



# Education Through Music Member, Board of Directors

New York, NY



*"I don't know where I would be today without ETM, and thousands of new students every year say the same thing."*

-Kheathwo, Greatnonprofits.com review

## About ETM

For the past three decades, Education Through Music (ETM) has been doing something truly noteworthy: advancing educational equity in the nation's largest school system and improving outcomes for New York City's highest-need children and their communities.

ETM starts with the premise that music education is a key driver of academic success, overall achievement, and social-emotional well-being. Therefore, every child, at every school, deserves equal access to a high-quality, culturally diverse, and sustainable music education program as a core academic subject so they can reach their greatest potential in the classroom, society, and life.

ETM provides that program, forming long-term partnerships with Title 1 elementary, middle, and high schools in under-resourced communities in all five boroughs. Together, they form a multi-year plan that is tailored to each school's individual needs and includes continual assessment of teacher effectiveness and evaluation of student progress to ensure success.

The organization has been awarded Charity Navigator's highest four-star rating year after year for its ability to effectively manage and grow its finances and has garnered more than a hundred five-star reviews, stories, and thanks on Greatnonprofits.com from former employees, volunteers, donors, and supporters.

## The ETM Difference

ETM is the only program of its kind in New York City. Instead of simply donating instruments or providing a short-term taste of music to a subset of students, ETM provides the curriculum, infrastructure, and teachers to build a rigorous music education program, and the tools and training the school will need to maintain it, on their own, long-term. ETM understands that engaged parents and school communities are key to the success of students, and builds communal outreach and participation into its program.

ETM commits to partner schools for several years until they have fully integrated teacher salaries and operating costs into their own budgets and gained parent and community buy in. The organization then

**300K** Served since ETM's founding

**20K** NYC students served this year:

93% Students of Color

85% Qualify for free lunch

20% Students with disabilities

14% English Language Learners

**64** Partner schools

**\$5.5M** Operational budget

**25** Staff members



transitions into an advisory role, often continuing to provide professional development. It continually builds new partnerships with the goal of ensuring each and every NYC public school has the kind of music education program that changes lives and strengthens the communities it serves.

## Why Music Education?

Music education is not an academic nice-to-have. Participation in music education is a key predictor of and catalyst for academic success, and a subject many of New York City's elite

*"You learn math. You learn language. It's the ideal teaching tool, and that's why it's mind-boggling when any school superintendent decides that music is something we can do without."*

*-Joshua Bell, celebrated violinist, conductor, and member, ETM Board of Directors*

private schools heavily invest in. Students who engage in structured music education programs show significant gains in cognitive ability and outperform their peers on every indicator: grade-point average, graduation rate, ACT scores, attendance, and discipline referrals.

The ROI is clear. Yet more than half of New York City's overburdened and under-resourced public schools lack even a single music teacher, and the kind of comprehensive and sequential music program proven to move the needle on student outcomes is virtually nonexistent, further widening the achievement gap between the city's socioeconomic classes.

## History

In 1991, ETM stepped in to close that gap. Within three years of launching their pilot program at a school in Mt. Vernon, students showed significant improvement in reading and math, and enrollment soared. The school went on to win a National Blue Ribbon School of Excellence Award from the U.S. Department of Education (USDOE).

Today, ETM enjoys an exceptionally strong reputation with DOE leadership, principals, teachers, parents, and the students they serve. The organization is rapidly expanding and has grown from 52 to 64 partner schools in New York City in the past year alone. With affiliate programs in Los Angeles, Denver, and Boston, (each with separate 501(c)(3) status and boards of directors), ETM now reaches 140 schools nationwide, bringing high quality music education to more than 60,000 students each week.

## The Model: New York City Partner School Program

The high-quality of ETM's offering reflects the weight they put on a child's education. The curriculum is designed to enable partner schools to deliver music instruction that is relatable,

culturally diverse, enjoyable, and effective, and is adaptable to meet all students where they are, including those with disabilities, those newer to English, and those who may lack a fixed, regular, and adequate nighttime residence.

ETM's approach balances traditional classroom music instruction with an innovative edge that incorporates technology and contemporary music trends. The organization works with each principal to create a program that is skills-based, comprehensive and sequential, and supports cognitive thinking and content in other academic areas.

To set schools up for long-term success, ETM builds in wraparound support services such as leadership development for school principals, professional development for teachers, and outreach to parents and the community.

## ETM 2022 Highlights:

- ETM is featured in U2's music video "Your Song Saved My Life" from the movie SING 2
- ETM wins the coveted NYC Imagine Award
- 30th Anniversary Gala raises over \$1M to keep music alive in public schools
- ETM students perform at the iconic Apollo Theater, opening for the exclusive Netflix screening of *Descendant*
- Executive Director Janice Weinman named 2022 Power Player in Education
- ETM featured on Lifetime's TV show *The Balancing Act*, with host Montel Williams.

## Board of Directors

The Board of Directors provides vital leadership of ETM. As the governing body of the organization, the board focuses on high-level strategy, oversight, fundraising, and accountability in furtherance of ETM's mission.

ETM's board is comprised of an accomplished assemblage of eighteen volunteer leaders who bring a wide variety of professional backgrounds, lived experiences, and perspectives to their governance.

Directors choose to invest in ETM because they are passionate about music, improving the lives of children, educational and economic equity, and/or making lasting societal change through music education.

## Roles and Responsibilities

The board performs a variety of functions including monitoring the quality of ETM's offerings and the overall integrity of the program, evaluating the performance of the Executive Director, setting the mission and direction, approving the annual budget, and overseeing overall strategy, policy, and compliance.

Working in close partnership with ETM's exceptional Executive Director and staff, the board secures, oversees, and invests the financial resources necessary for organizational sustainability, and serves as the primary driver of ETM's rapid growth and expansion. As such, the board has significant accountability for fundraising strategy and outreach and plays a critical role as organizational ambassadors, sharing ETM's mission with their networks and delivering the organization's message using their various platforms.

## Terms, Committees, and Time Commitment

Elected Board members commit to three-year terms that are staggered so that approximately one-third of the terms expire each year. The opportunity to continue board participation is based on a mutual assessment of each Director's service with the Governance Committee.

*"Education through Music is truly an exemplary organization...We believe so strongly in what ETM is doing and are proud to have a hand in helping them make a difference in children's lives through music."*

- Daniellehall, Donor  
Greatnonprofits.com review

ETM has a total of eight committees, small groups of board members and other individuals who advise them on specific areas of operation. Committees include Finance, Development, Governance, Evaluation, Strategic Planning, Program, and Marketing/Communications. In addition, eight members of the board serve on the Executive Committee, which acts as a steering committee for the full board.

Board meetings take place five times a year in October, January, April, May, and July, with board committees meeting more frequently to focus on their specific assignments. On an as-needed basis, the board may form ad hoc committees to oversee and explore various projects of indeterminate length.

## Board Diversity Policy

Because we believe that a diverse, equitable, and inclusive society is a better one, we are committed to pursuing organizational policies and practices that move us forward towards that end in our role as educators and leaders.

ETM seeks to maintain a Board of Directors that is comprised of talented and dedicated members with a diverse mix of experience, skills, and backgrounds and has adopted the following DEI Resolution:

The Board of Directors for Education Through Music is committed to the principles and values of Diversity, Equity, and Inclusion. We strive for a diverse board, with representation of the communities in which ETM serves. We strive for an equitable environment that embraces all viewpoints when making decisions. We strive for an inclusive culture that makes all people feel welcome and that they belong. The Board of ETM is committed to ensuring these values are carried out and embraced within our staff and the mission of the organization.

## The Opportunity

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*"I was looking for a nonprofit to work with that had a stellar reputation, a significant impact in the arts, and a team who was excited to work with each other, the Board, and their volunteers every day. Once I joined, I immediately knew that was the case."*

*-Samirhs, Greatnonprofits.com review*

ETM's model has proven to be replicable, scalable, sustainable, and effective, and the organization is in rapid growth mode within NYC and beyond. They are seeking to add two extraordinary board members with a strong connection and/or commitment to the mission who are eager to put their time, resources, and skills towards improving the lives of the children and communities ETM serves.

New members will have the opportunity to make a lasting impact while serving alongside a diverse and distinguished group of leaders in the arts, music, educational, financial, real estate, and corporate sectors.

### Who We Are

ETM's Board of Directors enjoys a collegial and collaborative culture and a strong relationship with the Executive Director. Members pull together professionally and with humor when faced with challenges and see themselves as ground floor investors in children and communities. While each Director brings their own perspective to governance, the board is aligned on the following values:

- Putting students first and at the center of everything ETM does
- Holding ETM to high standards in both their offering and approach
- Making strategic and thoughtful business decisions, carefully weighing ETM's role within the complicated and highly segregated New York City public school system
- Ensuring ETM's offerings are culturally relevant, and that the organization remains adaptable, flexible, and connected to the communities they serve

### Who Currently Serves?

- The first Black female Chancellor of New York City's Department of Education
- An internationally celebrated violinist and conductor
- Accomplished professionals in the legal, recording, financial services, real estate, and investment fields, among others
- Corporate executives, including leaders from YouTube, Amazon, Credit Suisse, Warner Chapell Music, and ClearBridge Investments

## Who You Are

### Passionate

You are someone with a deep connection with your purpose in business and life and are thinking about how you can use your passion to change lives. You don't balk at making disruptive changes within your industry and are looking to create societal change on the systemic level. Something about ETM's mission speaks to you– the joy and benefits of music, bringing educational equity to children in under-resourced schools, investing in the next generation to strengthen our communities. Perhaps you hail from one of the neighborhoods or schools ETM serves, are a musician yourself, or want to leave a legacy that compounds.

### Capacity

You are fortunate to find yourself at a place in your life and career where you have more time and capacity to devote to making the changes you want to see in the world. You are looking for an opportunity that is impactful and sustainable, with a high rate of return on both the time and the funds you invest.

### Relationship Builder and Connector

You are adept at creating strong and authentic relationships. You have built a wide network over the years and are comfortable sharing your passions with them. You know making an ask is giving them an opportunity to learn more and take part.

## Role Commitments

All Directors commit to becoming familiar with ETM's mission, vision, history, program, plans, by-laws, and financial status, and to participating in the oversight of its activities by lending their voice and expertise at Board and committee meetings. In addition, board members:

- Help set and monitor the strategy and operating plan of ETM.
- Attend all meetings and serve actively on at least one committee.
- Support ETM financially. ETM seeks board members who can commit to a minimum annual contribution (give/get) of \$15,000, which may be satisfied by a combination of direct and indirect donations.
- Make introductions. Attract resources by introducing ETM to individuals, foundations, and companies in their personal and professional circles.
- Serve as an advocate and ambassador. Help increase visibility by making others in their sphere aware of ETM's mission and work.

*"I was impressed by the organization's deliberate approach to growth. ETM is a very fiscally responsible organization, and board and staff leaders plan carefully."*

*-Rstarr, Former ETM employee  
Greatnonprofits.com review*

- Be available to serve as a resource to the staff, by providing insight and consultation in relevant areas of expertise.

## To Apply

To express your interest in the opportunity, please submit a curriculum vitae and a brief cover letter to help frame any future conversations with you. All applications, discussions, and inquiries will be considered strictly confidential.

## Equal Opportunity Statement

ETM is an equal opportunity employer and extends equal opportunity to all individuals and expressly prohibits any form of unlawful employee discrimination and/or harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, pregnancy, caregiver status, reproductive health decisions, status as a victim of domestic violence, sexual violence or stalking, credit history, criminal history, citizenship status, or status as a covered veteran in accordance with applicable federal, state and local laws.

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Debbie Katz, Talent Consultant

