



# Career Day: Partnering Industry and Schools to Promote Musical Careers

Christopher Cayari  
Purdue University

ccayari@purdue.edu - YouTube: DrCayari - Twitter: DrCayari

## Connect with me!



# The Project that Changed my Music Course

- Dr. Cayari, the elementary teacher's favorite music professor
- Becoming a NAMM Foundation/CMS NextGenn Fellow
  - Visiting Nashville, TN 2021
- Developing a Plan to share musical careers
  - Building relationships with local partners
  - Executing the project
  - Reveling in my students



Background

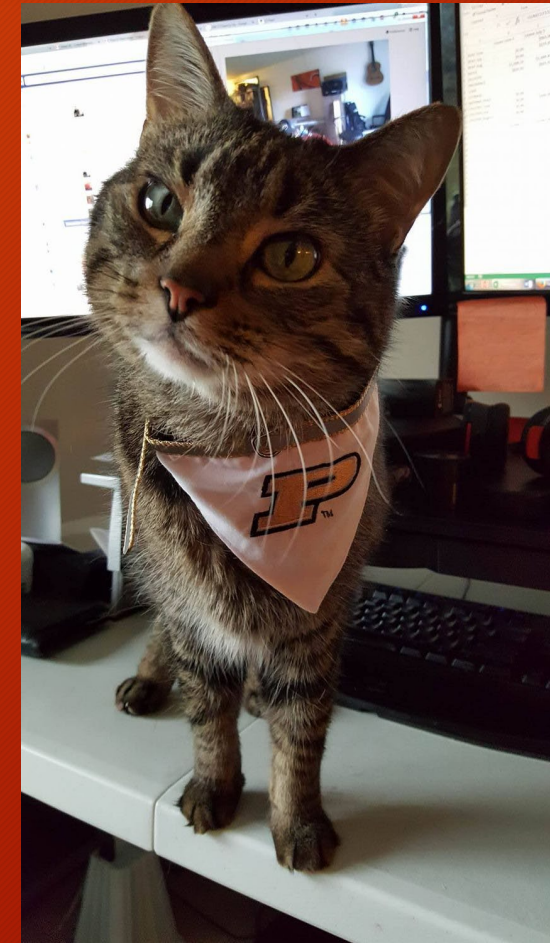
Who is Dr. Cayari?  
What is MUS324?  
Why does this matter?





Background

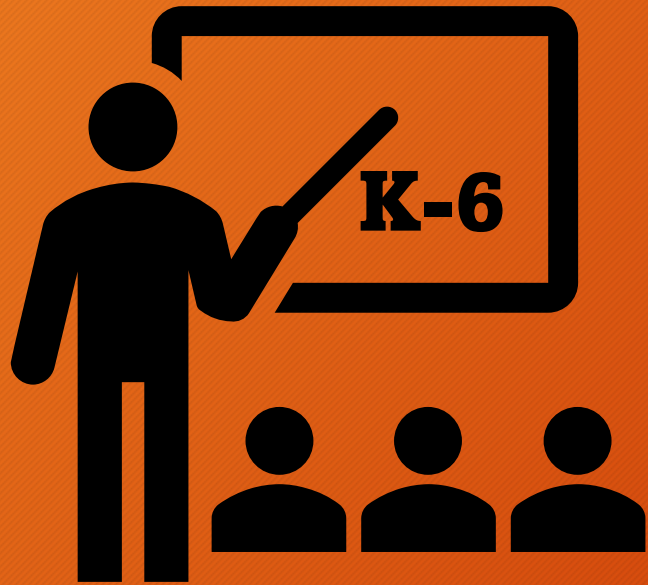
Who is Dr. Cayari?  
What is MUS324?  
Why does this matter?





Background

Who is Dr. Cayari?  
What is MUS324?  
Why does this matter?





Background

Who is Dr. Cayari?  
What is MUS324?  
Why does this matter?



# Brainstorming



What are some music jobs?



What is the music industry?



What is music business?

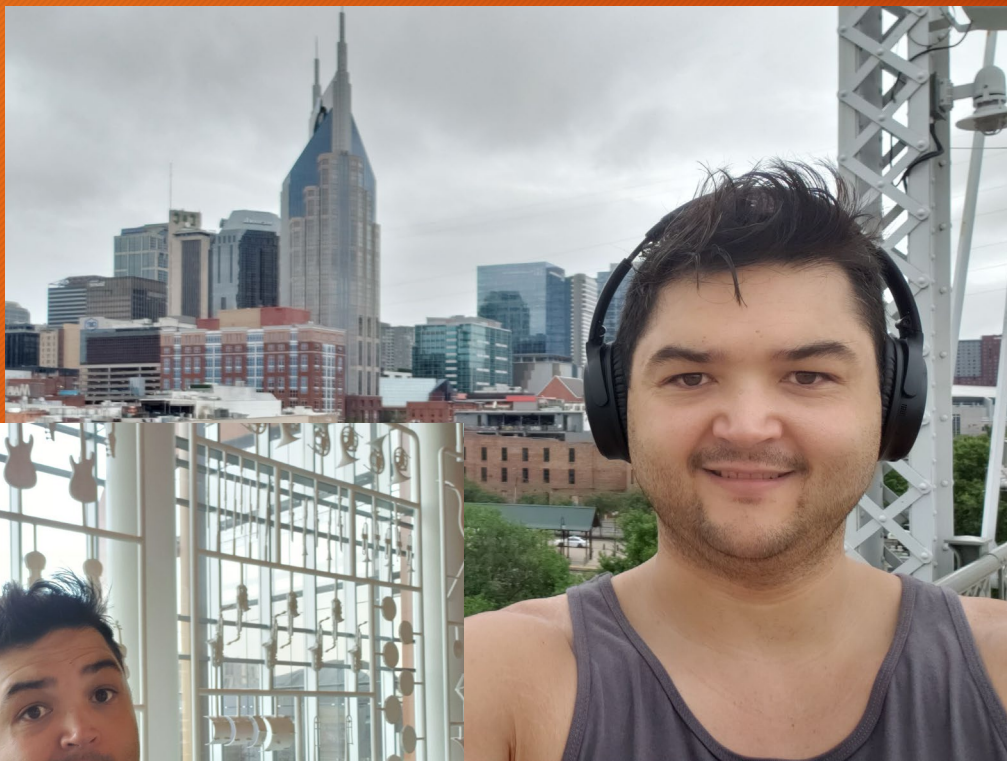


# Music Industry - Expanding My Understanding





# NextGen Fellow





# NextGen Fellow

- Industry Tour
  - Gibson (instrument seller)
  - Country Music Association
  - Tour of Music Row
  - Grimey's New and Preloved Music



# Career Day Reminiscing





# Musical Career Day Project

- Series of 5 field trips to introduce various careers that somehow facilitate music (making/consumption/exploration), but not explicitly about performing, teaching, or composing
- Reflections of each event
- Open-ended final project that allowed students to pursue an interest or create a resource that is particularly useful



## Student Reflection Prompts

The questions you will have to answer are:

1. Briefly describe the guests **job responsibilities**.
2. What **musical skills, knowledge, and talents** would be important for someone who has a the job of our guests?
3. What **nonmusical** skills, knowledge, and talents would be important for someone who has a the job of our guests?
4. Briefly identify 1 **learning activity** that would be useful for you to do in **your classroom** that might help a student develop a skill for our guest(s) job and describe how you would go about implementing it in your future classroom.
5. Please write **one question you would like to know** from our guest(s) that you think your future students would want to know?

# Sharing Musical Careers

Fall 2021	Spring 2022
Mike Armintrout - Senior Associate Director Erin Diener - Artist Relations/ Education Manager Purdue Convocations (concert and arts programming)	Bill Allison - Theatrical Systems & Facilities Manager at Elliot Hall of Music on Purdue's Campus (6,005 seat venue)
Bill Allison - Theatrical Systems & Facilities Manager at Elliot Hall of Music on Purdue's Campus (6,005 seat venue)	Colton Withers - Associate Director/ Director of Admin & External Relations Kris Webster - Lead Admin Assistant Purdue Musical Organization (Choirs)
Don Dennis (DJ Sunn) & Nick Ribordy (DJ Powder) co-owners at RatPak Mobile Venues	Don Dennis (aka DJ Sunn) co-owner at RatPak Mobile Venues
Garreth Dylan Smith (Boston University) Virginia Davis (UT-Rio Grande) Percussionist, authors, and professors	Mike Armintrout - Senior Associate Director Erin Diener - Artist Relations/ Education Manager Purdue Convocations (concerts and arts)
James Dekle - Artist-in-Residence (and choir director) at the Black Cultural Center at Purdue	James Dekle - Artist-in-Residence (and choir director) at the Black Cultural Center at Purdue



# Field Trips!



# Brainstorming



Who are your musicians in your area?

Careers & Culture Bearers



Who runs musical spaces?

Venues - Curators - Supporters



How do you figure this out?



## Reaching Out - Easy as 1, 2, 3

1. Identify - Your Guests
2. Explain - The Project
3. Ask - To Collaborate

# Preparing the guests (emails)

- Describing the project and it's goals
  - Expand the thinking of musical careers
  - Turn non-musicians onto music
  - Exploring all types of skills for music
- Logistics
  - Tour
  - Q & A
- Potential Questions



# Potential Questions

- What is your job title?
- What do you do in that job?
- What type of musical things happen as a result of your job?
- What is the most exciting/ most fulfilling thing about your job?
- What is the most challenging thing about your job?
- What types of jobs did you have that brought you to your current position? (job history)
- What are/were some of the musical things (events, performances, cultivations) that you do at your job(s)?
- What type of music did you make growing up?
- Do you currently make music now?
- What type of skills did you learn that help you do your current job?
- What courses in college were most helpful to you in your current job?
- What courses would have been helpful to you in your current job that weren't offered or you didn't take?
- When you were in elementary school, what did you want to do when you grew up?
- What do you think elementary school teachers could do to make children aware of what you do?
- What do you think elementary school teachers could teach their students to help them learn about your job?

# What my students thought

<b>Favorite Aspect</b>	<b># of Students</b>
History	1
Real World	2
Future	3
Activities	6
Community	7
Trips	8
People	9
Paths	17
Places	21

HISTORY - Learning about context and history of music

REAL WORLD - Learning about how music happens in the “real world”

FUTURE - Getting an idea of what to do in their future classroom

ACTIVITIES - Doing something exciting or different than classroom learning

COMMUNITY - Learning about how music fits into their community

TRIPS - Getting to Go somewhere outside of the classroom

PEOPLE - Getting to meet new people

PATHS - Learning about way to be involved with music outside of performing

PLACES - Getting to see new places



# What my students thought

## Least Favorite Aspect

- 41% - Nothing
- 25% - Had trouble with transportation
- Balancing perceived extra work
- Liked the visitors coming to the classroom least (preferred traveling)
- Wanted more discussion and time to just talk with guests
- Felt awkward
- Didn't like reflecting (probably also didn't like doing homework)
- The final project (took a long time - wanted more direction)
- Didn't like the choice of places or wanted more places

# What questions would you ask professionals?



Taylor Swift's tour manager



A sales representative at Sweetwater



Social media coordinator for  
Broadway in Chicago



# Questions they would ask

Questions about:	Count
Pay	2
Future	5
Inspiration	7
Challenges	18
Doing it again	18
Responsibilities	20
Teaching advice	20
Training	38
Logistics	43
Preferences	54

PAY - Finances and compensation

FUTURE - What do you think is going to happen with . . .

INSPIRATION - What got you started / keeps you going

CHALLENGES - Hard(est) parts about job

DO IT AGAIN - If you had to do it again . . . / Choices about career

RESPONSIBILITIES - What do you have to do?

TEACHING ADVICE - How can I help my students . . .

TRAINING - What skills/education/activities are needed to . . .

LOGISTICS - How do you . . .

PREFERENCES - Favorite, least favorite, or aspirations

# Projects they came up with

- Interviews
  - DJs from their favorite bar
  - Life of a Female Tuba Player
  - Previous Music Teachers
  - Music Therapists
- Interview with friend about their perceptions of musical careers
  - Breaking down preconceived notions
  - Telling friends what they learned
- Resources for Future
  - Lesson Plans
  - Project Descriptions
  - Putting the trips together (planning an event using the professionals we met)
  - Shark Tank but for Careers (Pitch a job)



# Culminating projects



Pick a grade and develop a lesson for before meeting a professional



Develop a project to collaborate with classroom teacher

# Pretty Projects

What musical skills did these professionals have:

The professionals all had backgrounds in music (some more than others), but they all had a love for music. The DJ was the only performer we spoke to and he had to have lots of knowledge in beat, rhythm, and time. I felt like his musical skills were most necessary to perform his job.

What non-musical skills they have:

Most of the musical professionals we talked were great leaders with lots of organization. They all were passionate about their work. They all seemed adaptable and eager to learn more.

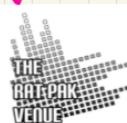
## Musical Career Days: What I learned



Elliot Hall: I was so impressed how tall the ceiling was on stage and they only way up was the ladder. The speaker was so eager to talk about his work and discuss how his background in music helps his career. I loved going up and down on the pit.



Bailey Hall: I liked speaking to two people in different roles but they worked together. I found it interesting that both speakers performed in a singing group at Purdue and they were now working to make the organization better. I could tell they really love music and wanted to make a career out of it.



Rat pack: This was my favorite place we visited. I was interested in how the disc worked and I loved getting to ask this speaker questions. He made a career out of passion and I find it very inspirational.



ConvoS: I was interested by the comparisons these speakers had between other jobs they had involved in music. They are both very knowledgeable in what makes a good show and the many factors that go into this.

Something I learned:

I did not realize there were so many jobs surrounding music on our campus. Most of these jobs were new to me and I learned I can help my future students think of careers outside of the normal if they have passions for specific things such as music.

How could I adapt this project for my future students: I would love to have a career day for my students where they can talk to working people in the arts. This could show my students different careers they could have doing things they are passionate about. It would also be fun if students researched different careers and the students dressed up and presented their researched role.



# What I want to do next!

- Required lesson plan
- Required interview with a musical professional
- Adjust the field trip schedule
- Have students develop resources for the future and others



# Career Day: Partnering Industry and Schools to Promote Musical Careers

Christopher Cayari  
Purdue University

ccayari@purdue.edu - YouTube: DrCayari - Twitter: DrCayari

## Connect with me!

