



**SAN FRANCISCO SYMPHONY
EDUCATION AND COMMUNITY PROGRAMS**

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OVERVIEW

The San Francisco Symphony (SFS) is a vital cultural resource in the Bay Area, committed to serving its community. The Symphony’s educational and community programs reach hundreds of thousands of people of all ages throughout Northern California, touching a broad economic and cultural cross-section of the population.

The SFS’s nationally acclaimed *Adventures in Music* (AIM) program, now in its 27th year, provides comprehensive music education to all SFUSD students in grades 1 – 5, and continues to serve as a national model for music education in the schools. The SFS’s *Instrument Training and Support* (IT&S) program serves band and orchestra classes in the SFUSD’s middle schools and high schools, grades 6 – 12. Through these two music education programs—AIM and IT&S—the Symphony provides extensive in-school support to San Francisco’s public schools, serving students throughout their elementary and secondary years, grades 1 – 12. The SFS provides both of these programs at no cost to children or schools.

Concerts for Kids makes live orchestral music available to more than 26,000 children, teachers and chaperones each year throughout Northern California. The free website *SFSKids.org* provides online learning about music for children, parents, teachers, and schools. The *San Francisco Symphony Youth Orchestra* has achieved an international reputation for excellence; its alumni may be found in many of the nation’s top professional orchestras, including five alumni who are currently members of the San Francisco Symphony. Through the multifaceted *Community of Music Makers* program,

amateur adult musicians actively participate in music-making at Davies Symphony Hall and engage with SFS musicians and conductors. An array of other programs reach young instrumentalists, students of all ages and adults, providing access to and engagement with music of the highest quality.

Regarding the SFS's education and community programs, the *Wall Street Journal* states, "The San Francisco Symphony serves as the industry standard," while *The New York Times* refers to the SFS as "a music education powerhouse."

PROGRAMS FOR CHILDREN

Adventures in Music (AIM)

Adventures in Music (AIM) is a comprehensive music education program designed specifically for San Francisco's public elementary schools, in partnership with the San Francisco Unified School District. Now in its 27th year of partnership with the SFUSD during the 2014-15 season, AIM serves *every child in grades 1 through 5 in every San Francisco public elementary school*, as well as a number of the City's parochial and independent schools. AIM reaches over 25,000 children and their teachers annually, and is presented to schools absolutely free of charge. Since its inception in 1988, over 150,000 children have gone through the AIM program. Former National Endowment for the Arts Chairman Dana Gioia praised the program as one of nationwide importance.

The goal of AIM is to provide all elementary schoolchildren of the San Francisco Unified School District with equal access to music education, through an interdisciplinary program which integrates live music performances and related music-learning experiences with the everyday classroom curriculum. AIM is also committed to introducing students to artistic excellence, increasing students' abilities to perceive and comprehend music, and fostering an awareness of music in the context of everyday life.

The AIM program consists of a series of in-school ensemble performances, an interdisciplinary curriculum, professional development for teachers, a workbook journal for each student, supplementary resources for each classroom and a hallmark private concert by the San Francisco Symphony at Davies Symphony Hall.

Each year, AIM begins with professional development workshops for classroom teachers and principals in which the Symphony introduces the year's curriculum and discusses the program's mechanics. Classroom teachers then prepare their students for a series of four in-school ensemble presentations, utilizing the AIM curriculum and resources. The AIM ensembles that visit the schools represent different cultures, mirroring the rich diversity of the area as represented in San Francisco's public classrooms. The ensembles are selected and trained by the Symphony's Education Department. The in-school presentations are engaging and participatory, integrating music and music concepts tied to the AIM curriculum. The hallmark event of the AIM program is a trip to Davies Symphony Hall to hear the San Francisco Symphony perform a private program that highlights what the children have been learning in their classrooms. All aspects of the AIM program are designed in alignment with local, state, and national Common Core and Visual and Performing Arts (VAPA) curriculum frameworks.

An evening component of AIM allows parents and families to experience the program on selected AIM school campuses in different neighborhoods around the city. Held in the spring, the evening component of AIM provides an opportunity for parents to be involved in their children's musical education. Students bring their families to school in the evening to attend a performance by one of the AIM ensembles. Parents receive an AIM program guide with information about the ensembles, as well as a copy of their own AIM student journal.

Concerts for Kids

The *Concerts for Kids* series has been introducing children to symphonic music since 1919, serving young people from kindergarten through 9th grade from all over Northern California. More than 26,000 children, teachers, and chaperones attend these concerts each season, and it is not unusual to see busloads of students from as far away as Humboldt or Stanislaus counties. For most of these students, the San Francisco Symphony's *Concert for Kids* provides their first experience of live orchestral music.

Concerts for Kids targets specific age groups: Children's Concerts serve young children in kindergarten through the 3rd grade; Youth Concerts serve students in grades 4 through 9. The \$5.00 ticket price assures that most schools will find the concerts affordable, and a Ticket Assistance Fund helps about 1,000 children from schools that demonstrate need.

The program provides study guides and study CDs of the concert repertoire to help teachers prepare their classes for the visit to Davies Symphony Hall. A Docent Training Program provides insights about the concert to teachers, parents, and school volunteers, who then carry this information back to the school groups who will be attending. In addition, the Symphony's

Volunteer Council has an active group of nearly 60 volunteers who serve as Education Docents, visiting schools throughout the Bay Area to prepare students for their *Concerts for Kids* performance.

A Visual Arts Project extends the *Concerts for Kids* experience for students upon their return to the classroom. Students are encouraged to create artwork to express their impressions of the Symphony visit and the concert experience. All students who submit an entry receive a personalized certificate of participation. Selected *Concerts for Kids* artwork has been displayed in venues as diverse as the San Francisco International Airport and the Main Branch of the San Francisco Public Library.

Music for Families

This popular series for Bay Area families was launched in 1993 and is designed to introduce children and their parents to the wonders of live orchestral music. Part performance and part family outing, the series consists of engaging matinee concerts designed to spark the imagination of the whole family through an exploration of different aspects of the orchestra and its repertoire. *Music for Families* concerts are geared for ages 7 and up. Tickets for children age 17 and under are half-price.

Music for Families concerts are designed to be educational, engaging, and fun. They include performances of great symphonic music, fascinating musical discoveries, and informative talks about the orchestra, the instruments, the musicians, and the music being performed. Ticket-buyers receive a free *Music for Families* booklet at the start of the season. In addition, one week prior to each concert, each family receives a special pre-concert program guide. Along with the program guide may come a related music education resource, such as a book or compact disc. These pre-concert materials help families prepare for the concerts, and provide opportunities for continued music engagement at home.

SFSKids.org

SFSKids.org is a free online educational resource designed for use on desktop and laptop computers, specially created to serve children, adults, families, teachers, and schools. The site presents opportunities for learning about music through interactivity, animation, and the creative exploration of music-making. It is designed to be comprehensive, fun, and easy to understand. When the original version of the site launched in 2002 as one of the first music websites for children, it quickly became the pre-eminent free online music education resource for children, parents, teachers, and schools to learn about and engage with music. Since then, the site has garnered many awards and commendations, as well as coverage by *Time* magazine and the *Wall Street Journal*, and demonstrations on television. *SFSKids.org* has now reached more than five million users and averages 1,500-2,000 visits per day.

The new, updated version of *SFSKids.org* was launched in February 2014 to serve a new generation of users. The site now incorporates up-to-date techniques for online education, such as game-based learning environments and simulation scenarios. Created in partnership with the Center for Computer Games and Virtual Worlds at the University of California at Irvine (UCI), the expanded and updated *SFSKids.org* continues to empower young learners, their families, and schools, using modes of engagement which are at the forefront of online learning and which are familiar to today's Internet-savvy users.

PROGRAMS FOR STUDENTS

Instrument Training and Support Program

The *Instrument Training and Support Program (IT&S)* was launched in 2006 and is designed to assist instrumental music programs in San Francisco's public middle and high schools. During the 2011-2012 Centennial Season, the SFS expanded the scope of this important program to support every orchestra and band in San Francisco's public middle and high schools. Through the IT&S program, the Symphony provides the services of professional musicians as clinicians and coaches for students of all levels, as requested by the school music teacher. The teaching artists lead orchestra and band students in group coaching sessions, sectionals, or master classes, and consult with school music teachers on student diagnostics and achievement. Since inception, more than 7,000 students have been served directly at their schools with coaching by professional musicians. The program also provides resources and supplies such as instruments, strings, bows, mouthpieces, music stands, and sheet music, and provides for instrument repairs. An additional aspect of the program allows students and their parents to attend selected SFS concerts as an extension of their music studies. To date, more than 20,000 students have received free tickets to attend San Francisco Symphony performances. The *Instrument Training and Support Program* is provided to schools free-of-charge.

San Francisco Symphony Youth Orchestra

The San Francisco Symphony Youth Orchestra (SFSYO) provides pre-professional orchestral training, tuition-free, to some of the Bay Area's most talented student instrumentalists between the ages of 12-21. Founded in 1981, the Youth Orchestra has achieved an international reputation as one of the most accomplished youth ensembles of its kind. The group presents a three-concert subscription series at Davies Symphony Hall, holiday concerts for families as well as seasonal and other special concerts and appearances. The SFSYO also tours internationally. The group has traveled to Europe and Asia, giving acclaimed performances at legendary concert halls such as Amsterdam's Concertgebouw, the Berliner Philharmonie, Vienna's Musikverein, the Théâtre des Champs-Élysées in Paris, the Mariinsky Theater in Saint Petersburg as part of the White Nights Festival, and many others. The Youth Orchestra is composed of 105 musicians from the greater Bay Area and Northern California.

The Youth Orchestra rehearses and performs in Davies Symphony Hall under the direction of Donato Cabrera, the San Francisco Symphony Resident Conductor and Wattis Foundation Music Director of the San Francisco Symphony Youth Orchestra. As part of the SFSYO's innovative training program, musicians from the San Francisco Symphony work with the young players each Saturday afternoon in intensive sectional rehearsals, followed by full orchestra rehearsals with Cabrera. SFSYO members also have the opportunity to work with many of the renowned artists performing with the San Francisco Symphony. Past guests have included Michael Tilson Thomas, Sir Simon Rattle, Herbert Blomstedt, Kurt Masur, Yo-Yo Ma, John Adams, Joshua Bell, Isaac Stern, Yehudi Menuhin, Pinchas Zukerman, Mstislav Rostropovich, and Midori, among many others. Guest artists conduct the ensemble, offer master classes, and answer questions from the SFSYO.

The Youth Orchestra's international tours, held every three or four years, serve to broaden the cultural and musical experience of the young performers. Five years after its founding, the Orchestra embarked on its first European tour where it was awarded the City of Vienna prize, the world's highest honor for youth orchestras, at the International Youth and Music Festival. Highly successful concert tours followed, to Asia in 1989 and to Europe in 1992, 1995, 1998, 2001, 2004, 2008, and 2012. The SFSYO's 2008 European tour included debuts at the Berlin Philharmonie, the Munich Philharmonie, and Prague's Smetana Hall. In June 2012, Donato Cabrera led the SFSYO on its eighth European tour. For its series of six performances—including appearances at the Berlin Philharmonie, Munich Philharmonie, the International Festival d'Echternach in Luxembourg, the Rheingau Festival Wiesbaden, Regensburg and Salzburg—the SFSYO won a 2011-12 ASCAP Award for Adventurous Programming of American music on foreign tours.

The Youth Orchestra's next tour will take place in late-June and early-July, 2015. Concerts are currently being planned at some of Europe's prestigious concert halls and music festivals.

Howard Skinner Student Forum

The Howard Skinner Student Forum is a ticket program offered to students on college campuses throughout the Bay Area. Through the Student Forum, students can purchase subscriptions to selected series of performances at a 50% discounted price at Davies Symphony Hall. The SFS coordinates the program through student representatives. These ambassadors help to promote the Symphony's special offer through the distribution of materials, sending out emails to classmates, posters and by word-of-mouth. Nearly 400 students subscribe each year, for a total of over 5,000 concert tickets.

The Howard Skinner Student Forum has been serving students for more than 60 years and has played an important role in developing new audiences and supporters for the Symphony. A remarkable number of Symphony Board members, past and present, began their association with the Symphony through the Student Forum.

EDUCATION FOR ADULTS

Community of Music Makers

The San Francisco Symphony's Community of Music Makers program encourages music engagement by providing opportunities for amateur musicians, singers, and chamber ensembles to make music on the stage of Davies Symphony Hall. Over 1,000 community members take part in workshops each year under the guidance of the Symphony's musicians and artistic staff. The program aims to rekindle the joy of music-making and deepen people's experiences as listeners and performers as part a lifelong engagement with music

Each year, the program offers ten workshops (two choral, four orchestral, and four chamber music). These popular events have clearly filled a community need, as evidenced by the way they fill to capacity within days of being announced. One of the most significant aspects of the program is having the Symphony's artistic personnel serve as conductors and mentors at the workshops, allowing participants to interact in a very personal way with the Orchestra and Chorus members they

usually see on stage. These behind-the-scenes connections are enriching for mentors and participants alike. Access is another important aspect of Community of Music Makers. The workshops are open to all, without audition and regardless of the skill level of the participants. They are structured to incorporate repertoire that is suitable for a wide range of abilities and have a low participation fee.

Inside Music Talks

These thirty-minute talks from the stage of Davies Symphony Hall precede all San Francisco Symphony subscription concerts and Open Rehearsals. The talks are free to ticketholders for the concert to follow. The speakers include a roster of noted Bay Area scholars and music professionals. *Inside Music* is one of the most popular pre-concert talk series anywhere in the U.S., averaging 1,000 patrons for each talk. More than 120 talks are presented each season.

Program Notes on the Web

Program notes are authored by award-winning SFS Program Annotator James M. Keller, former Program Annotator Michael Steinberg, Contributing Writers Scott Foglesong and Thomas May, and other writers committed to bringing readers closer to the music. These notes are available at no cost via the Symphony's website, www.sfsymphony.org, and are posted on a concert's designated event page one week prior to the performances.

Audio Podcasts

Selected works on subscription week programs are highlighted in an audio version of the program notes by SFS James M. Keller, former Program Annotator Michael Steinberg, Contributing Writers Scott Foglesong and Thomas May, and other guest writers. The story behind the music is narrated by KDFC Radio's Rik Malone and brought to life with musical excerpts from the San Francisco Symphony's recording archives. The SFS also offers a series of podcasts titled "From the Archives," in which pre-concert lecturer Scott Foglesong explores nearly a century's worth of recordings, including some that have not been available to the public for generations. Audio podcasts are available at sfsymphony.org/podcasts, and can be downloaded for free from the [iTunes store](#).

Keeping Score ®

Michael Tilson Thomas and the SFS launched the national *Keeping Score* PBS television series and multimedia project in 2006, to make classical music accessible to people of all ages and musical backgrounds. The project, an unprecedented undertaking among orchestras, is anchored by eight composer documentaries hosted by Tilson Thomas, and eight live concert videos, now available on DVD and Blu-ray. It also includes www.keepingsscore.org, an innovative website to explore and learn about music; a national radio series; and an education program for K-12 schools to further teaching through the arts by integrating classical music into the core curriculum. To date, more than six million people have seen the *Keeping Score* television series in the U.S. and episodes have been broadcast in countries around the world. The radio series has been broadcast on more than 400 stations nationally. The Mahler episode won the prestigious German *Preis der Deutschen Schallplatten Kritik* award (2011).

COMMUNITY PROGRAMS

The Symphony is committed to sharing its music with people of all ages, cultural backgrounds and economic situations. The Symphony has initiated a number of engagement programs which make its music accessible to a broad constituency.

Free Outdoor Concerts

The San Francisco Symphony annually offers free outdoor concerts. These performances at venues like Justin Herman Plaza, Golden Gate Park, Civic Center Plaza and Dolores Park attract diverse and enthusiastic audiences from throughout the entire Bay Area.

Social Media

The San Francisco Symphony uses a variety of social media platforms to interact with its concert-goers, worldwide fans, and new audiences. Fans on [Facebook](#), [Twitter](#), [Instagram](#) and [Tumblr](#) can share the SFS experience, get information on concerts, recordings, and special events, learn more about the orchestra, and win tickets and special prizes.

Senior Citizen Discount Packages

The Symphony offers Bay Area seniors an opportunity to attend matinee concerts at Davies Symphony Hall at a dramatically reduced price. *Silver Savers*, the San Francisco Symphony's Senior Citizen Discount Package, offer eight or sixteen concerts at a cost of \$20 or \$45 per concert, depending on seat location. The Open Rehearsal Series also offers a low-cost, daytime alternative to the regular subscription series, which appeals to many seniors.

All-San Francisco Concert

Each year during Opening Week, the Symphony invites the community to celebrate the start of a new season with the *All San Francisco Concert*. Tickets to the event, priced at \$10, are distributed through more than 100 local social service and neighborhood organizations. The concert sells out each year. In 2007 the SFS introduced the *Ellen Magnin Newman Award*, to be granted to an organization in the Bay Area that does outstanding community service work. Past recipients include Woman Inc. and Creativity Explored. The winner of the 2014 *Ellen Magnin Newman Award* is First Exposures, a San Francisco-based, nationally recognized youth mentoring program that strives to make a major long-term difference in the lives of high-need, underserved San Francisco Bay Area youth. Photography is the catalyst by which the students acquire vital life skills and is the vehicle through which they are able to deepen their intellectual, academic and developmental experiences. Since the program's founding in 1993, over 90 percent of the First Exposure students have gone on to pursue a college education.

Deck the Hall Community Day

Deck the Hall Community Day is a repeat performance of the annual holiday *Deck the Hall* concert, offered free of charge to nearly 2,000 Bay Area children who would not otherwise be able to attend. Invitations are sent to local schools and charitable organizations with the intent of making the Symphony experience accessible to low-income children and their families. In 2013, 56 groups brought children to Deck the Hall Community Day, including Glide Memorial Church, Chinatown Community Children's Center, Mission Child Development, the YMCA Buena Vista School, and elementary and preschools from various San Francisco neighborhoods.

Tickets for Community Constituencies

The Symphony donates approximately 6,000 complimentary tickets annually. These tickets go to community groups and underserved populations through relationships with various Bay Area organizations such as the Community Music Center, the San Francisco Art & Film Program for Teenagers, and many others. In addition, the Symphony donates tickets to various charities to be used as auction items for their fundraising efforts.

Bus Service

A bus service is offered from approximately 12 locations throughout California to Davies Symphony Hall for the Thursday Matinee Series, providing transportation to those who might not be able to drive into the city. Buses pick up patrons from as far away as Yuba City and Chico to the north, Sacramento to the east, Lodi and Modesto in the Central Valley, and Santa Cruz to the south.

Volunteer Council

The San Francisco Symphony's *Volunteer Council* offers a variety of volunteer opportunities for individuals to become involved. From all parts of the Bay Area, over 1,500 committed volunteers support the Symphony in areas of fundraising, audience development, and community outreach. Opportunities include: special events, office volunteers, retail, tour docents, educational docents, league members and more. The SFS has nine satellite groups called Leagues in San Francisco as well as in outlying communities in Marin, Contra Costa and the Peninsula that support the organization through their volunteer activities. These members are passionate about the Orchestra and its mission and produce fundraising events, support and docent the Concerts for Kids program and are involved in audience development in their communities.