Music Technology Budgets

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http://floydrichmond.com/atmi2018/budgets.pdf

Study Questions

- ❖ What technologies are used by current music educators?

- ❖ What level of funding currently supports this in the schools?

- ❖ What implications does this have for higher education curriculum, for music technology literacy, and for music methodology courses?

Abstract (excerpt)

❖ This session presents the results of a study of PK-12 and college music budgets with attention to music technology expenditures. The study will examine the budgets of instrumental, choral, and general music programs in PK-12 schools and various discipline-specific budgets in higher education. Data will be gathered through surveys distributed as widely as possible on the PK-12 and collegiate levels and will include an expanding group of music teachers.

BIO

❖ Floyd Richmond is the past president of TI:ME and a past conference chair of ATMI. He has been teaching music since 1980 and is currently on the Music Faculty of Texas A & M, Corpus Christi. He taught six years in the PK-12 classroom (band, choir, general music, orchestra) before moving to higher education. He has over 30 years of college and university experience. He has published approximately 10 books and numerous articles. He's in demand around the nation and the world for music technology training.

The Actual Survey

Click here to view

Participants:

Music Teachers: 132

Question

In what state or location do you teach?

Your answer

Participants:

PA	44	CA	2
MD	28	CT	2
NY	13	OH	2
RI	13	TN	1
DE	12	SC	1
TX	5	NH	1
NJ	4	MI	1
		MN	1
		No Resp.	2

Question

Please indicate the level that you teach.

- ☐ Elementary

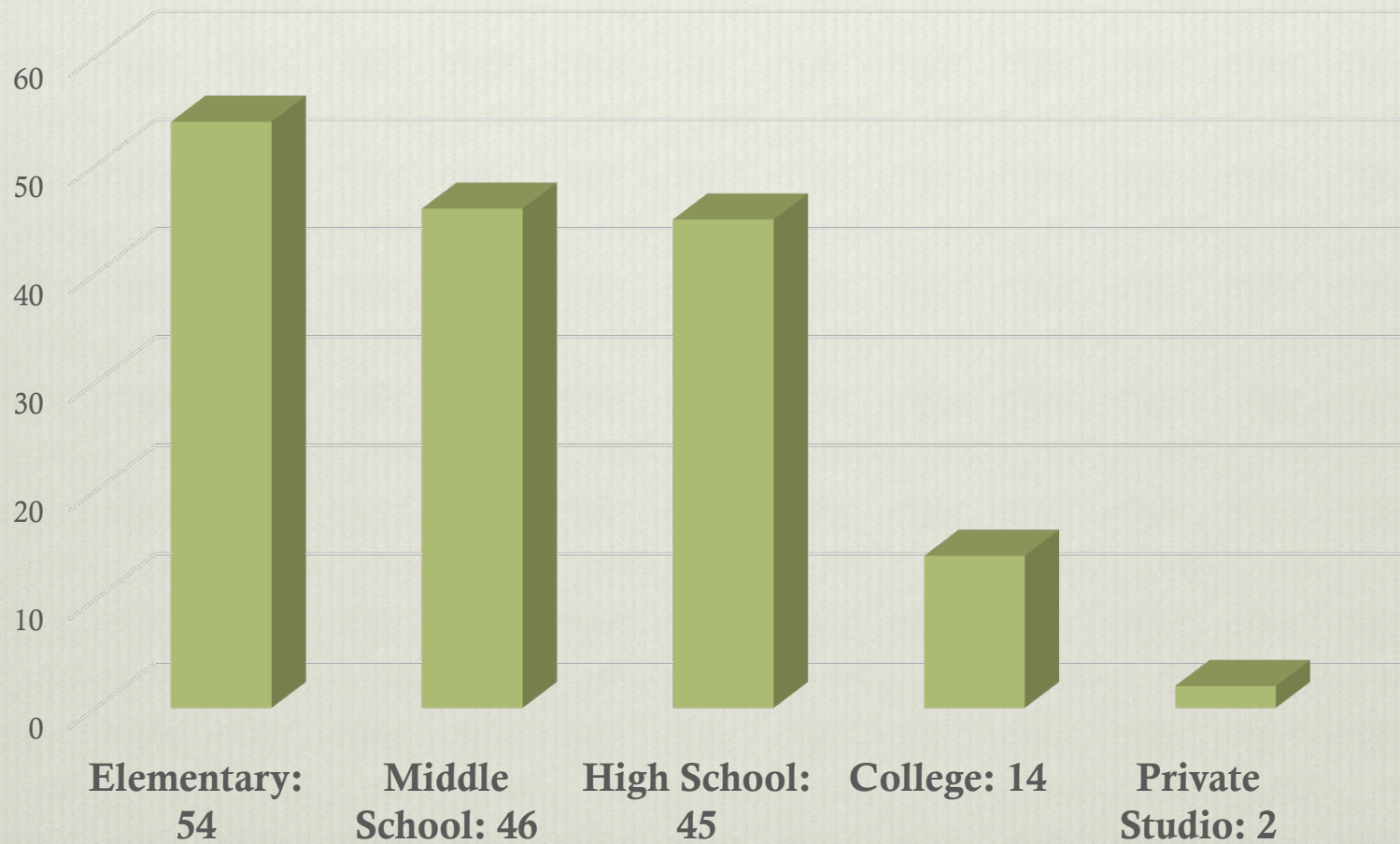- ☐ Middle School

- ☐ High School

- ☐ College

- ☐ Other: _____

Teachers by Level

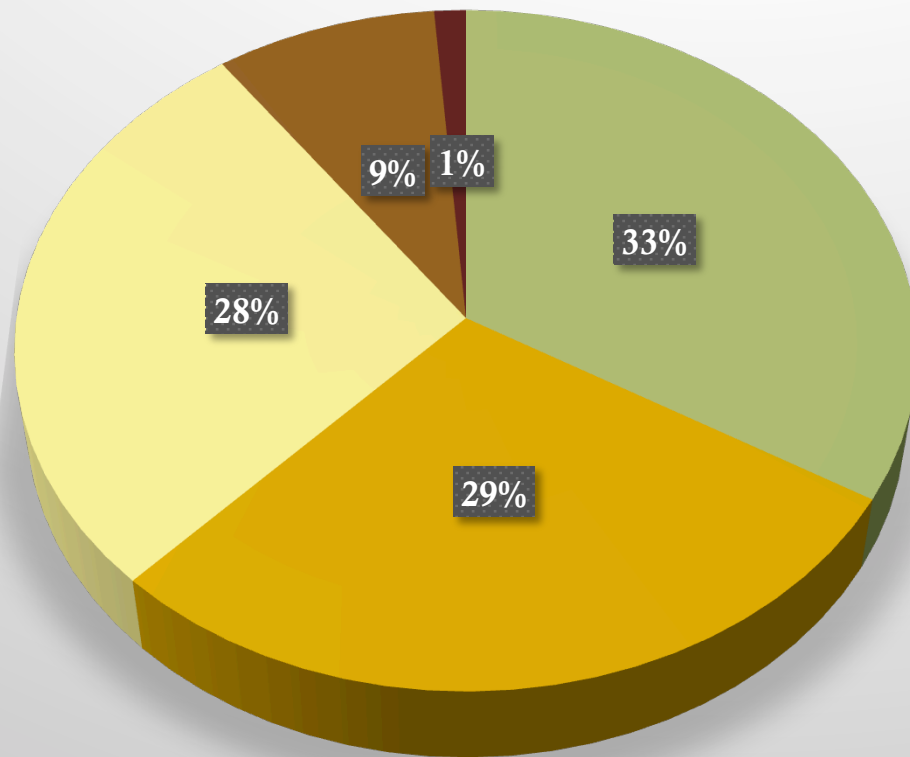Music Teachers: 132
Number of Levels Reported: 161

Elementary	54
Middle School	46
High School	45
College	14
Private/Studio	2

Teachers by Level

Teachers by Level

Sales

- **Elementary: 54**
- **Middle School: 46**
- **High School: 45**
- **College: 14**
- **Private Studio: 2**

Question

Is your school . . .

○ Public

○ Charter

○ Private

○ Other: _____

School by Type

Public   121

Private   11

Charter   0

Question

Please indicate what you teach.

☐ Band

☐ Choir

☐ Orchestra

☐ General Music

☐ College Topics (please indicate specialty in other below)
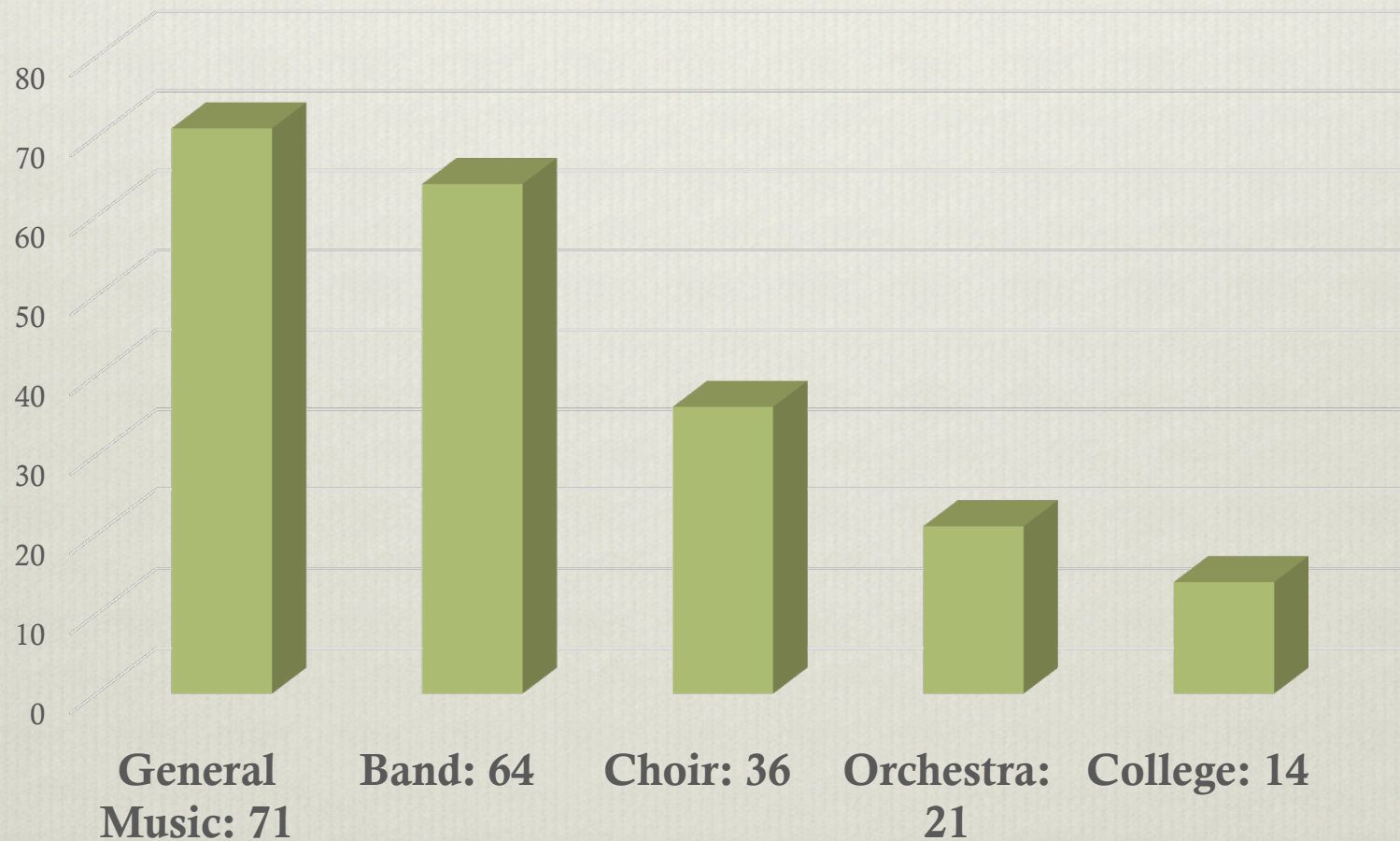
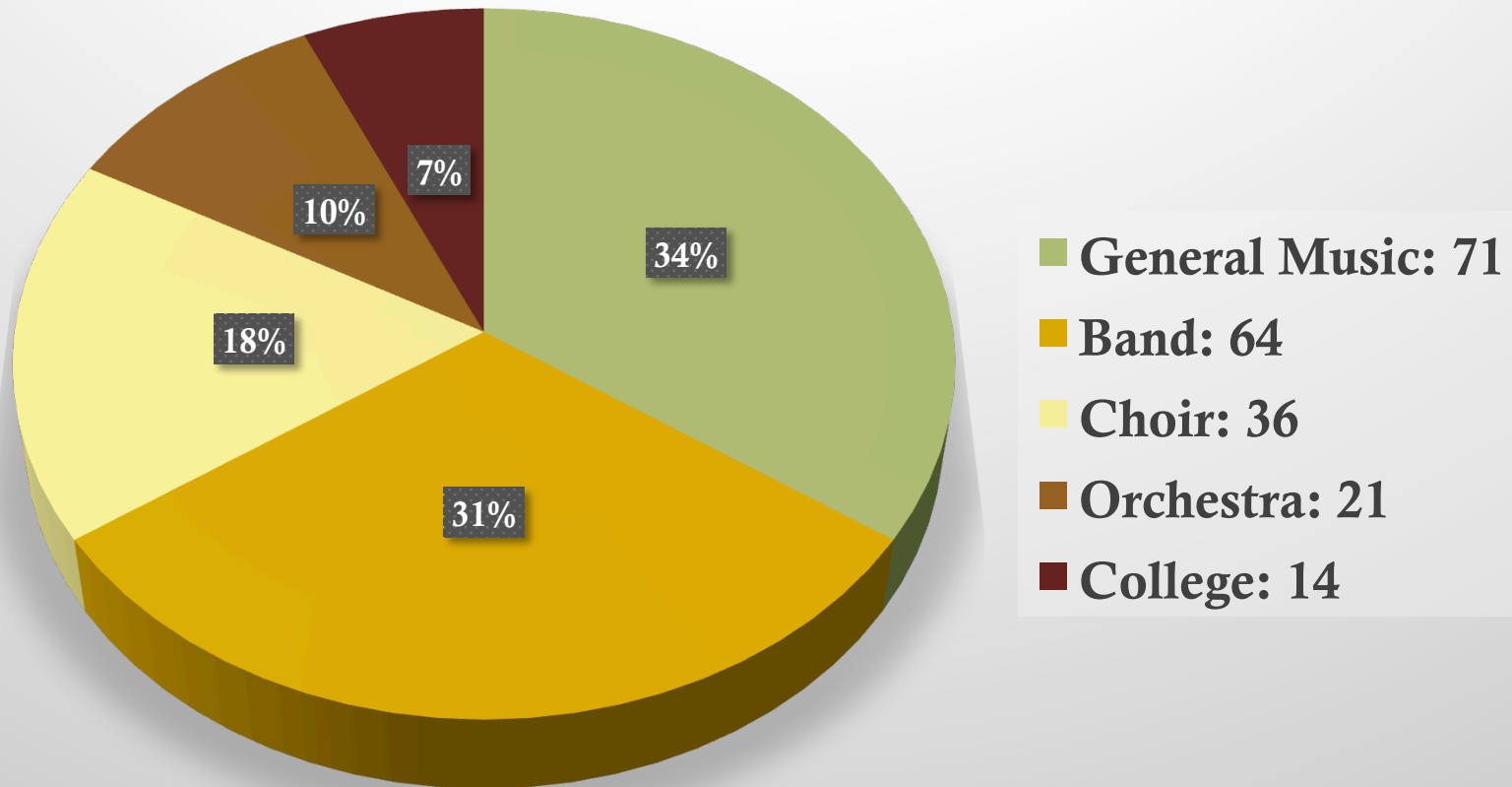☐ Other: _____

Teachers by Specialty

Music Teachers: 132

General Music	71
Band	64
Choir	36
Orchestra	21
College	14
Total Responses	206

Teachers by Specialty

- General Music: 71
- Band: 64
- Choir: 36
- Orchestra: 21
- College: 14

Additional Subjects

Music Theory	14	Music Technology	9
Composition	3	Digital Music	3
Orchestration	1	Studio Music	
Musicianship	2	Production	1
Digital Musicianship	1	Film Scoring	1
		Recording Arts	1
Total Theory:	21	Recording &	
		Music Industry	1
		Electro-acoustic	
		Music	1
		iPad Ensemble	1
		Digital Music Production	1
		Total Technology:	
		19	

Additional Subjects

Piano (5) 4
Digital Piano 1

Jazz (6) 4
Jazz Ensemble 2

Appreciation (5) 2
Rock & Roll 2
World Music 1

Instruments (7)
Guitar 3
Percussion 2
Woodwinds 1
Small Ensembles 1

Music Education (4) 1
Elementary Methods 1
Music For the
Classroom Teacher 1
Teaching Vocal Music
to Children and
Adolescents MAT 1

Question

Please indicate the computing devices and hardware to which you as a teacher have access.

☐ Computers (Laptop or Desktop)

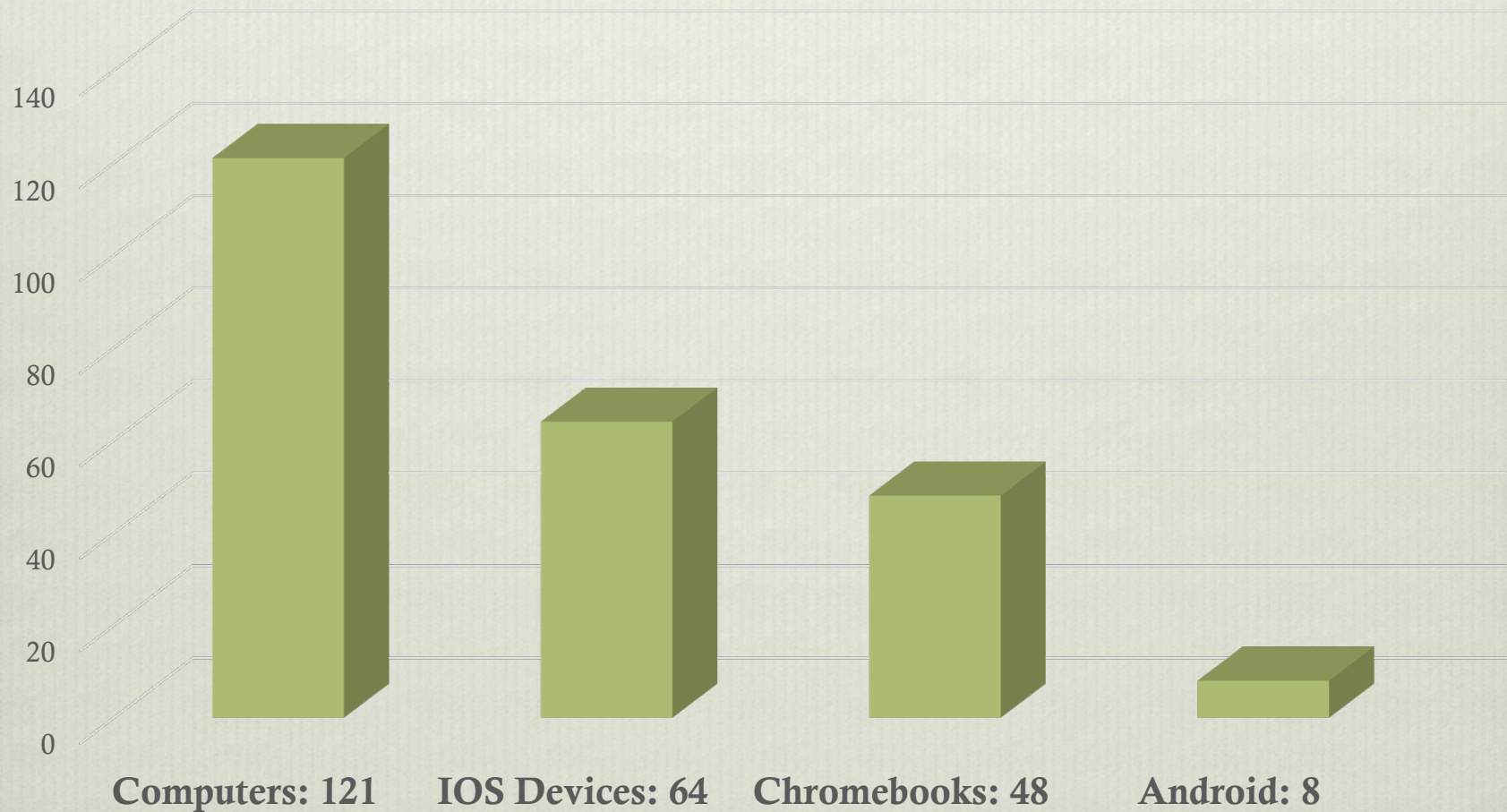☐ iOS Devices (iPhones, iPads, etc.)

☐ Android Devices

☐ Chromebooks

☐ Other:

Teacher Access to Hardware

Music Teachers: 132

Computers (Laptop or Desktop)	121
IOS Devices (iPad, iPhone)	64
Chromebooks	48
Android	8

Teacher Access to Hardware

| Computers: 121 | IOS Devices: 64 | Chromebooks: 48 | Android: 8 |

Teacher Access to Software

Music Teachers: 132

Notation	101
Production	87
Multimedia	77
Administrative	105
Electronic Instruments	72

Teacher Access to Software

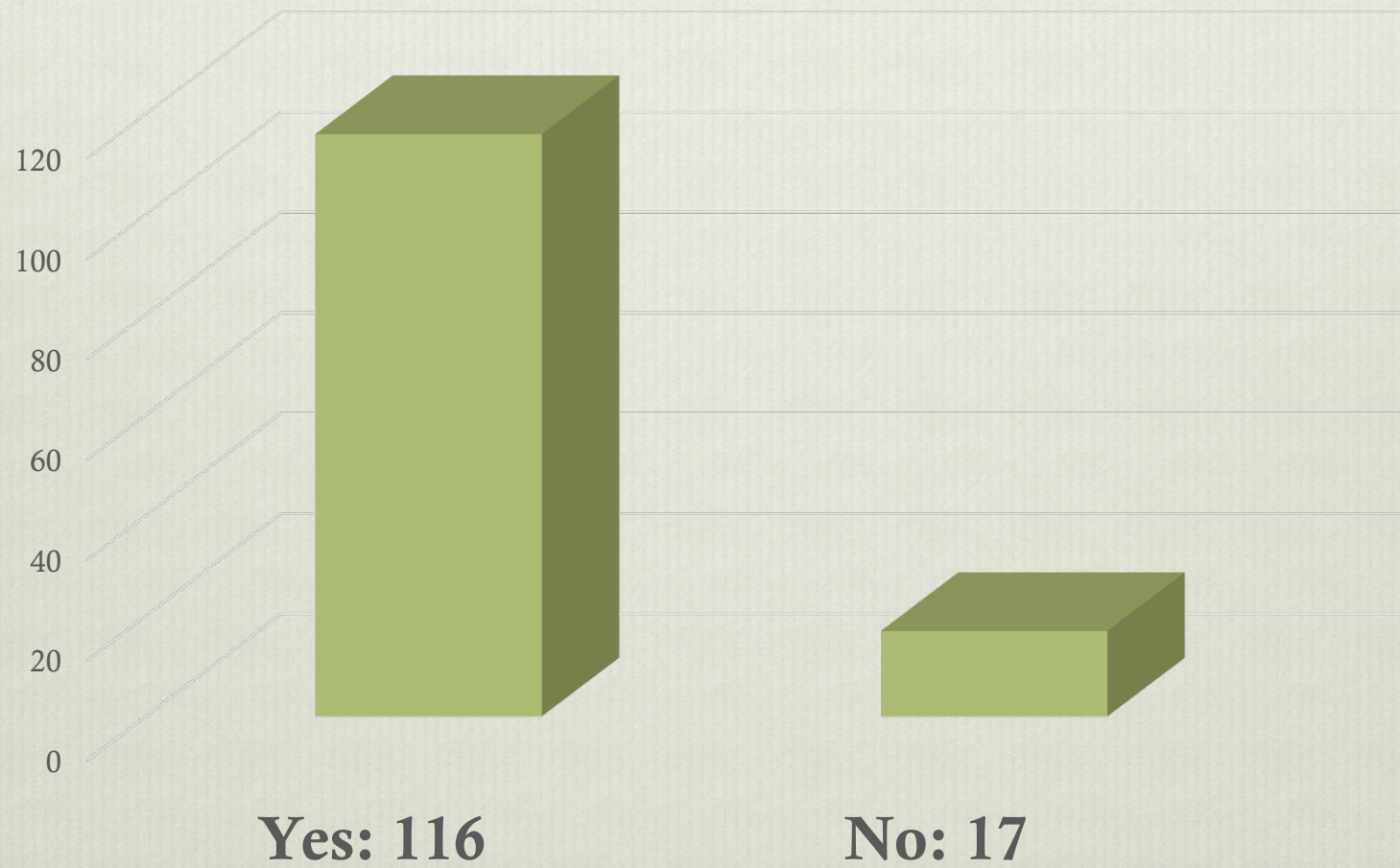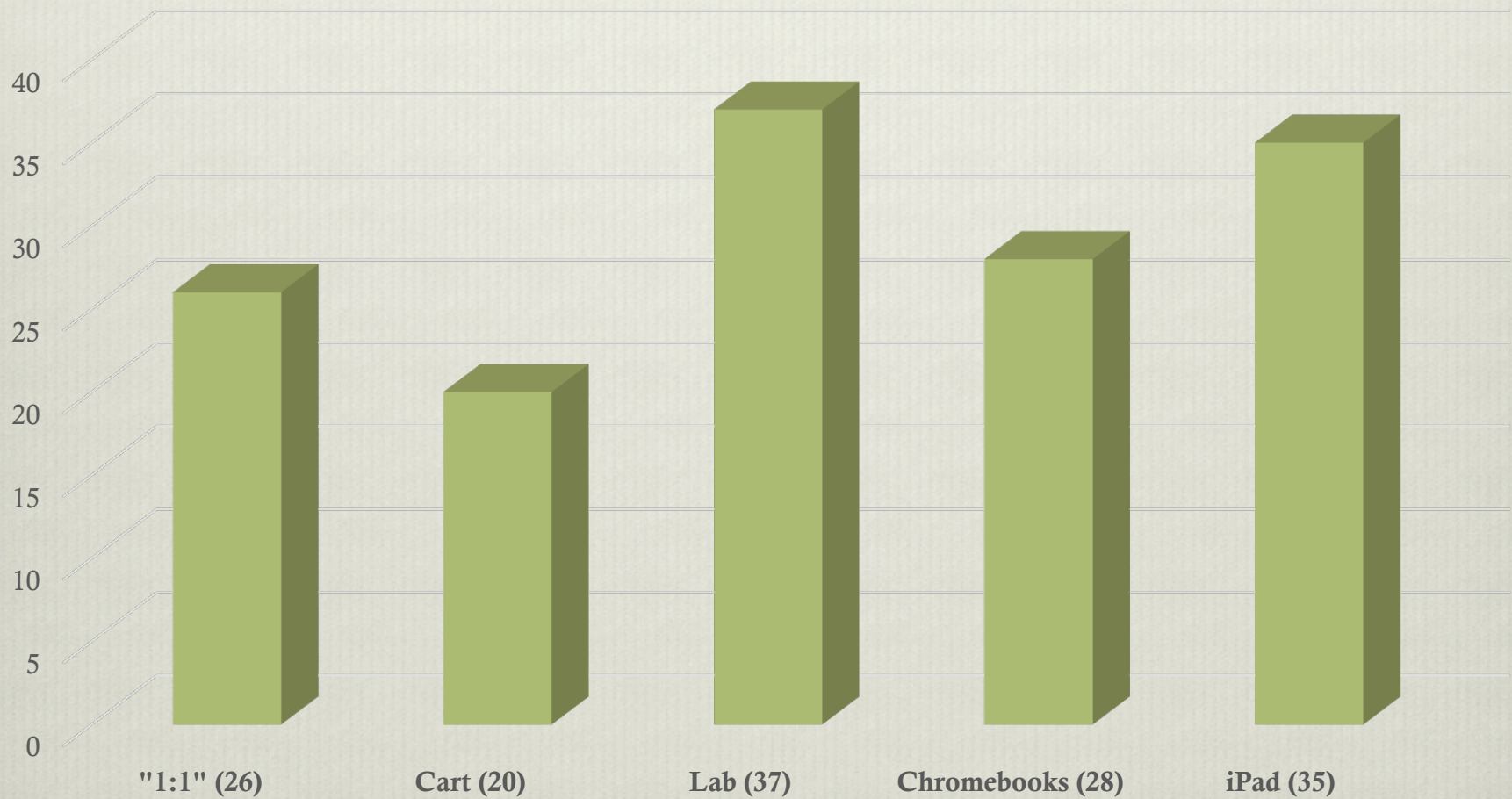|				
Notation: 101	Production: 87	Multimedia: 77	Administrative: 105	Instruments: 72
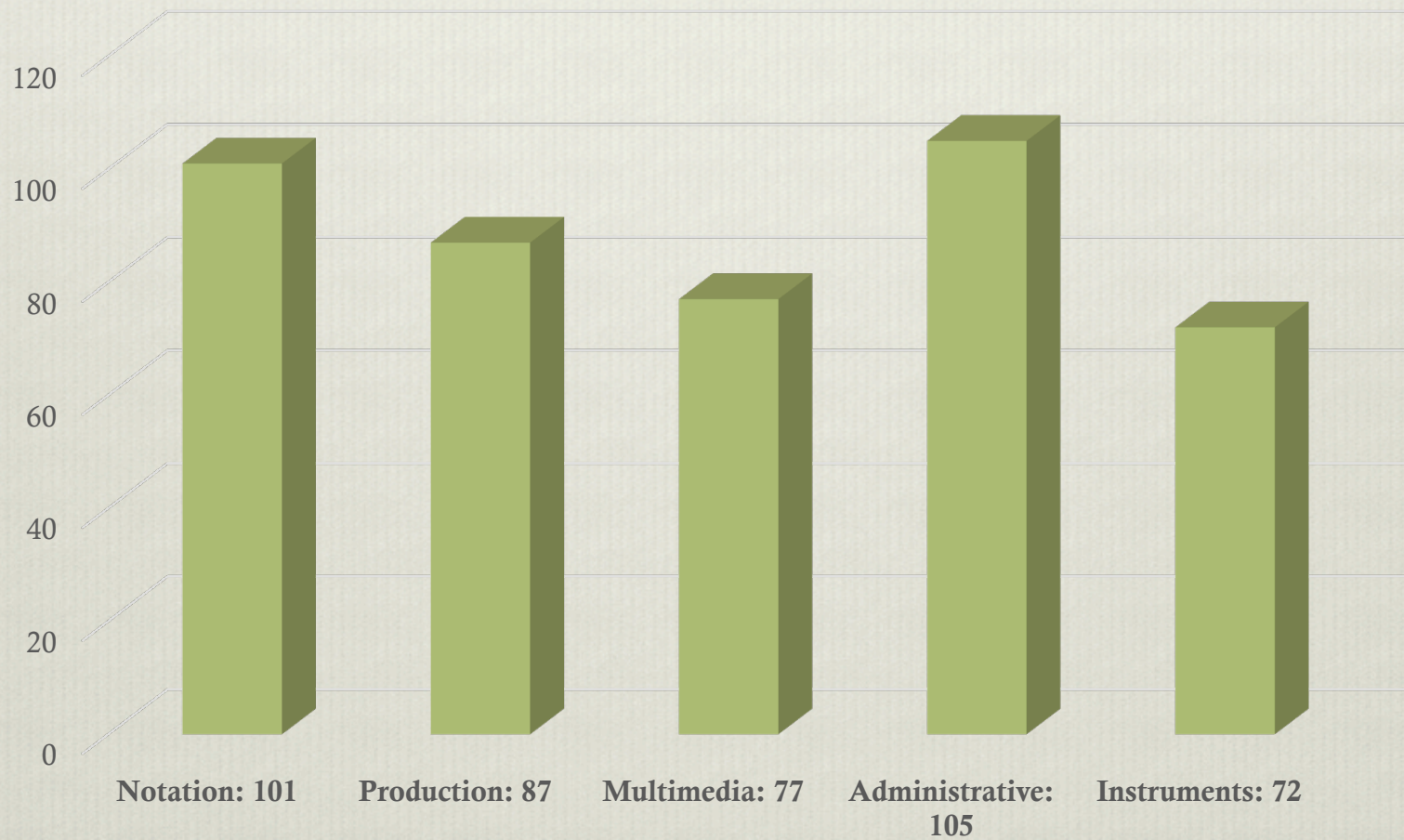
Question

Do students have access to this hardware in the school, and if so, on what level?

Your answer

Hardware

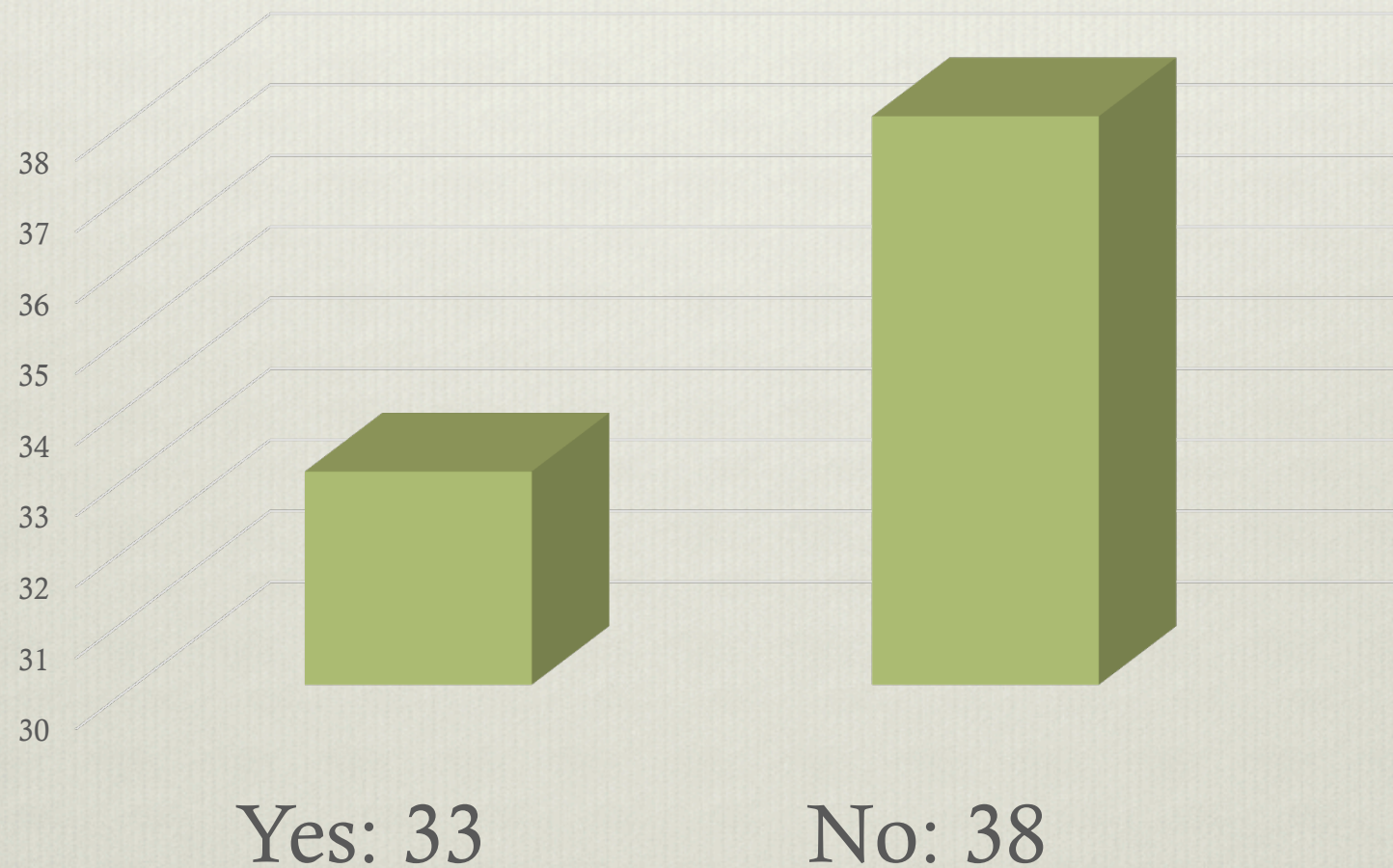Yes: 116   No: 17

Student Access to Technology

Question

Please estimate the total of your yearly budget from all sources (school, boosters, grants, out of pocket, etc.)

Your answer

Total Budgets

Nothing	26
1 to 100	3
101-250	6
251–500	10
501–750	7
751-1,000	15
1,001-2,000	15
1,001-2,000	15
2,001-3,000	11
3,001-4,000	5
4,001-5,000	5
5,001-10,000	12

$10K to $20K	7
$20K to $30K	2
$30K to $40K	4
$40K to $50K	1
$50K to $100K	0
$100K to $150K	2
$150K to $200K	0
$200K to $250K	1
Over 250K	0

Total Budgeted by 121 Teachers
Who Reported a Music Budget

Total budgeted $1,129,764.00

Average of the 76: $9,336.89

Average of the 132: $8484.47

Note: in today's dollars (October 2018)

Question

Please estimate how much you currently spend in U.S. dollars yearly on music technology for your music program?

Your answer

Yearly Expenditures on Music Technology

Nothing	60
$1 to $100	12
$101-$250	9
$251-$500	16
$501-$750	3
$751-$1,000	9
$1.001-$2,000	5
$1,001-$2,000	5
$2,001-$3,000	3
$3,001-$4,000	3
$4,001-$5,000	5
$5,001-$10,000	5
More than $10,000	1

NOTES:

Many report 0
for their music budget
because district, grant or
personal funds
are used instead, or
they are uncertain.

76 teachers (over half)
report spending more
than $0 yearly.

Some large numbers may
be skewed by single big-
ticket item purchases
such as electronic pianos
or license renewals.

Total Budgeted by 76 Teachers
Who Reported a Music Technology Budget

Total budgeted $122,325.00

Average of the 76: $1,609.54

Average of the 132: $926.70

Note: in today's dollars (October 2018)

Question

Notation software you regularly use.

- ☐ NoteFlight
- ☐ Finale
- ☐ Sibelius
- ☐ Notion
- ☐ Dorico
- ☐ MuseScore
- ☐ Flat.io
- ☐ Other (specify in comment below).

Notation Software

Finale	64
Sibelius	40
NoteFlight	26
MuseScore	18
Flat iO	6
Notion	3
Doceri	0
None Listed	19
Total Responses	176

Question

Notation Comments: Is there a reason for your preference, and if so, what?

Your answer

Notation Software

Why are you using your program?

Most Popular or Used	23
Free	17
User-friendly or Easiest	13
District decision	8
First experience	6
Runs on my hardware	3
Other	2
Total Responses:	72

Question

Audio production software you regularly use.

- ☐ GarageBand
- ☐ ProTools
- ☐ Logic
- ☐ Live
- ☐ Reason
- ☐ Audition
- ☐ Cubase
- ☐ StudioOne,
- ☐ Reaper
- ☐ Audacity
- ☐ SoundTrap
- ☐ Soundation
- ☐ Other (specify in comment below).

Production Software

GarageBand	67	StudioOne	3
Audacity	48	Audition	
ProTools	13		3
Logic	21	MixCraft	
Reason	7		0
Soundation	7	Other	16
SoundTrap	6		
Ableton	4		

Total Responses 176

Question

Video production software you regularly use.

☐ iMovie

☐ Pictures/Camera

☐ FinalCut Pro

☐ Premier

☐ Pinacle

☐ Other (specify in comments below)

Multimedia Software

iMovie	57
Pictures/Camera	30
FinalCut Pro	8
Premier	3

Total Responses   98

Question

Does your district provide any obstacles to purchasing software using a subscription license model, where you pay for one year's use for a certain number of students at a reduced cost per student, as opposed to paying for software that you own, with one copy per student? If yes, please comment under other below.

○ No

○ Other: _____

Are there obstacles to yearly licensing?

Yes	6
No	92

Recommendations 1

This data can provide direction for decisions in higher education

❖ Curriculum
  ❖ A large number of music teachers teach multiple areas of music (band, choir, orchestra, general). Higher education should prepare students for the assumption that many will not have a single focus in their job.
  ❖ A large number of music teachers indicate teaching coursework beyond the traditional general music, band orchestra, and choir (piano pedagogy, guitar pedagogy, music theory, music appreciation, music technology, etc.). These topics and their pedagogy should be addressed in the curriculum

❖ Methodology courses:
  ❖ There are few dollars available for music technology. Budgeting projects should be included in music methods courses so students will have a reasonable idea of how to maximize the few dollars they have.

❖ Technology literacy.
  ❖ Teachers use multiple products for notation and other technology assisted tasks. Technology literacy in higher education should reflect that.

Recommendations 2

This data could provide assistance for advocacy

- ❖ Existing music teachers may be able to compare their program's budgets with averages to see where they stand.
- ❖ Existing music teachers may be able to lobby for additional funds, if theirs are below average.
- ❖ Existing music teachers may be able to get some good press or publicity if theirs are above average.

Recommendations 3

Music manufacturers may find the data useful . . .

- ❖ in estimating the size of the education market.
- ❖ in understanding the motivation of educators for purchases.
- ❖ in understanding their product placement.

Recommendations for Further Study

It would be good to drill deeper into the existing data.

❖ First, the calculations shown here could be done for each level (elementary, high school, college, etc.) and specialty (Band, Choir, Orchestra, General Music, etc.).

It would be good to expand the sample size.

It would be good to track the data over time.

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