

Dusty Strings MUSIC SCHOOL

Group Classes Done Right

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Why offer Group Classes?

- Group classes generate private lessons
- Private lessons create long-term students
- Students become long-term customers
- Customers promote School
- Events like concerts, student recitals, special weekends foster community



How do you do it?



People



Purpose



Place



People

your greatest resource

Students

- Young professionals to retirees
- Looking for a recreational activity
- Ready to invest time and money
- Have an emotional connection
- Come with fears, assumptions
- Need both a success and a challenge
- Have different learning styles
- Know teachers and other students
- Learn about classes online





Teachers

- Professional, working musicians
- Years of experience
- Honed teaching practice
- Know what students need
- Provide access, resources
- Connect students to store
- Recommend instruments, books, accessories to students

Staff

- Outgoing, friendly and supportive
- Know about and understand classes
- Let students explain their goals
- Know each teacher's approach
- Match students with teachers, classes
- Include students in the process
- Use classes to upsell customers
- Recognize students when they walk-in
- Recognize teachers when they arrive





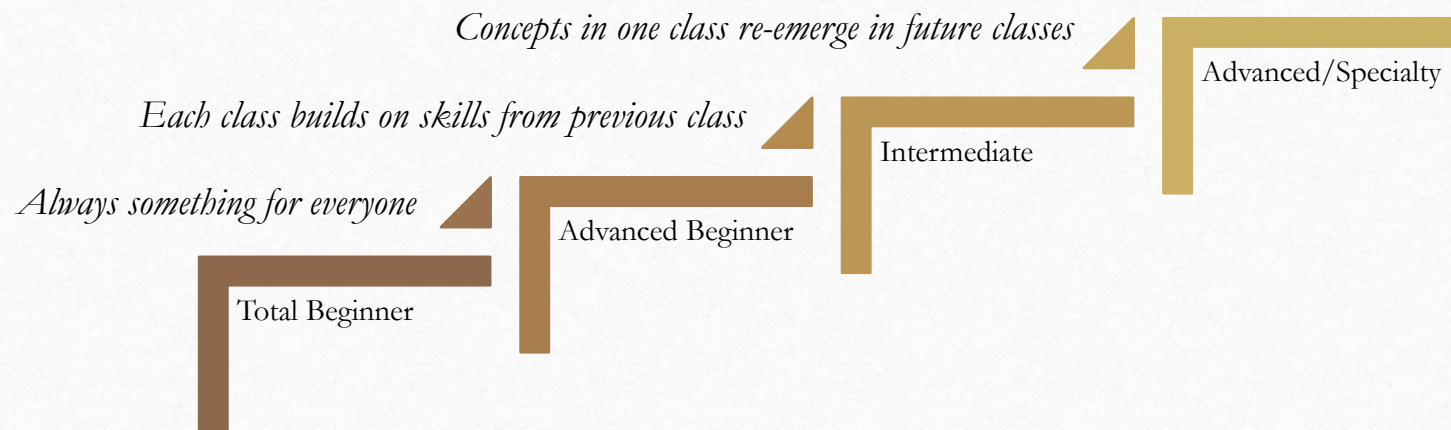
Purpose

Keep It Simple, Stupid (KISS)

Programming

- Classes for popular instruments sold in store
- Simple, consistent titles and descriptions (active voice, avoid jargon)
- Same cost, duration, start and end times
- Although different, all group classes teach similar skills
- Teachers share ideas, curriculum, resources
- Sequential, scaffolded learning

Scaffolded Learning



Scheduling

- Start planning at least six months in advance
- Meet with groups of teachers to do a rough-plan of the year
- Use quarterly or academic calendar and observe holidays
- Stagger levels (always have a total beginner class coming up)
- Offer group classes on a variety of instruments, including voice
- Offer lots of classes during back-to-school and New Year's

FALL CLASSES

DUSTY STRINGS

OCTOBER

Old Time Gospel Songs
The Quiet American (Aaron and Nicole Kelm)
Monday, October 2
6:30 PM - 7:30 PM

Pick It Like Maybell (on ukulele!)
The Quiet American (Aaron and Nicole Kelm)
Monday, October 2
7:45 PM - 8:45 PM

Moving With Chords on Ukulele
Dai Iley
Monday, October 2
6:30 PM - 7:45 PM

Beginning Fiddle 2
Sarah Corner
Four Thursdays, October 5, 12, 19,
6:30 PM - 7:30 PM

Singing Rounds from 'Round the World
Sunga Rose
Saturday, October 7
10:30 AM - 12:30 PM

Free Guitar Clinic: Amplifier
Jeff Nagel
Saturday, October 7
11:00 AM - 12:00 PM

Music Theory Survival Ukulele
Sunga Rose
Saturday, October 7
1:30 PM - 3:00 PM

Beginning Clawhammer
Molly Tenenbaum
Six Saturdays, October 28, November 4, 11,
1:30 PM - 2:30 PM

Boots & Blues: Year Guitar
Steve James
Sunday, October 8
2:45 PM - 4:45 PM

Beginning Ukulele 2
Susan Howell
Six Wednesdays, October 11, 18, 25,
6:30 PM - 7:30 PM

Intermediate Ukulele: The Beatles & Beyond

Susan Howell
Six Wednesdays, October 11, 18, 25,
November 1, 8, 15
7:45 PM - 8:45 PM

Fingerstyle Ukulele
Mark Hanson
Saturday, October 14
10:30 AM - 12:30 PM

Hawaiian Slack Key Guitar
Mark Hanson
Saturday, October 14

MUSIC SCHOOL JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1 11:00 AM - 12:00 PM Old Time Gospel Songs	2 11:00 AM - 12:00 PM Old Time Gospel Songs	3 11:00 AM - 12:00 PM Old Time Gospel Songs	4 11:00 AM - 12:00 PM Old Time Gospel Songs	5 11:00 AM - 12:00 PM Old Time Gospel Songs	6 11:00 AM - 12:00 PM Old Time Gospel Songs	7 11:00 AM - 12:00 PM Old Time Gospel Songs
8 11:00 AM - 12:00 PM Old Time Gospel Songs	9 11:00 AM - 12:00 PM Old Time Gospel Songs	10 11:00 AM - 12:00 PM Old Time Gospel Songs	11 11:00 AM - 12:00 PM Old Time Gospel Songs	12 11:00 AM - 12:00 PM Old Time Gospel Songs	13 11:00 AM - 12:00 PM Old Time Gospel Songs	14 11:00 AM - 12:00 PM Old Time Gospel Songs
15 11:00 AM - 12:00 PM Old Time Gospel Songs	16 11:00 AM - 12:00 PM Old Time Gospel Songs	17 11:00 AM - 12:00 PM Old Time Gospel Songs	18 11:00 AM - 12:00 PM Old Time Gospel Songs	19 11:00 AM - 12:00 PM Old Time Gospel Songs	20 11:00 AM - 12:00 PM Old Time Gospel Songs	21 11:00 AM - 12:00 PM Old Time Gospel Songs
22 11:00 AM - 12:00 PM Old Time Gospel Songs	23 11:00 AM - 12:00 PM Old Time Gospel Songs	24 11:00 AM - 12:00 PM Old Time Gospel Songs	25 11:00 AM - 12:00 PM Old Time Gospel Songs	26 11:00 AM - 12:00 PM Old Time Gospel Songs	27 11:00 AM - 12:00 PM Old Time Gospel Songs	28 11:00 AM - 12:00 PM Old Time Gospel Songs
29 11:00 AM - 12:00 PM Old Time Gospel Songs	30 11:00 AM - 12:00 PM Old Time Gospel Songs	31 11:00 AM - 12:00 PM Old Time Gospel Songs				

ASK FOR
DETAILS IN
THE STORE!

dustystings.com

Promotion

- Start promoting at least three months in advance
- Use the same naming conventions and styles
- Have a list of upcoming classes at front register
- List upcoming classes in email newsletters to customers
- Customers can pay online, in-store, or by phone
- Use free listings in publications, websites, and social media
- Buy advertising in publications that will “sit around for awhile”
- Always talk about upcoming classes, teachers, and guest teachers

“The Feedback Loop”

- Get regular feedback from teachers: what’s working? not working?
- Have each student fill out an evaluation form at the end of the class
- Read and discuss evaluations with teachers, follow up with students
- Use classes to invite conversations, spark ideas, revelations
- Ask customers what kinds of classes they would take
- Write down ideas, suggestions, and feedback in a notebook to refer back



Place

“We shape our buildings; thereafter they shape us.”

– Winston Churchill

Environment

- Warm, welcoming, safe, non-judgmental
- Comfortable, inspired, intentional
- Easily see upcoming classes and events
- Students immersed right away
- Books and magazines related to music
- Clean, well-lighted, well-stocked
- Photos of teachers and students
- When you invest, they invest





Classrooms

- Uncluttered, spacious
- Can be configured different ways
- Sturdy, comfortable chairs
- Whiteboard and markers
- CD/mp3 player
- Pianos maintained and in-tune
- Warm colors, cool accents
- Teachers and students visible

Atmosphere

- Light, spirited, welcoming
- Friendly and supportive
- Immersive, continuous
- Community-minded
- Partnered with organizations
- Everyone can play music and sing!



Group Classes Done Right

People

- Students/Customers
- Teachers/Performers
- Staff

Purpose

- Simple mission
- Forward-driven
- Easy buy-in

Place

- Authentic
- Visible
- Community

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