MAR Conference, Niagara Falls, NY Student Leadership Academy

Kim Best MARCH 2023

Program Development

• beginning

real examples

program proposal

pieces of the process

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ask why

Before considering program development, first as why and think about your capacity



it can be a big undertaking

However, it all starts with networking, so you can start this part of the process at anytime!

examples from my experience

Small Hospice

They found me and contacted me for services

General Hospital

I cold-called them and networked my way into providing inservices

Private Eldercare

This was passed on from another MT and continues to progress •

Large Hospice

Informal pitch through my network over lunch, development over time

they may be ready

Before you start, inquire

The agency you are thinking about may already be looking for a music therapist. They may know about music therapy, have the budget, and have the infrastructure to take on a music therapist.

If not, they may have an idea of what they need to see in order to take on a music therapist.

Basically, don't do more work than you need to!

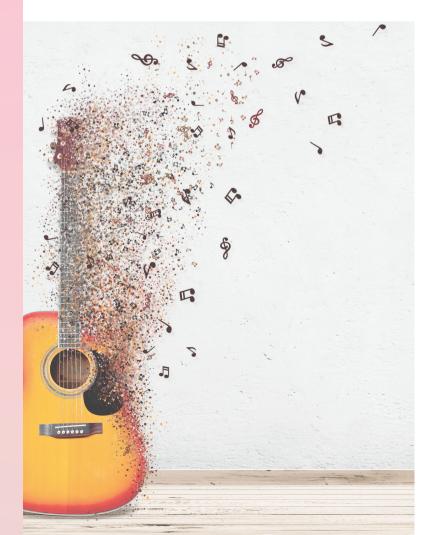
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what you need in a program proposal

Debunk Assumptions

Music therapy may not be what they think it is



Point out Problem

What are the highest areas of need?



Provide Solution

What do you want? structure - cost - impact



Take all opportunities to create relationships with others Any of these connections may support your career

gather information

History with music therapy, structure of organization, fiscal year (when they review the budget), needs or quality measures

Make contact - call, email, show up at an event

Find out where they are and what they would need to see to

start a position/program

be present

...with communication, creativity, professionalism, and flexibility

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network

inquire

connect

contact

collaborate



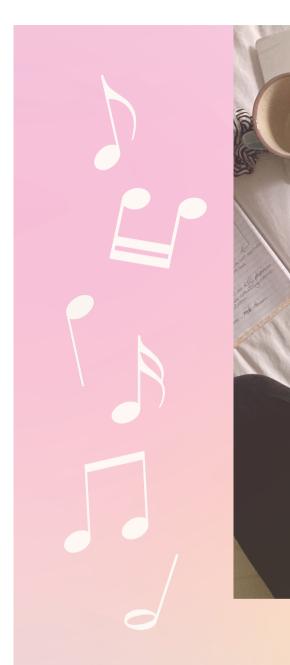
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Visit the booth!



This is what chasing your dreams (and working on program development) looks like



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