is a part-time employee (2 hours/week) of the MSACCC and reports directly to the Artistic Director. The Accompanist will be an ambassador for the Mt. San Antonio College Children's Choir and its chorister members,

and will be a colleague to all artistic and administrative staff. In collaboration with MSACCC's artistic and administrative staff, the Accompanist will support the mission of the organization:

Transforming the lives of children and youth through excellence in music education and choral singing.

POSITION RESPONSIBILITIES:

The primary responsibilities of MSACCC's Piano Accompanist are as follows:

- Attendance at all rehearsals and performances of the selected choir
- Be prepared musically for each rehearsal and performance
- Provide keyboard skills appropriate for both a rehearsal and performance situation
- Assist with sectionals as needed

The Piano Accompanist should plan to attend:

- MSACC concerts, special musical events and rehearsals as assigned
- Monthly artistic staff meetings as planned by the Artistic Director
- Additional concerts, meetings and events as needed and determined in conjunction with the Artistic Director

Other relevant duties as assigned.

ADMINISTRATIVE ASSISTANT – JOB DESCRIPTION

POSITION SUMMARY:

The Administrative Assistant is a part-time employee of the Mt. San Antonio College Children's Choir "MSACCC" who reports directly to MSACCC's Artistic Director.

The Administrative Assistant is part of MSACCC's artistic team and works closely with the Artistic Director and the Choir Directors of each choir. The Administrative Assistant is an ambassador for MSACCC and its choristers, is a colleague to all artistic staff and administrative parent volunteers and supports the mission of The Mt. San Antonio College Children's Choir:

Transforming the lives of children and youth through excellence in music education and choral singing.

POSITION RESPONSIBILITIES:

- Supervise the parental volunteers, determining their responsibilities and hours.
- Assist with all choir bookings for local community events and performances, ensuring full communication regarding all aspects of these performances and assisting in all decisions of these performance invitations.
- Manage any MSACCC tours and retreats, and oversee tour planning and execution for all ensembles.
- Manage communications with Mt. SAC's Studio 13 and all Marketing issues
- Oversee all fundraising events
- Create programmatic documents including artistic calendar, season calendars for each ensemble, handouts and informational e-mails.
- Handle all Printing Services liaisons
- Oversee and keep records of all financial transactions (including tuition payments)
- Attend Artistic Staff Meetings
- Supervise attendance record-keeping and communicate attendance issues to the Artistic Director
- Serve as an advocate for MSACCC policies and procedures
- Assist with special event planning and management
- Ensure the safety and well-being of choristers at all times

Other relevant duties as assigned.

MSACCC's Relationship to Mt. San Antonio College:

1. **Not For Profit** – The MSACCC is an extension of the college and will function on a non-profit status, and would be run through the Mt. SAC Foundation Office or through Community Education. All donations, tuition, ticket money, fundraising money and any additional income will be turned in to the Mt. SAC Foundation Office and kept in a MSACCC Account. All expenses (including salaries) incurred by the MSACCC will be paid out of the MSACCC Account held at the Foundation Office. Mt. San Antonio College will not be responsible for funding any MSACCC expenses, just the use of facilities and services.

2. **Liability** – The MSACCC will function under the current Mt. San Antonio College Liability Insurance Plan.

- 3. Value To The College** – The MSACCC would be an excellent community outreach for Mt. San Antonio College. Through Mt. SAC's involvement, it would show the local community that Mt. SAC cares about the choral arts and the value it can bring to our local community. This collaboration would bring young children, youth and parents onto the Mt. SAC campus on a weekly basis, which would be a wonderful way to recruit students for the future. There would also be exposure to the art programs that we offer at Mt. SAC and give the community the opportunity to see first-hand the wonderful programs that are available at the college.

4. Office Needs Provided By Mt. SAC

- a. Office Space (either a table in the Mt. SAC Music Office or a reconfigured practice room) Monday-Wednesday
- b. One Computer for the MSACCC Administrative Assistant in the MSACCC Office
- c. Use of the Music Department's Photocopy Machine (using the same restrictions as the Mt. SAC Faculty) Monday-Wednesday
- d. Use of the Mt. SAC Printing Services (maybe at a reduced rate)
- e. Use of the telephone in the Music Office (Monday-Wednesday)
- f. All additional supplies will be provided through the MSACCC Foundation Account

5. Facility Needs Provided by Mt. SAC

- a. Choral Rehearsal Rooms (M2-108 & M2-109) on Tuesday evenings
- b. Use of tables, chairs, music stands and AV equipment in M2-108 & M2-109 on Tuesday evenings
- c. Performance Venue and Risers (Mt. SAC Recital Hall or Clark Theater) – twice a year (December & June)
- d. Music Library space, Music Library cabinets and storage folders
- e. Parking Access (Tuesday evenings & concerts)

- 6. Supervision** – The supervision of the MSACCC program will be done exclusively by an independent MSACCC Advisory Committee; made up of local community members and by the MSACCC Artistic Director. The MSACCC Advisory Committee will consist of 4-8 members who will oversee the program and be available for advice and support. They will meet every two - three months with the Artistic Director in the Music Department's Green Room. The Mt. SAC Arts Division would have their Dean or Associate Dean as a member of the Advisory Committee.

7. Budget

The following budget is based on an estimate of 20 singers in each of the three choirs:

<u>HARD COST EXPENSES</u>	<u>DOLCE</u>	<u>CANTABILE</u>	<u>YOUTH CHOIR</u>	<u>GENERAL</u>
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Artistic Director				\$6,500.00
Administrative Ass.				\$5,000 - \$6000.00
Choir Director	\$4,000.00	\$4,950.00	\$5,940.00	\$14,900.00
Accompanist	\$1,320.00	\$1,590.00	\$2,130.00	\$5,040.00
Website set-up				\$5,000.00
Instrumentalists				\$1,500.00
Printing Services				\$1,000.00
Software				\$800.00
Sheet Music/Folder				\$3,000.00
Scholarships				\$4,000.00
Performing Outfits	\$1,000.00	\$1,500.00	\$1,500.00	\$4,000.00
Educational Growth				\$2,000.00

Sub Totals	\$6,320.00	\$8,040.00	\$9,570.00	\$29,800.00
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Grand Total of Hard Costs = **\$51,730.00**

IN-KIND SERVICES ESTIMATED EXPENSES

Office Space	\$1000.00
Use of a Computer (recycled from IT dept.)	\$500.00
Use of Music Dept. Copier	\$250.00
Use of the Music Dept. Phone	\$200.00
Facility Needs (rehearsal rooms, tables, chairs)	\$900.00
Performance Venues (Fedderson Recital Hall or First Christian Church)	\$500.00
Publicity/Marketing	\$600.00
Parking Access	\$500.00

Sub Total	\$4,450.00
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Grand Total of Hard Costs and In-Kind Services = **\$56,180.00**

Income	Dolce	Cantabile	Youth Choir	General
Tuition	\$5,000.00	\$7,000.00	\$10,000.00	
Registration Fees	\$500.00	\$500.00	\$500.00	
Donations				\$25,000.00
Fundraisers				\$5,000.00
Outfits	\$1,000.00	\$1,500.00	\$1,500.00	
Grants				Unknown
Sub Totals	\$6,500.00	\$9,000.00	\$12,000.00	\$25,000.00
Grand Total = \$57,500.00				

See attached form for more detailed information

- 8. Funding Sources** – All of the funding will be provided completely through monies raised by the MTSACCC through donations, tuition, ticket money, fundraising money and additional income. Mt. San Antonio College would only agree to fund and supply use of facilities, office space, printing services, computer use, liability insurance, marketing and supplies.
- 9. Mt. SAC Foundation / President's Office / Arts Division / SCE** – The following would be the involvement of one of the above Mt. SAC departments:
- a. Set up and run the MSACCC account (in accordance with the Artistic Director and the MSACCC Advisory Committee)
 - b. Write checks for staff, concert venues, guest artists, marketing, retreats, etc.
 - c. Receive all income from donations, tuition, registration fees, etc.
 - d. Grant Writing assistance
 - e. Help find Financial Supporters
 - f. Scholarships
 - g. Liability Insurance
 - h. Auditing
- 10. Marketing** – All marketing would be handled by the Mt. SAC Studio 13 department, Mt. SAC students, parent volunteers and the MSACCC administrator. Marketing would

entail publicity and programs for concerts, correspondence letters and canvassing the community with information (posters, flyers, mailings, a website, etc.)

- a. Studio 13 students
- b. Website design and maintenance
- c. Icon on the Mt. SAC website page
- d. Facebook page
- e. Printing
- f. Mailings

11. Community Outreach

- **Home Schooled Children**

The MSACCC would give homeschooled children, who do not have access to a school music program, the opportunity to perform in a quality vocal music program

- **Public and Private School Children**

The MSACCC would provide a quality vocal music program to local school children who don't have a music program or choir at their school. It would also enhance the musical skills of those children who are enrolled at a music program and/or choir at their school. The MSACCC would also reach out and try to schedule performances at local schools for both goodwill and recruiting purposes.

- **Community Choirs**

The MSACCC would reach out to local Community Choirs (such as The Mountainside Master Chorale and The Claremont Chorale) to try and schedule combined performance opportunities.

- **Local Church Choirs**

The MSACCC would reach out to local Church Choirs of all denominations to try and schedule combined performance opportunities for goodwill and recruiting purposes.

- **Local Community Organizations**

The MSACCC would be available for performances at local community functions and events (such as The Rotary Club, The Lions Club, etc.). They would also reach out to local businesses for possible performances at events and parties.

12. Parental Involvement – As a not-for-profit organization, the MSACCC would depend on volunteers. Volunteer opportunities would be numerous and diverse.

- a. **Administrator Assistant**
Volunteers to help with administrative duties
- b. **Choir Coordinator**
A person to be in charge of overseeing each choir (communications, discipline, music assignments, etc.)
- c. **Performance Coordinator**
Volunteers to help supervise and prepare the students before and after each performance
- d. **Chaperone**
Someone to watch over the children on tours, retreats, or local off campus performances
- e. **Uniform Coordinator**
A person for each choir to oversee all uniform responsibilities and needs
- f. **Marketing Assistance**
Volunteers to help with mailings, distributing posters and flyers, setting up possible community and school performances, etc.
- g. **Rehearsal Assistants**
Volunteers to sit in on rehearsals and help with any needs the choir director might encounter. Also volunteers to check in the children to rehearsal each Tuesday evening
- h. **Fundraising Coordinator**
Volunteers to be in charge of all fundraising events

13. Community Volunteer Involvement – a Board of Directors of 4-8 local community members to help with the supervision, vision and advisement of the MSACCC program. This Board of Directors would meet once every two-three months with the MSACCC Artistic Director.

Also donations and performance opportunities from within our local community.

14. MSACCC Handbook

See attached form

15. Analysis of Outcomes of Project Research

See attached form – I communicated with 12 children's choir programs from around the United States