



# COLLEGIATE KICKOFF WEEK SEPTEMBER 22-26



## Suggested Chapter Activities

**Collegiate Kickoff Week** is a celebration of the student members of NAFME. This week is focused on recruiting and team building activities implemented and shared by each NAFME Collegiate chapter. Kickoff Week offers members the opportunity to highlight their local programs and membership while participating in service and volunteer events. Chapters will plan activities each day with social media promotion centered on a daily focus connecting to their state, division, and national associations. The ideas below were provided by NAFME Collegiate members attending the **2021 Collegiate Advocacy Summit**.

Chapters are encouraged to post and tag **Collegiate Kickoff Week** activities using [#NAfMECollegiate](#) and each day's respective hashtag (e.g., #ServiceMonday, #MusicalTuesday, #AdvocacyWednesday, etc.) Remember to tag [@NAfME](#) and [@NAfMECollegiateOfficial](#) on Instagram and Facebook!

### Service Monday

**Engage in acts of service or highlight previous chapter activities while connecting to other division chapters**

Post pictures and videos of service to university, community, schools	Host a division Coffee Hour to connect with your division president and chapters	Share chapter newsletters with division social media
Service Outreach Spotlights (Project Ideas: bake sale, benefit concerts, local library music literacy advocacy)	Plan something you can do together in your division	Make a movie "trailer" or promo video of your activities

Host a concert for a cause, getting everyone in division involved	Partner up with another member to co-teach each other, learning how to play/teach instruments, providing free lessons on secondary instruments, switching instruments	Service within our schools, finding out things that need to be done within the university program, ask professors
Outreach to Tri-M chapters, shadows for Tri-M students	Perform at retirement and assisted-living communities	“Who is a great role model?” Tag professors, also tag school of music
	Share service projects the chapter has recently completed or planning	

## Musical Tuesday

### Chapter activities focused on musical activities and achievement by members and shared on social media platforms

Post music performances and pictures of collegiate members	Group Performance – have chapters get together and perform small recitals with each other	Share blurbs of “this is why I love music” and “this is why I do what I do”	Post a performance of your favorite band/choir/orchestra piece
Host a virtual or recorded recital	Post on Instagram and Facebook a story of everyone’s musical choices	Play viral TikTok songs on your primary and post	Collaborate on a music performance (perhaps with another chapter)
Live-stream performances during this week	Play and record State Marches or state themes	Make a playlist and share with your division to use in their own jam night, and it all comes together on social media	Play games (e.g Kahoot) or quizzes in preparation or following an event
Musical Follies (talent show featuring faculty, non-traditional recital tunes, silly performances)	Use TikTok to perform trending and meaningful songs	Play guess that tune on a chapter game night	Post videos of a composition or theory professor talking about a meaningful teacher in their lives
Skunk Recital - performances on methods class instruments	Edit a video of an ensemble: perform a piece and put it all together and release on Musical Tuesday	On Instagram or Facebook story post favorite musical moments at your school – then tag another chapter	Make TikTok duets with other chapters

## Advocacy Wednesday

**Plan advocacy events to support music education in your state and make connections to chapters and MEA officers within your state**

Create buddy chapters with other university chapters to support each other	Advocacy Awareness - reach out to an elected official	Fundraiser (whichever region raises the most gets pizza at MEA)	More events within state recruitment
Encourage challenges with other state chapters	Share pictures of state or federal Hill Day on social media	State-wide Jam Session	Planning day for big collegiate day
Post pictures on social media from MEA conference or based on state symbols, pictures with other chapters across the state	State Events: State level Hill Day- State Pep Rally, State town hall	Social media wave, nominating people to do a challenge between chapters and states in the division	Panel discussion with state collegiate leaders
Encourage MEAs to post about collegiate activities and chapters	Regional competitions that foster state-wide community	Wellness/fun events within states for students (e.g. Zoomba)	Create and post graphics or short phrases if pictures not available

## Professional Development Thursday

**Highlight chapter professional development hosting and attendance on social media**

Gather and post pictures of chapter members in sessions or with clinicians	Chapter advisor panel/program chair panel	Host a session geared towards incoming freshman (intro to lesson planning, introducing NAFME, Buddy program, freshman welcome night, freshman survival kits/ guides, how to survive being a music ed major)	Post your music education professors' favorite phrases (either educational or otherwise)
Post shout-outs from music ed professors	Ask a professor to present a PD session on a topic they are passionate about	Post pictures of fun activities, professional development activities	Host a viewing party with livestream on big screen for all to view of National Zoom

## Chapter Recruitment Friday

**Share your chapter enthusiasm with other music education majors and highlight your chapter recruitment activities on social media**

Post pictures and accomplishments of chapter, university mascot with instruments, important buildings on campus, chapter shirt pic, fight song/alma mater	Use scavenger hunts to engage potential and current members	Recruit potential Music Educators in the Public Schools, “what is it like to be a music ed major?”	Host a social gathering – Ice cream social, Karaoke Night	To develop more chapter pride, post photos with “I stand with music education” or similar, posting on social media	Create a Mentor/mentee program within the chapter
Make Tik Tok videos	Shout out from local/campus celebrities – coaches, directors, composers, performers	Create a freshman mentoring night	Making it easy to join the chapter- use QR codes	Acquaint peers (specifically freshmen) with their program	Focus collegiates on attending their state conferences and collegiate conferences/summits
Identify peers in music education and invite them to follow social media pages			Ask random people that might have a connection with music to record a short video – “Be cool – join NAFME at <u>your school</u> !” (Insert the name of your school!)		

