

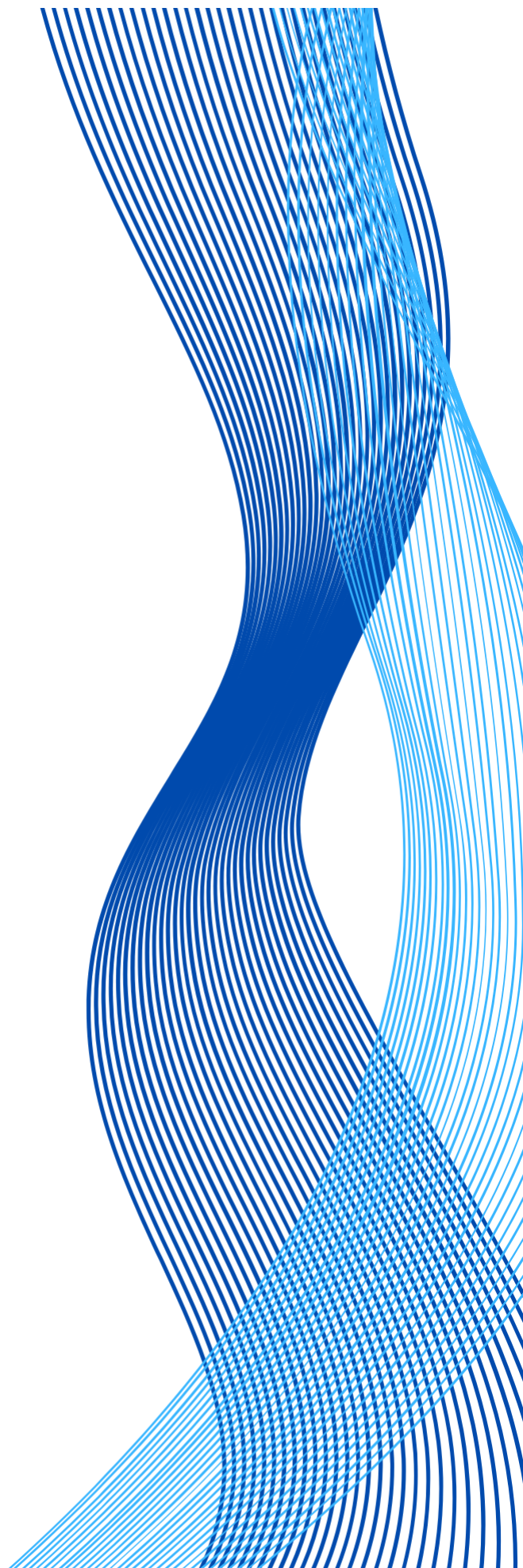
# PMEA MUSIC EDUCATION SIGNING DAY TOOLKIT

A PMEA member resource  
for celebrating incoming  
music education majors  
and elevating the  
profession in Pennsylvania



[www.pmea.net](http://www.pmea.net)

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The PMEA Music Education Signing Day Toolkit is a member resource designed to help colleges, universities, collegiate chapters, music education leaders, high school music educators, and school administrators celebrate students who have committed to studying music education. The toolkit adapts the visibility and public storytelling model of athletic signing day into a student-centered framework that supports recruitment, recognition, and advocacy for the future of music education in Pennsylvania.

The Pennsylvania Music Educators Association mission is to advance comprehensive and innovative music education through promoting effective instruction, providing meaningful learning experiences, and ensuring impactful and equitable music engagement for all. This toolkit supports that mission by helping PMEA members create positive, public-facing recognition for students entering the music education profession.

Music Education Signing Day is built on a simple idea: choosing music education is a milestone worth celebrating publicly. Athletic signing-day traditions often use ceremony, photography, family recognition, and coordinated media sharing, and those elements can be adapted for music education in a way that reflects teaching, service, leadership, and community impact rather than competition.

## Purpose and goals

This toolkit is designed to help PMEA members:

- Celebrate students who have chosen music education as a profession.
- Create polished, media-ready recognition moments.
- Strengthen the visibility of university music education programs.
- Promote the value of music education in schools and communities.
- Support PMEA's broader advocacy mission through positive storytelling.

## Core message

Choosing music education is a meaningful commitment to teaching, leadership, and service. The PMEA Music Education Signing Day helps member programs make that commitment visible through celebration, strong communication, and community engagement.

## Intended audience

This resource is intended for:

- PMEA collegiate members.
- University music education faculty.
- Admissions and recruitment staff.
- Communications and marketing offices.
- PMEA district and advocacy leaders.
- High school music educators and administrators.
- Member institutions that want a repeatable recognition model for incoming music education students.

## Program overview

The PMEA Music Education Signing Day is most effective when it is treated as a repeatable communications program rather than a one-time event. Programs can use a three-phase model consisting of intake, recognition, and amplification so that every participating student receives accurate, polished, and timely recognition.

Phase	Purpose	Key actions
Intake	Gather information and permissions	Student spotlight form, release forms, quote collection, high school coordination
Recognition	Create the moment	Photos, certificate, family/faculty participation, short remarks
Amplification	Share the story	Website post, social posts, local media, family sharing packet

## Planning timeline

Two to four weeks before

- Identify committed students.
- Confirm high school availability to participate through the high school music educator and, when appropriate, the high school principal or school communications contact.
- Distribute the spotlight intake form.
- Confirm media permissions.
- Draft messaging for web and social use.
- Coordinate with the institution's communications team.
- Determine how the student's high school, director, or school district should be included in the recognition plan.

One to two weeks before

- Finalize student biography and quote.
- Coordinate with the high school music educator, school administrator, or district communications contact on logistics and participation.
- Prepare graphics, signage, and printed materials.
- Confirm family, teacher, and faculty attendance.
- Prepare a photo list and posting schedule.
- Review any school-specific image, naming, or publicity requirements.

Event week

- Hold the recognition moment.
- Capture photos and a short vertical video.
- Confirm final details for same-day publication.
- Share approved details with the high school if they are participating or reposting.

Within forty-eight hours

- Publish the website spotlight.
- Share on social channels.
- Send to local media and school partners if appropriate.
- Thank the high school music educator and administrators who helped support the student.
- Archive materials for later use in annual reports or roundups.

## Roles and workflow

A successful toolkit depends on a simple internal workflow with clear ownership. Programs do not need a large team, but they do need someone assigned to content collection, approvals, publication, and high school coordination.

<b>Role</b>	<b>Primary responsibilities</b>
Faculty lead	Confirms participation, reviews message tone, attends recognition moment
Communications contact	Prepares copy, graphics, website post, and social publishing
Collegiate chapter volunteer or student worker	Helps with forms, setup, photos, and follow-up
Admissions/recruitment contact	Confirms commitment language and timing
Student participant	Provides information, approves spotlight details, joins event
High school music educator	Confirms student background details, helps coordinate participation, may provide remarks or a quote
High school administrator or communications contact	Confirms school-level permissions, approves participation if needed, and advises on sharing through school channels

## High school partner guidance

High school music educators and administrators are important partners in Signing Day celebrations because they often know the student’s story, help verify details, and provide the local connection that makes the recognition more meaningful. Their participation also helps ensure that any public celebration aligns with school expectations and communication practices.

Their role may include:

- Confirming the student’s participation and preferred recognition level.
- Verifying the student’s name, school, hometown, and ensemble or leadership details.
- Identifying any school policies about photography, media access, or public posting.

- Advising whether the school wants to participate in the celebration.
- Recommending whether a former director, private teacher, or mentor should be invited or acknowledged.
- Reviewing any school-specific branding, naming, or approval requirements before content is released.

If they participate in the event, they may:

- Offer a welcome or brief congratulatory remark.
- Attend the ceremony if possible.
- Participate in photos or short video capture.
- Help connect the student's current school experience to their future role in music education.

After the event, they may:

- Share or repost approved content through the school's communication channels.
- Congratulate the student publicly or internally.
- Help encourage younger students by framing the event as a positive example of music education as a career path.

## Event format

The event itself should be short, celebratory, and easy to repeat. Guidance around signing-day ceremonies consistently emphasizes organization, visual clarity, and family recognition, all of which are useful in a music education context.

### Suggested event agenda

1. Welcome from high school music educator and/or high school principal.
2. Welcome from program chair, faculty member, or collegiate leader.
3. Brief introduction of the student.
4. Symbolic signing or presentation of a commitment certificate.
5. Student quote or short remarks.
6. Recognition of family, teachers, and mentors.
7. Photo sequence and video capture.

### Setup recommendations

- Table sign or podium sign.
- Commitment certificate or symbolic signing page.
- PMEA and institutional branding where appropriate.
- University folder, apparel, or instrument prop.

## Messaging and publicity

Student spotlight content performs best when it combines biography, motivation, institutional fit, and future goals. This framework helps the spotlight feel personal while also supporting the broader public story about music education as a profession.

### Recommended language

[Student Name] from [Hometown/High School] has committed to study music education at [University Name], where they will prepare to grow as a musician, teacher, and future leader in the profession.

### Key themes

- Commitment to teaching.
- Appreciation for mentors.
- Service to future students.
- Excitement about joining the institution.
- Pride in music education as a career path.

### Language to avoid

- Winning the recruit.
- Top prospect language.
- Competitive framing between institutions.
- Generic promotional phrases that do not reflect education.

## Social and media templates

Signing-day-style communication works best when content is shared quickly and consistently across platforms. The templates below are designed to give PMEA members a practical starting point for immediate publication.

### Instagram caption

We are proud to celebrate [Student Name] from [Hometown], who has committed to study music education at [University Name]. We look forward to watching them grow as a musician, teacher, and future leader in the profession.

### Facebook caption

Please join us in celebrating [Student Name], who has committed to pursue music education at [University Name]. Their decision reflects a powerful commitment to teaching, leadership, and the future of music education.

### LinkedIn caption

[University Name] is proud to recognize [Student Name], who has committed to study music education. Moments like this highlight the next generation of educators and the important role music programs play in preparing future teachers.

### Suggested hashtags

- #PMEAMusicEd
- #MusicEducationSigningDay

- #FutureMusicEducator
- #CommittedToTeach
- #[UniversityName]MusicEd

### Website spotlight template

Website spotlights are useful because they create a permanent home for the story and can be shared across email, social media, and year-end recognition materials.

### Suggested structure

- **Headline:** Future Music Educator Spotlight: [Student Name]
- Featured image
- Introductory paragraph
- Why music education
- Why this university
- Future teaching goals
- Student quote
- Faculty or mentor quote
- High school teacher or administrator quote, if available

### Sample opening paragraph

[University Name] is proud to recognize [Student Name] of [Hometown], who has committed to pursue music education beginning this fall. Inspired by a commitment to teaching and a love of music, [Student Name] joins the next generation of educators preparing to make a difference through the profession.

## Press release template

### Headline

[University Name] Recognizes [Student Name] for Commitment to Music Education

### Dateline

[City, State] — [Date]

### Lead paragraph

The [University Name] music education program is proud to recognize [Student Name] of [Hometown], who has committed to pursue a degree in music education beginning this fall. Through this commitment, [Student Name] joins the next generation of educators dedicated to inspiring students through music.

### Body guidance

Include the student's background, reasons for choosing music education, reasons for choosing the university, and one quote from a faculty representative. Close with a brief note about the institution's commitment to preparing future music educators and, where appropriate, its connection to PMEA's broader mission.

If relevant, include a quote from the high school music educator or administrator who supported the student's journey.

## Form templates

The following pages are templates included as adaptable starting points for PMEA member institutions and should be reviewed for local policy and legal compliance before use, especially when minors are involved or content may be shared beyond institutional channels.

### Implementation notes

Student spotlight questionnaires commonly collect background, motivation, future goals, and recognition preferences, while media release forms typically document consent for names, photos, video, and distribution channels. These forms follow those common structures so PMEA members can adapt them to local institutional workflows without starting from scratch.

Institutions should review any release or consent language with communications, admissions, and legal offices before distribution, particularly if a student is under 18 or if materials may be shared with third-party media outlets or statewide partners.

# Form 1: Student spotlight intake form

## PMEA Music Education Signing Day Student Spotlight Form

Program/Institution: \_\_\_\_\_

Date submitted: \_\_\_\_\_

### Student information

- Full name: \_\_\_\_\_

- Preferred name: \_\_\_\_\_

- Pronouns (optional): \_\_\_\_\_

- Email address: \_\_\_\_\_

- Mobile phone: \_\_\_\_\_

- Hometown: \_\_\_\_\_

- High school: \_\_\_\_\_

- Graduation year: \_\_\_\_\_

- Primary instrument/voice area: \_\_\_\_\_

- Intended certification area or teaching interest: \_\_\_\_\_

### Story information

- Why did you choose music education?
- Why did you choose this university?
- Who inspired you to become a music educator?
- What kind of teacher do you hope to become?
- What do you hope students feel in your future classroom or ensemble?
- Is there a teacher, mentor, family member, or school program you would like recognized?

### Promotion details

- Social media handles you are comfortable sharing: \_\_\_\_\_

- Hometown media outlet or school district to tag/send to: \_\_\_\_\_

- High school teacher or mentor to invite or acknowledge: \_\_\_\_\_
- Do you want your family included in photos? Yes / No
- Do you want your former teacher included in photos if available? Yes / No
- May we contact your high school music educator or administrator for coordination? Yes / No

### Approval

I confirm that the information above is accurate and may be used for a Music Education Signing Day spotlight, subject to institutional approval and media-release permissions.

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Form 2: Photo, video, and media release

### PMEA Music Education Signing Day Media Release Form

Institution/Program: \_\_\_\_\_

Student name: \_\_\_\_\_

Event date or academic year: \_\_\_\_\_

This form gives permission for photographs, video, audio, written quotes, and related materials connected to Music Education Signing Day to be used in websites, newsletters, printed materials, news releases, presentations, and social media channels.

Please check all that apply:

- Permission to use the student's name
- Permission to use photographs
- Permission to use video and audio clips
- Permission to use written quotes from interviews or questionnaires
- Permission to share content with media outlets or partner organizations
- Permission to share content with PMEA for member-focused promotion, subject to PMEA approval
- Permission to share approved content with the student's high school music educator or administrator

I understand that these materials may be used without compensation and may appear in print, digital, video, and social media formats for educational, promotional, and advocacy purposes.

If the student is 18 years of age or older:

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

If the student is under 18 years of age:

Parent/guardian name: \_\_\_\_\_

Parent/guardian signature: \_\_\_\_\_ Date: \_\_\_\_\_

Relationship to student: \_\_\_\_\_

Phone/email: \_\_\_\_\_

## Form 3: Event confirmation form

### PMEA Music Education Signing Day Event Confirmation Form

- Student name: \_\_\_\_\_
- Institution: \_\_\_\_\_
- Scheduled event date: \_\_\_\_\_
- Scheduled time: \_\_\_\_\_
- Location: \_\_\_\_\_

Please confirm the following:

- I will attend the event at the scheduled date and time.
- I will arrive at least \_\_\_\_\_ minutes early.
- I understand the event may include photos and short video capture.
- I understand that participation is celebratory and voluntary.
- I have reviewed my name, hometown, and school information for accuracy.

Optional attendees:

- Parent/guardian(s): \_\_\_\_\_
- High school teacher/director: \_\_\_\_\_
- High school principal or administrator: \_\_\_\_\_
- Private teacher or mentor: \_\_\_\_\_
- University representative(s): \_\_\_\_\_

Special accommodations or access needs:

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Form 4: Student nomination form

### PMEA Music Education Signing Day Student Nomination Form

- Student name: \_\_\_\_\_
- Student email: \_\_\_\_\_
- High school: \_\_\_\_\_
- Hometown: \_\_\_\_\_
- Intended program: \_\_\_\_\_
- Nominator name and title: \_\_\_\_\_
- Why should this student be featured?
- Has the student already committed/enrolled? Yes / No / Unknown
- Has the student already been contacted? Yes / No
- Is the student's high school music educator aware of the nomination? Yes / No / Not yet

Nominator signature or email confirmation: \_\_\_\_\_

## Form 5: Sharing preferences form

### PMEA Music Education Signing Day Sharing Preferences Form

- Student name: \_\_\_\_\_
- Parent/guardian names: \_\_\_\_\_
- High school music program: \_\_\_\_\_
- Teacher/director name: \_\_\_\_\_
- School district communications contact: \_\_\_\_\_
- Hometown newspaper or media contact: \_\_\_\_\_

Please indicate preferences:

- The institution may send the spotlight to my high school music teacher.
- The institution may send the spotlight to my school district communications office.
- The institution may send the spotlight to local/hometown media.
- The institution may provide approved images/caption text to my family.
- I would like to receive the final post link after publication.

Preferred email for sharing packet: \_\_\_\_\_

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Form 6: Website spotlight drafting form

### PMEA Music Education Signing Day Website Spotlight Draft Form

- Student name: \_\_\_\_\_
- Headline draft: \_\_\_\_\_
- Hometown/high school line: \_\_\_\_\_
- Featured quote: \_\_\_\_\_
- Why music education summary: \_\_\_\_\_
- Why this institution summary: \_\_\_\_\_
- Future goal summary: \_\_\_\_\_
- Faculty quote: \_\_\_\_\_
- High school educator quote: \_\_\_\_\_
- Photo selected: \_\_\_\_\_
- Post URL after publication: \_\_\_\_\_

#### Internal approvals:

- Faculty approval: \_\_\_\_\_ Date: \_\_\_\_\_
- Communications approval: \_\_\_\_\_ Date: \_\_\_\_\_
- Student final review completed: Yes / No

## Form 7: Press release worksheet

### PMEA Music Education Signing Day Press Release Worksheet

- Student full name: \_\_\_\_\_
- Hometown: \_\_\_\_\_
- High school: \_\_\_\_\_
- University name: \_\_\_\_\_
- Degree/major: \_\_\_\_\_
- Start term: \_\_\_\_\_
- Student quote: \_\_\_\_\_
- Faculty quote: \_\_\_\_\_
- High school educator or administrator quote: \_\_\_\_\_
- Awards, leadership, or ensemble experience to mention: \_\_\_\_\_
- Contact person for media follow-up: \_\_\_\_\_
- Email/phone: \_\_\_\_\_

## Form 8: Event-day photo checklist

### PMEA Music Education Signing Day Photo Checklist

Student name: \_\_\_\_\_

Check each image after it is captured:

- Student with commitment certificate
- Student seated at signing table
- Student with family
- Student with faculty
- Student with former teacher/mentor
- Student with high school music educator or administrator
- Student with instrument or program-related prop
- Vertical photo for story/reel graphic
- Short vertical video greeting
- Landscape image for website or newsletter

Photographer/Staff initials: \_\_\_\_\_

## Form 9: Event script worksheet

### PMEA Music Education Signing Day Event Script Worksheet

- Welcome speaker: \_\_\_\_\_
- Opening greeting: \_\_\_\_\_
- Student introduction notes: \_\_\_\_\_
- Recognition of family/teachers: \_\_\_\_\_
- Recognition of high school music educator/administrator: \_\_\_\_\_
- Student quote or remarks: \_\_\_\_\_
- Closing line: \_\_\_\_\_
- Reminder for photos/social posting: \_\_\_\_\_

## Form 10: Post-event tracking form

### PMEA Music Education Signing Day Communication Tracking Form

- Student name: \_\_\_\_\_
- Event date: \_\_\_\_\_
- Web post published: Yes / No
- Web post URL: \_\_\_\_\_
- Instagram post published: Yes / No
- Facebook post published: Yes / No
- LinkedIn post published: Yes / No
- Family packet sent: Yes / No
- Press release sent: Yes / No
- Local media contacted: Yes / No
- PMEA sharing requested: Yes / No
- High school notified or included: Yes / No
- Notes on engagement/results:



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