

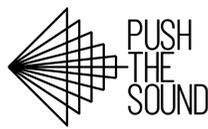


Get VIBE Curriculum For Your School or District

Administrators may be unaware of all the things that go into making up a successful 21st century music curriculum that is inclusive and appealing to students.

You are the music expert in your school. You are passionate about music. Your traditional music courses (choir, ensemble, orchestra, band, etc.) are solid. You understand that it's important to meet today's students where they are in their musical journey. This necessitates integrating music technology and production skills into your curriculum. But you might be hesitant to integrate it or develop an entire course dedicated to it. That's not hard to imagine, as you might have taken one course in music tech at university. You might not feel like a real expert if that's the case! How do you go about making this leap into music tech? What software and associated resources do you use to teach? What do you need, as the music expert, to do your job even more effectively? You need a well thought out plan, scaffolding tools, resources, attainable goals, assessments, standards, video tutorials, and mentorship opportunities for students. That is a really big ask for a music teacher who has to juggle all of the other traditional course offerings while building out a modern music class.

Perhaps you might stitch together a *Frankensteinian* monster of random resources grabbed from across the internet? No. The truth is you deserve to



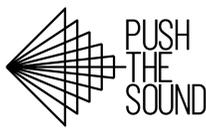
have a comprehensive library of teaching materials, plans and support all in one location. You need access to music production experts, a place to organize your resources, as well as a modern, standards-driven curriculum ready for future-ready schools. Hello VIBE!

What is VIBE?

VIBE Curriculum is a forward-thinking, appealing, flexible music technology curriculum for school districts. Teachers have access to lessons, resources, assessments, mentorships, a Twitch production stream and videos that align with state and national standards while reaching your ‘non-traditional’ music students. In VIBE, materials are thematically organized into “Modules”. VIBE reflects modern musical tastes and addresses current educational initiatives, as it is designed to be inclusive and address equity and access to music education. All students need for most of the materials is access to a browser and an internet connection. New material is created and added on a regular basis. The VIBE platform is an excellent way for music teachers and their students to find more interesting and modern ways to support learning.

Through the VIBE Curriculum you can be sure that the materials and content you share with your students are created and vetted with their learning and standards in mind.

VIBE Curriculum has partnerships with major DAW platforms to provide you group discounts (for example, Soundtrap and Bitwig) as well as all the support materials you will need to run multiple levels of music technology and production courses in middle and high schools. Uniquely, you’ll also get access in the annual plans to a team of expert music producers releasing



music in your students' favorite genres and working in the industry. VIBE provides mentorship opportunities, where students can upload their work for review and constructive feedback from a producer in their stylistic area. VIBE is providing a foothold for students in the real world of music production.

You can subscribe to VIBE on your own, however most teachers find they can get approved funding from their school district when they propose the platform properly.

Let's talk about how to approach your administrators for approval...

Approaching Your Administrator

The school administration, board, and teachers want students to have the best programming possible. Unfortunately, sometimes, they just don't know what they don't know. This can be true of heads of district art departments as well. Many have a strong background in music but don't know exactly what it takes to support modern music education through the integration of music technology. They may also not know that there are so many (around 80%) students out there that don't actively participate in school music programs, but many of whom love music. It's often just not the musical opportunity we're offering them in schools. Schools can grow their music programs by offering a more inclusive form of music education, without barriers, full of real world skills across disciplines.

VIBE Curriculum is extremely flexible. It allows teachers to easily choose materials for different students with different interests and skill levels, with ease. It's therefore highly customizable and at its cost, provides a very high



value to you, your colleagues and the student. All curriculum are standards-aligned, which also makes lesson planning shorter and administrators happy.

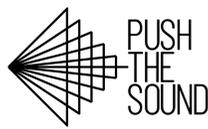
Tips for Asking the District for VIBE

- **The Value Exceeds the Cost**

The price of a single VIBE access is \$390/year. When you look at the size of the average school, this comes out to just over a dollar per student and it can cause hesitation for music teachers to ask for that much money for their curriculum. In reality, there's great value. The curriculum contains an entire introductory textbook. That in itself would usually cost a school more than a dollar per student. Some districts can spend over \$200 per student in textbooks each year. If you add in the feedback and mentorship that can occur through our support services, the value is evident.

- **Prepare**

When you understand how music technology fits into the gaps in your school's music education curriculum and can articulate it well, the meeting with your administrator can be productive. Providing an inclusive and forward-thinking music program curriculum designed for the 21st century 'Gen Z' student will make a positive impression. VIBE Curriculum challenges the idea of the status quo in music education and being able to explain how you desire to move music education forward will be important in gaining buy-in from the administration.



- **Are you all alone?**

It's likely that you aren't the only teacher who would benefit from music tech resources and student mentoring. Push The Sound is able to offer discounts with district or multiple teacher/school plans. It allows you to have a greater voice as you Approach the administrator for approval.

You can contact us at partnerships@pushthesound.com to learn more.

On the next page is an informative list of potential funding options that your administrator might not have yet considered.



HOW TO FUND VIBE CURRICULUM IN YOUR DISTRICT

In music education, curriculum doesn't come from a standard textbook; however, music teachers should still have access to curriculum funds to invest in music-specific curriculum materials. Consider the options below to access curriculum funds available for music technology.

CURRICULUM ADOPTION CYCLE

If you aren't included in your school's rotation for curriculum adoption materials, advocate to be added! This would allow you access to guaranteed funds for curriculum on a regular cycle.

SUPPLEMENTAL CURRICULUM / SUPPLY BUDGET

Some schools allocate a pool of funds that are accessible outside of the adoption cycle for supplemental curriculum materials. Ask about this option to fund FLEX Curriculum.

FEDERAL RELIEF FUNDING

Funding options include district-level Elementary and Secondary Emergency Relief Funds (ESSER II & III) through the federal Coronavirus Response and Relief Supplemental Appropriations (CRRSA) Act, 2021, and the American Recovery Plan (ARP) Act of 2021.

TITLE IV-A

If Push the Sound is in addition to a regular music program, then the Well-Rounded category of the federal Title IV-A program may be another source for funding. These programs are managed at the local district level and approved at the state level.

SCHOLARSHIPS

Push The Sound's non-profit arm, a registered 501(c)(3) organization, has some funding possibilities for educators who have not found a way to access funding for the VIBE Curriculum for their schools. Go to www.pushthesound.org for more information.

TITLE II-A

Funds are intended to recruit and enhance the quality and effectiveness of current teachers, principals, and other school leaders. Eligible activities include collaboration time for teaching artists and arts educators to plan lessons and time for teachers to develop curriculum in the arts.





It's likely that your administrator will have additional questions after meeting with you about VIBE. By filling out an interest form on our website, Push The Sound will be able to gather important information about your school or district's needs. We will then schedule a no-pressure video meeting or call with your administrator in order to discuss VIBE in further detail. Once the administrator feels comfortable with the VIBE Curriculum, we can provide information on a variety of funding options.

Once VIBE is approved by your administration, Push The Sound will set up an initial onboarding meeting with each teacher(s) who will be using the platform to ensure a successful launch. Of course, our team will be available for further support where needed.

For More Information

If you want more information about VIBE Curriculum or want to connect Push The Sound with your administrator, please reach out to us at partnerships@pushthesound.com. We would be happy to get you any information you need.

Remember, your ability to advocate for your needs along with your plan and knowledge are not to be underestimated. Approaching your administration with confidence and passion will allow you to advocate best for yourself and your students.