

Dear Colleagues,

Looking back on the past two challenging years in the music industry, we're well aware of the opportunities gained and lost during the pandemic. Fortunately, The NAMM Foundation and CMS are both delighted to announce that the NAMM-CMS Fellows Program (canceled in 2020, revived for Summer NAMM 2021) will go forward in 2022. As part of The NAMM Show in early June, the Fellows Program will once again gather colleagues from universities and colleges across the U.S. and abroad to learn about the music industry and ways to develop opportunities for students at their institutions. We invite you to apply for this dynamic program that now boasts an alumni network of nearly seventy colleagues representing all of CMS's regional chapters. And if you can't apply this year, please recommend the program to a colleague and then consider applying next year!

We hope to see you in Anaheim! —Mary and Bill

Mary Luehrsen
Executive Director

[NAMM Public Affairs & Government Relations](#) | [The NAMM Foundation](#)

William Pelto
Executive Director

[The College Music Society](#)

The NAMM Foundation and The College Music Society invite you to apply to participate in the 2022 NAMM-CMS Fellows Program, scheduled during The [2022 NAMM Show](#) in Anaheim, California, June 3-5, 2022.

Submission Guidelines: Application Deadline: April 4, 2022 | Notifications: April 18, 2022

The NAMM Foundation-College Music Society Fellows Program seeks to support individuals who exhibit commitment and aptitude for developing curricula related to business leadership and innovation in music, pro-audio, and event technology. The Award is given each year to selected college and university music faculty members who demonstrate strong interest in expanding their knowledge about the music, events, and music products industries. Fellows are invited from higher education music programs; preference is given to applicants whose programs are interested in expanding opportunities for students to interact with the music industry as part of college-to-career exploration. Fellows will explore curricula related to music products, production, administration, management, and marketing, as well as product creation and innovation. Following application and review, Fellows will be selected and awarded a \$500 stipend to offset some expenses (transportation, hotel, registration, and meal costs) to attend The NAMM Show in Anaheim, CA, June 3-5, 2022. Faculty members from community college, undergraduate, and graduate-level programs are eligible to apply. The Fellows Program seeks especially to enroll colleagues who represent the eight regions of The College Music Society, as

well as its international members. Preference will also be given to colleagues from institutions that serve traditionally underrepresented student populations.

The NAMM-CMS Fellows will participate in two days of specialized programming—including sessions on the music industry, curricula, and leadership development, as well as conversations with industry leaders. Fellows will also participate in the NAMM Foundation GenNext program, presented in collaboration with The College Music Society, which gathers over 2,500 college music students and faculty for career exploration workshops and events at The NAMM Show. Additionally, Fellows will have opportunities to attend sessions of The NAMM Show, to explore the tradeshow floor, and to network with industry professionals.

Following the program, NAMM-CMS Fellows will continue to participate as members of the Fellows Alumni by (1) completing NAMM's post-event survey, 2) submitting proposals for presentation and/or publication, 3) encouraging students to attend GenNext programming at The 2023 NAMM Show in Anaheim, CA, and 4) by providing continued leadership related to their roles as NAMM-CMS Fellows.

NAMM-CMS Fellows Schedule At-a-Glance at The NAMM Show

**Schedule is subject to change and all Fellows will be notified when it is final. It is recommended that you arrive Wednesday evening or early Thursday morning to participate in special programming and networking opportunities. Note there will be plenty of time to visit the show floor.*

*Thursday, June 2, 2022 (Pre-show opportunity) \$40 fee required. Includes for R/T transportation from Anaheim Hilton & light refreshments

- VIP tour and Q&A at [PRG Studios](#) in Los Angeles

*Friday, June 3, 2022 (Day One Show Day)

- GenNext Plenary
- Network with the Pros: Quick Tips for Having a Career in the Music Industry
- Opportunities for Students and Faculty (President's Innovation Award Students, Fellows, Internships, Special Programming)
- GenNext sessions
- Nonprofit Management Institute
- Music Education Days Sessions
- All-industry Drum Circle
- Friday night concert on The Grand Plaza

*Saturday, June 4, 2022 (Day Two Show Day)

- The Grand Rally for Music Education
- Leadership & Advocacy Summit
- GenNext Sessions
- Nonprofit Management Institute
- Music Education Days Sessions
- Networking with the Pros: Quick Tips for Having a Career in the Music Industry
- Careers in Music Summit
- GenNext Student and Faculty Reception
- TEC Awards (separate, ticketed event)

- Saturday night concert on The Grand Plaza

*Sunday, June 5, 2022 (Day Three Show Day)

- GenNext Sessions
- Music Education Days Sessions
- Networking with the Pros: Quick Tips for Having a Career in the Music Industry
- Best Tools for Schools
- Ukulele Circle
- Guitar Session

Additional partner sessions presented by:

- A3E
- AES
- ASTA
- CMS
- ESA
- ESTA
- PRG
- TEC TRACKS
- TI:ME

Eligibility

- Current member of The College Music Society (CMS)
- Currently employed faculty member in community college, college, or university music program, with plans for continued employment during the 2022-2023 academic year
- Preference will be given to candidates who 1) provide evidence of interest in gaining knowledge of the music industry and likelihood to use that knowledge to develop their professional portfolios and program curricula, 2) provide evidence of supporting The College Music Society's current common topic "Leading Change" and CMS's ongoing commitment to equity and opportunity, and 3) reflect the geographical diversity of The College Music Society.
- Candidates with significant music industry experience will be considered for the Fellows Mentoring program, which occurs in tandem with the Fellows Program and provides funding for up to three Fellows Mentors.

Submission Instructions

Applications must be submitted online no later than Monday, April 4, 2022, at 11:59 PDT.

Incomplete or late applications will not be considered.

To be considered for this award, please complete all sections of the online application and upload all required materials. **Please note, if you have a Cybergrants record associated with another NAMM Foundation Award, please create a new record and “start a new application” via the link for The NAMM Foundation CMS Fellows Award.** Only completed applications submitted by the stated deadline will be considered. Thank you for your cooperation.

1. Apply via Cybergrants Web site using this [URL](#)
2. Log in or Create an Account:

First time users click on “Create your password” to set-up an account.

Note: For Organization Name, enter your first and last name and not the College or University with which you are affiliated.

3. Invitation Code, enter the following invitation code: **CMS22**
4. Scroll down to the bottom of the Welcome Page and click **“Start a New Application.”**
5. **IMPORTANT NOTE:** For field “Organization name” enter your first and last name and not the name of your college or university
6. Upload your CV
7. Explain your interest in the music products industry, including any industry-related classes or co-curricular activities that currently exist at your institution or that are in development, and that provides the following information about you and your accomplishments:
 - How a NAMM Foundation CMS Fellow’s experience will support your professional development and efforts to support students in their plans for careers in music.
 - Your plans for developing or expanding music business offerings in your program including ways to engage students with the music industry.
 - Why you feel you are qualified to be a recipient of The NAMM Foundation CMS Fellows Award.

If you have any questions while completing your application, please contact Sharon Bryant at sharonb@namm.org.

If you are selected, you will be notified by **April 18, 2022**. A signed and returned grant agreement letter will be required. After this signed agreement is received by The NAMM Foundation, funds (\$500) will be disbursed to help cover travel expenses to The NAMM Show in Anaheim, CA, June 3-5, 2022. Should you leave your position prior to completing the Spring 2022 semester and/or not be employed for the Fall 2022 semester, the award is forfeited, and funds must be returned to The NAMM Foundation.

Please note that Award Recipients are responsible for their own transportation and housing. Dates for The NAMM Show are June 3-5, 2022. Attendance is required at some of the events listed in the agenda provided above (details subject to change). Final schedule to be shared with 2022 Cohort. NAMM is committed to your safety. Please review our [Safe and Sound](#) health and safety measures (updated regularly).

Award recipients will be required to submit a post event survey of their experience no later than June 30, 2022. Report requirements and submission details will be available online.

Awards are given once and are not renewable; recipients are not eligible to reapply for the same award.

For questions regarding the NAMM-CMS Fellows Program, please feel free to contact Claire Kreger-Boaz, NAMM Foundation Senior Project Manager at ClaireK@NAMM.org and Courtney Blankenship, CMS Board Member for Music Industry Studies CC-Blankenship@wiu.edu, with CC to Bill Pelto, CMS Executive Director executivedirector@music.org.

