

MTNA Certified Member

WINTER

N E W S L E T T E R

1988

A Message from the Executive Director

Dear Nationally Certified Member:

The MTNA National Certification program has been the focus of a great deal of attention over the past several months. With the support of the Administrative Committee, and fueled by the enthusiasm of National Certification Chairman Harriet Green, the MTNA National Office has been working very hard to bolster the certification program in a variety of ways.

Our first objective was to upgrade the certification materials that are published by the association. This has resulted in newly revised versions of the National Certification Handbook and the National Certification Examination Syllabus. Work is also now in progress on the Certification Study Guide.

You may also have noticed a difference in this year's *Directory of Nationally Certified Teachers* as it appeared in the September/October issue of the *American Music Teacher*. We attempted to make the *Directory* more "consumer-oriented" so that it would be more appealing to the general public. Then, as soon as it was available, a press release announcing the availability of the *Directory* was sent to dozens of magazines and newspapers. Several publications printed announcements, and *Freebies* magazine, which has a readership of about 400,000, is planning to print an article in their March/April issue. The National Office also placed a classified advertisement in *USA Today* for one week. These actions have already prompted hundreds of requests for the new *Directory*, and the editors of *Freebies* estimate MTNA will receive 1500 requests after its March/April issue is published. As a result, we expect, many nationally certified teachers have been and will continue to be contacted by prospective students and their parents.

New Certified Member Materials

As nationally certified teachers you have made a commitment to the professional ideals inherent in the certification program. You have "gone the extra mile" to meet the require-

ments, pay the fees and maintain your certification status. You serve as examples to your colleagues and to the general public as well.

In recognition and support of your status as nationally certified teachers, the MTNA National Office is providing a variety of items exclusively for you. A special insignia has been created for use on your business cards, letterhead stationery, brochures and advertisements. This insignia, in various sizes, is available in camera-ready form on specially coated paper for use by your printer. (When you order this insignia sheet you will also receive a handbook filled with useful ideas on its use and other aspects of public relations for your studio.)

A nationally certified member recognition pin, incorporating the new insignia design, has also been produced. The colorful cloisonne pin is gold- and silver-plated and may be worn by men or women. The pin is available exclusively to nationally certified members. (Both the insignia sheet and the recognition pin may now be ordered by using the form printed on page 4 of this newsletter.)



The new insignia, created exclusively for Nationally Certified Teachers.

Incentive Program for Newly Certified Teachers

We are also working hard to encourage non-certified members to join the program. A new National Certification Information Packet will be available through the MTNA National Office commencing in January. The packet, which will include basic information and a selection of certification materials, will be announced in the January *AMT* and will be advertised in the journal on a regular basis.

In October the National Office also instituted a press release service for all newly certified members. When any member becomes nationally certified,

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Notes from National Certification Chairman Harriet Green

The Piano Technicians Guild Foundation is once again offering a \$500 grant to one MTNA nationally certified teacher who is pursuing advanced studies in piano performance, piano pedagogy or other piano-related subjects (pending approval by the PTG Foundation). Eligibility requirements, details of the selection process and an application form are printed on page 3 of this newsletter.



In addition to changes that have already been incorporated into the *Directory of Nationally Certified Teachers*, further changes are being planned. Specifically, a different listing format to better assist the public in locating certified teachers in their communities is under consideration. In the meantime, you are encouraged to photocopy appropriate *Directory* pages for your state and communities and place them in libraries, real estate offices and other locations where they can be seen and used.



A streamlined national certification renewal process is also in the works. If approved, the timetable calls for the new system to be in place in time for the 1988 renewal cycle. More news on this as it develops.



As nationally certified teachers, we are committed to professional excellence, and we recognize that certification is one very large way of advertising our commitment and of gaining the professional and personal recognition that goes with it. These days it is fashionable to believe that America is down in the dumps and that there are no new frontiers left to conquer. Don't believe it. We hold one right here, literally at our fingertips.

Putting National Certification to Work for You

The recently created nationally certified teacher insignia can be an effective tool for improving your public image and promoting your career. A new handbook, "Getting the Most Out of MTNA National Certification," describes ways in which the symbol may be used to let the public and prospective students know you are one of a select group of accomplished professionals.

The handbook is based on a simple premise: the more the public is exposed to the insignia, the more it will be recognized as a symbol of high professional standards. Therefore, capitalizing on every chance to put the insignia before the public increases

awareness and understanding of the significance of your national certification status.

The handbook contains suggestions for using the insignia to promote your certification status through your professional support materials, publicity and advertising. Information is also provided to assist you in working with printers, media personnel and advertising representatives to develop these materials effectively and efficiently.

You've worked hard to attain MTNA National Certification. Now it's time to put certification to work for you. The insignia and handbook may be obtained by using the order form on page 4 of this newsletter.

FAEM: An Important Resource for the Nationally Certified Teacher

Have you been looking for persuasive, well-written and attractive materials that support the idea that music study is important? These materials do exist and are available from the Foundation for the Advancement of Education in Music (FAEM).

You may be familiar with FAEM through occasional advertisements in the *American Music Teacher*, in which some of foundation activities are described, or through the "advertorials" appearing in recent issues of *AMT*.

The foundation produces a variety of excellent materials that may be used to promote music study in your community. Many items may also be used in your own studios to enhance communications, such as newsletters or brochures. You may also wish to include one of the twelve advertorials along with your billing statements.

For your informational brochures and FAEM materials order form, write to: Foundation for the Advancement of Education in Music, 1902 Association Drive, Reston, VA 22091. When writing, please identify yourself as an MTNA Certified Member.

A Message from the Executive Director (cont.)

that member receives a press release information form. When we receive the completed information form, a formal press release is produced on official MTNA stationery and distributed to newspapers and other publications requested by the member. So far, this service has been very well received.

Additional Certified Member Benefits Possible

Through the publications, services and benefits described above, we are attempting to make MTNA National Certification more meaningful to you, as well as to the profession. Additional benefits are possible, and you are encouraged to bring your ideas to my attention or to the attention of Harriet Green, without whose outstanding support and leadership none of this could have been done.

I hope you enjoy this first MTNA Certified Member Newsletter. Please write me with your comments and your suggestions for the next issue, scheduled for spring 1988. Finally, please accept the warm wishes of the entire MTNA National Office staff for the coming holidays.

Sincerely,
Robert J. Elias
Executive Director

Choosing a Music Teacher: Public Service and Vehicle for Promoting Nationally Certified Teachers

The "Choosing a Music Teacher" brochure has been revised and reprinted, and is now available from the National Office.

Similar to its predecessor, the brochure stresses the importance of making a careful selection when choosing a music teacher and urges students and their parents to look for MTNA National Certification when evaluating the qualifications of a teacher.

New features of the brochure include more attention to the availability of the *Directory of Nationally Certified Teachers* and an order blank to request the free *Directory*.

Published not only as a public service, but also as a vehicle for promoting nationally certified teachers, the brochure can be ordered in quantity for distribution to music stores, libraries, schools and other locations frequented by individuals looking for a music teacher.

Institutions and businesses that display the brochure are offering their customers and clients a valuable service: advice on what to look for in a music teacher and an order form for a free directory. At the same time, these institutions and businesses are helping to "spread the word" about the significance of MTNA National Certification. And, of course, distribution of the brochure puts your name in the hands of potential students and their parents by making the *Directory of Nationally Certified Teachers* very accessible.

Local and state certification chairmen are urged to organize efforts to distribute the brochures. Those institutions and businesses most likely to be frequented by school-aged children and their parents can be targeted, and the supply and display location of the brochures can be monitored as a group project.

Share individual and group success stories in distributing the brochures with others. Ideas and experiences will be reported in coming issues of this newsletter. A short description of your efforts and involvement should be sent to: MTNA Certified Member Newsletter, Suite 2113, 441 Vine St., Cincinnati, OH 45202-2982.

The MTNA Certified Member newsletter is a benefit of MTNA National Certification and is distributed to MTNA nationally certified members.

MTNA Certified Member Newsletter
Edited by Robert Elias
Written by Robert Elias, Harriet Green and Laura Reed
Graphic design by Poppy Evans

Piano Technicians Guild Foundation/MTNA Grant to a Nationally Certified Teacher

PURPOSE

To provide "advanced study of piano pedagogy, piano performance, or other piano-related study (subject to PTG Foundation approval)." In fulfillment of this purpose, the Piano Technicians Guild Foundation has established a grant in the amount of \$500 to be awarded annually.

ELIGIBILITY

Open to any member of MTNA holding national certification at the professional or associate level** for a period of no less than six years. The applicant must be twenty-eight years of age by February 28 of the year in which the grant is desired. There is no upper age limit. Anyone enrolled in a master's degree or doctoral program may apply. The application must contain a completed entry form, statement of age and description of the contemplated study project (including cost and probable time frame). The applicant may also include any other documentation that seems advisable. Past winners may not reapply.

SELECTION PROCESS

Applications will be screened by the National Certification Board to verify the validity of the applicant's status within MTNA and as to whether or not the proposed program meets the PTG Foundation guidelines. Names of applicants meeting the established criteria will be placed in a drawing, and the name of the winner and an alternate will be selected by a representative of PTG at the MTNA convention banquet in Salt Lake City. In the event that no representative of PTG can be present, the names will be selected by the president of MTNA, or a person designated by that officer.

***The following are not eligible to apply:*

Holders of the Master Teacher Certificate

National officers and staff

National Certification Board members

National and division auditions chairmen

Division presidents

Any PTG member, present or past and/or their immediate families

PTG/MTNA Grant Application Form

Name in full _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

MTNA Member # _____ First Year of National Certification _____ Date of Birth _____

Give a concise statement of proposed study plan (include estimated cost, anticipated time frame and information regarding the proposed teacher or institution)

Signature _____ Date _____

RETURN THIS FORM AND ALL SUPPORTING DOCUMENTS NO LATER THAN FEBRUARY 1, 1988 (postmark) TO:

HARRIET GREEN, Chairman
MTNA National Certification
1313 Walshire Dr. N.
Columbus, OH 43232

MTNA Certification Materials Order Form

Please enclose a check made payable to MTNA for the total amount and send it along with this completed order form to: MTNA Certification Materials, Suite 2113, 441 Vine Street, Cincinnati, OH 45202-2982.

Item	Cost	Quantity	Total
*Certified Member Pin	\$4.50	_____	_____
		(only one per member)	
*Certification Insignia Sheet (with accompanying handbook)	\$2.50	_____	_____
"Choosing a Music Teacher" Brochure	up to 10, no charge	_____	_____
	50 for \$2.00		
	100 for \$3.00		
All orders must include \$1.00 shipping charges			\$1.00
*These items may be purchased ONLY by MTNA nationally certified members.			Grand Total _____

Please mail the above items to:

Name _____ MTNA Membership Number _____

Address _____

City, State, Zip _____

Music Teachers National Association
Suite 2113, 441 Vine Street
Cincinnati, OH 45202-2982

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MTNA Certified Member

WINTER

N E W S L E T T E R

1989

From The National Certification Chairman . . .

The *Certified Member Newsletter* has received a great deal of favorable attention, and it is a pleasure to bring you this third edition. National certification, as you are no doubt aware, has been undergoing changes — from the process itself, including the development of several new certificates to meet the changing needs of the membership, down to the benefits developed for us at MTNA National Headquarters. Many of you have already taken advantage of the certified member logo and pin. Requests for the new "Choosing a Music Teacher" brochure have been filled by the thousands.

The 1987-88 *Directory of Nationally Certified Teachers* received the greatest exposure in its history. The 1989 edition will appear in the April/May issue of *American Music Teacher*, and publicity releases announcing its publication will again be distributed to newspapers and parenting magazines across the country. These releases, as in 1987-88, are expected to prompt hundreds of requests for the directory from people who heretofore may never have heard of MTNA or the national certification program. It is hoped that we all are benefiting from this additional exposure.

The creation of a personalized press release service for newly nationally certified teachers has been extremely successful, and thank-yous are extended to those of you who have shared copies of the newspaper articles generated by those releases.

The \$500 grant to a nationally certified teacher by the Piano Technicians Guild Foundation is a gift to us that compels greater interest every year. Submit your upcoming project for review and possible insertion in the fourth annual drawing for this generous study grant, which is to be used for "advanced study of piano pedagogy, piano performance or other piano-related subject." Although only one person at a time can take advantage of it, that one person may be you. To apply for the grant, please use the guidelines and application form found elsewhere in this issue.

There have been many questions concerning the dual state and national

application and renewal forms. These are a total departure from what we have done in the past, and, although we tried to anticipate all possible problems, as with any new procedure there have been a few kinks that will be ironed out in due course. Remember: *all* renewals are still sent to state certification chairmen, as in the past.

All Professional and Associate Certificates are now sent with our brand-new "points" folder printed on stiff card stock for the recording of your renewal points (see the *National Certification Handbook*, p. 7). Those of you who did not need to renew in 1988 will receive your folder in a special third-class mailing. If you have not received your folder by February 1, please contact MTNA National Headquarters directly. Please note that the handbook states one renewal point under In-Service Education is mandatory, while the folder does not state this at present. The handbook prevails, and the folder will be corrected as soon as possible. These folders will replace the ten-point listing on the old renewal form, which has been phased out. This folder must accompany all future renewals. So don't lose it, use it!

A number of questions relating to Public School Credit/Released Time have been brought up recently. As we all realize, every state has different regulations on this subject, and even within a state there may be differences between counties, school districts or other agencies. All questions concerning PSC/RT should be directed to MTNA's chairman for this area: Karen Bartman, 1619 W. Main St., Jefferson City, MO 65101.

— Harriet Green, Chairman, MTNA
National Certification Board

Certification Sessions At The 1989 MTNA National Convention

Several meetings and sessions that should be of interest to all nationally certified teachers have been planned for the 1989 MTNA national convention, April 1 through 6 in Wichita, Kansas:

"MTNA Certification and Pedagogy Students"

Sunday, April 2, 3:34-4:45 p.m.

Joy Frances and Colleen Wilcox-Ensberg, pedagogy students at Michigan State University, will describe the Michigan MTA prestandard certificate for pedagogy majors. Students of Judith Fear and DeeAnn Brown, piano teachers in Wichita, Kansas, will present a mock certification audition.

"Certificate Programs within the College Curriculum"

Monday, April 3, 9:30-10:30 a.m.

Louise Goss of the New School for Music Study in Princeton, New Jersey, will describe the emergence of certificate programs in piano pedagogy being offered to nondegreed teachers by increasing numbers of colleges and universities.

Open Meeting

Thursday, April 5, 9:30-10:30 a.m.

The Open Meeting is your chance to have all of your questions answered. If you have ideas, this will be the place to present them.

For more information about all of the convention sessions, as well as about travel and lodging arrangements, see the January and the February/March issues of *American Music Teacher*.

Members Anticipating Emeritus Certification Please Note:

Members seventy years of age or older who hold a valid national certificate will receive an Emeritus Certificate automatically during the year in which their certificate is due for renewal (not necessarily the year in which they turn seventy, as stated in the *National Certification Handbook*).

Attention State Certification Chairmen

National certification procedures have been changing. The following review of some of these procedures may help facilitate your job as state certification chairman.

Forms

1) All new applications still go directly to division chairmen.

2) All renewals are now sent by you directly to MTNA National Headquarters in care of the certification secretary. (The chairman of the National Certification Board is not the certification secretary.)

3) When sending forms to MTNA National Headquarters, keep the second copy for your own files. The original is kept by the certification secretary and the third copy goes with the certificate to the member. (The next reprinting of forms will have notations to this effect.)

4) All questions concerning credentials submitted with applications or pertaining to renewal documentation should be directed to the division certification chairmen.

We sincerely hope that all states can devise at least one track of certification that leads immediately to national certification.

Certification By Examination

If any of you did not receive the mailing concerning the tutorial program developed by the Utah MTA, please contact National Certification Chairman Harriet Green (1313 Walshire Dr. N., Columbus, OH 43232). This is a wonderful way to help our members in need of preparation for the National Certificate by Examination, in which there seems to be a heightened interest. For those of you who have not handled this certificate or who are unsure of procedure, please note:

1) All applications and fees plus a copy of the proposed recital program go first to the state chairman for verification and signature. They are then sent directly

to the national certification chairman.

2) After the national chairman accepts the application, all ensuing correspondence is handled by the national chairman, and any questions should be referred there.

3) After conferring with the division chairman, the national chairman sends out all tests to the appointed judges and proctors; grades tests; notifies applicant. When all requirements have been met, the national chairman collects the fee and sends the fee and application form to the division chairman for final processing. As stated in the *National Certification Handbook*, our examination procedure is personalized. Depending on the applicant's background, certain exams may be waived.

Long-Range Planning

President Dolores Zupan has appointed an ad hoc committee to examine the present structure of MTNA national certification and recommend possible future policies and/or procedures. All members of this committee have been selected from the National Executive Board. While awaiting the results of their conference, a moratorium has been placed on any further changes in national certification until the 1990 convention.

You're Invited

All state certification chairmen attending the Wichita convention are invited to join in a special coffee hour compliments of the National Certification Board.

We hope to see you on: Tuesday, April 4, at 9:30 a.m. in the Ramada Directors Room. If you cannot be present, please appoint someone to take your place. This will be an opportunity to socialize and have your own special questions answered. RSVP by March 1 to: Wesley True, Music Department, Central Missouri State University, Warrensburg, MO 64093.

Newly Appointed

President Dolores Zupan has announced the following appointments to the National Certification Board:

- Harriet Green reappointed as chairman, National Certification Board
- Barbara Bunge reappointed as chairman, East Central Division
- Virginia Buhn appointed as chairman, Northwest Division
- Sharon Wells appointed as alternate, Northwest Division
- Ann James appointed as alternate, Southern Division

MTNA Certification Materials

The following materials are available exclusively to MTNA certified members and may be ordered with the form that appears on page 4 of this newsletter.

Insignia Sheet

Various sizes of a specially designed nationally certified teacher insignia are available in camera-ready form for use on business cards, advertisements and brochures; the sheet is accompanied by a handbook filled with ideas for using the symbol as an effective promotional tool.

Certified Member Recognition Pin

A distinctive gold- and silver-plated cloisonné pin incorporating the nationally certified teacher insignia is appropriate for both men and women and may be worn for further recognition of your commitment to high professional standards.

"Choosing A Music Teacher" brochure

This brochure urges students and their parents to look for MTNA national certification when evaluating the qualifications of a music teacher and includes a form for ordering the free *Directory of Nationally Certified Teachers*. Published not only as a public service, but also as a vehicle for promoting nationally certified teachers, the brochure can be ordered in quantity for distribution to music stores, libraries, schools and other locations frequented by potential clients.

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MTNA Certified Member Newsletter
Written by Harriet Green
Produced by the MTNA National Headquarters
Suite 1432, 617 Vine St., Cincinnati, OH 45202-2434

4th Annual Piano Technicians Guild Foundation—MTNA Grant To A Nationally Certified Teacher

PURPOSE

To provide advanced study of piano pedagogy, piano performance or other piano-related study (subject to PTG Foundation approval). In fulfillment of this purpose, the Piano Technicians Guild Foundation has established a grant in the amount of \$500 to be awarded annually to an MTNA nationally certified member.

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- National officers and staff*
- National Certification Board members*
- National and division auditions chairmen*
- Division presidents*
- Any PTG member, present or past and/or their immediate families*

4th Annual PTG—MTNA Grant Application Form

Name in full: _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

MTNA Member# _____ First Year of National Certification _____ Date of Birth _____

Give a concise statement of proposed study plan (include estimated cost, anticipated time frame and information regarding the proposed teacher or institution).

Signature _____ Date _____

Return this form and all supporting documents no later than March 1, 1989 (postmark) to:

Harriet Green
1313 Walshire Dr. N.
Columbus, OH 43232

MTNA Certification Materials Order Form

Please enclose a check made payable to MTNA for the total amount and send it along with this completed order form to: MTNA Certification Materials, Suite 1432, 617 Vine Street, Cincinnati, OH 45202-2434.

Item	Cost	Quantity	Total
*Certified Member Pin	\$4.50	_____	_____
		(only one per member)	
*Certification Insignia Sheet (with accompanying handbook)	\$2.50	_____	_____
"Choosing a Music Teacher" Brochure	up to 10, no charge	_____	_____
	50 for \$2.00		
	100 for \$3.00		

All orders must include \$1.00 shipping charges

\$1.00

*These items may be purchased ONLY by MTNA nationally certified members.

Grand Total

Please mail the above items to:

Name _____ MTNA Membership Number _____

Address _____

City, State, Zip _____

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Music Teachers National Association
Suite 1432, 617 Vine Street
Cincinnati, OH 45202-2434

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