THE PEABODY INSTITUTE

Musicians As Leaders:
*Transforming Conservatory Education for the 21st Century*
RISING TO THE CHALLENGE

A CALL TO ACTION

Rising to the Challenge: The Campaign for Johns Hopkins will raise unprecedented levels of support to attract, sustain, and further empower the people of Johns Hopkins—our students, faculty, and researchers—who through their work improve the lives of millions around the world. Together with our philanthropic partners we will:

ADVANCE DISCOVERY AND CREATIVITY through support of our exceptional faculty and researchers. Their innovative work drives the development of new knowledge, new forms of expression, and new ways to save lives and improve health, and furthers progress across our core disciplines in science and technology, the humanities and arts, and public health and medicine.

ENRICH THE STUDENT EXPERIENCE by investing in scholarships and fellowships, inspirational spaces for collaborative learning and social opportunities, and new programs that will enhance student-faculty interactions, ensure diversity on campus, link learning in the classroom to life after graduation, and strengthen connections between our students and our surrounding communities.

SOLVE GLOBAL PROBLEMS AS ONE UNIVERSITY by creating new cross-disciplinary solutions in crucial areas such as sustaining global water resources, revitalizing America’s cities, advancing individualized and population health, and understanding how we learn and teach.

The Peabody Institute is committed to playing a key role in the success of the campaign. Please join with us in this important mission.

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Music touches nearly every aspect of our lives, yet the way we experience music—whether we are the creator, performer, or listener—is in the midst of a dramatic transformation.

Orchestras across the country struggle for survival. Famous concert halls cannot sell enough tickets to cover expenses. The recording industry as we used to know it no longer exists. In a rapidly changing cultural landscape, music remains as important as ever—perhaps even more so. We need music’s unique ability to spark our imaginations, touch our souls, and transcend the cultural and economic barriers that so often divide our communities.

But how do we keep the creation and performance of music vibrant in an increasingly high-tech, time-starved society? We begin by embracing bold new opportunities to prepare young people for a life in music—not the 19th-century educational model we know so well, but rather a progressive and relevant model that corresponds to our world today.

These extraordinary opportunities to reshape the future of music begin at The Peabody Institute. Now is the time for the oldest conservatory in the country to launch the most ambitious transformation of music education in our nation’s history.

With your support, Peabody’s gifted students will be trained not only as world class musicians, but also as catalysts who will inspire creativity and spark positive change in their communities. For decades, The Peabody Institute has been regarded as the best of the best. Now we have the opportunity to shine even brighter as a national model for educating arts leaders and blazing new trails for stronger and bolder community engagement in the arts.
George Peabody founded the Institute on the belief that access to and training in the arts allows individuals to form creative responses to the world in which they live. He believed in the power of the artist to open minds and enrich the lives of others. Our desire to become a national model for arts engagement is a fulfillment of this founding vision.

Our engagement programs already touch the lives of more than 20,000 Baltimore City youth each year, but there are many opportunities for us to expand and deepen our impact. A new Office of Community Cultural Engagement will coordinate all of Peabody’s community-based activities, including:

- Music Teacher Mentoring Program, which provides mentoring support from Peabody Preparatory faculty to public school music teachers
- Estelle Dennis/Peabody Dance Training Program for Boys, which provides tuition-free classes and other benefits to boys ages 9 to 15
- Tuned-In, which provides free private lessons, as well as ensemble classes to Baltimore City Public School students
- Creative Access, which brings live, interactive music performances by volunteer Peabody Conservatory musicians to local organizations, hospices, and schools

The capstone of our plans to become a national model for community engagement in the arts is the Peabody Music Corps program. This new program —unique to the world of conservatory education—will be established as a Peabody undergraduate academic minor. Comprised of a core group of up to 40 highly talented undergraduate students, 10 in each class year, Peabody Music Corps scholars will be selected based on their musical achievements and ability, their potential for even greater accomplishments, and their demonstrated interest in sharing their gifts as “musical activists” within their communities.

In addition to standard curriculum requirements, Peabody Music Corps scholars will receive specific training to become community leaders in the arts. Their studies will culminate in a service project supervised through the Office of Community Cultural Engagement. These exceptional students will learn—and share—the power of bringing music to their world.

The Peabody Music Corps and the Office of Community Cultural Engagement are important components of the Institute for the American City, a university-wide initiative that will unite the strengths of many Johns Hopkins divisions, schools, and centers to address community issues.

If we are to transform the field of music, we must continue to attract the best and brightest musicians to study at The Peabody Institute.

Because of our longstanding reputation for excellence, our applicant pool has reached record levels in the past five years. Students are attracted by the breadth and depth of the curriculum, the rigorous training delivered in a collegial and nurturing environment, and the innovative programs of study. But a Peabody education is not always financially feasible for the most talented applicants; often they abandon their dreams of studying at Peabody to attend schools where their debt burden will be significantly smaller.

When we lose these top applicants, we lose the opportunity to train and shape music’s most promising leaders. Currently, our average financial aid package is $10,000 to $15,000 less than that of our peer conservatories. Strengthening our financial aid package will ensure that these talented students can afford to attend Peabody. Increased funds are needed to boost scholarship aid—not only for the Conservatory, but also for our Preparatory programs. We want promising students to begin their pathway to Peabody as soon as possible, and our successful academy programs offer the best preparation for the Conservatory’s challenging curriculum.

While we work to recruit the next generation of leading musicians, we must also continue to attract and retain leading faculty. Funding for endowed faculty positions in critical studio areas will ensure that Peabody’s legacy of innovative teaching excellence is carried forward.

“Peabody is the institution that can reshape how musicians are educated, how to advance the language of music. You still have to be excellent, but now you have to know so much more. At Peabody, the best and brightest students should have that opportunity, regardless of their financial means.”

Jeffrey Sharkey
Director, The Peabody Institute

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ESTABLISH A BACHELOR OF ARTS IN MUSIC ON THE JOHNS HOPKINS HOMewood CAMPUS

A recent IBM poll showed that CEOs ranked creativity as the most important factor for future success. In response to this trend, our nation’s most renowned institutions of higher education are establishing programs and centers to focus on the creative process. We want to spearhead this initiative at Johns Hopkins University by creating a BA degree program in partnership with the Krieger School of Arts and Sciences. Leveraging Peabody expertise with the Krieger School’s outstanding reputation would create one of the most respected music degree programs in the nation.

The BA in music degree will further elevate the profile of the arts at Hopkins by creating new vehicles to boldly integrate creativity with existing curricula, including the extraordinary Science, Technology, Engineering, and Mathematics (STEM)-based programs already in place. Hopkins will be in the vanguard of forward-looking universities, a place where art is valued for both its own sake and its ability to spark collaborative discovery and impact society.

With your support, The Peabody Institute will:
• Expand competitive scholarships to attract the best and brightest students
• Strengthen financial aid for young musicians in our Preparatory academy programs
• Endow Peabody Preparatory programs that provide music and dance instruction to underserved populations
• Grow endowment for faculty to ensure teaching excellence
• Establish the Office of Community Cultural Engagement to coordinate Peabody’s vital community-based programs
• Launch the Peabody Music Corps Program to create arts leaders for the 21st century
• Create one of the nation’s most respected Bachelors of Arts in Music programs in collaboration with the Johns Hopkins Krieger School of Arts and Sciences

RISING TO THE CHALLENGE

TAKING THE NEXT STEP
The Peabody Institute—the oldest conservatory in the country—is embarking on ambitious and thrilling journey to redefine music education for the 21st century. As we launch the boldest transformation in the history of Peabody, we need your support.

LEARN AND SHARE
Visit rising.jhu.edu to learn more about The Peabody Institute, the breadth and depth of programs we offer, and the impact these programs have, not only on our students but also on communities close to campus and around the world. Read about our exceptional faculty members and their commitment to our students and to the field of music. Share your thoughts with us and help spread the word about Peabody through your professional and personal networks.

MAKE A GIFT
We seek to raise $75 million so that The Peabody Institute can transform the future of music—how it is studied, how it is performed, and how it is experienced within our communities. Please contact our development officers, who stand ready to guide you in exploring gift opportunities and planning and structuring gifts in ways that answer your goals and ours.

CONTACT US TODAY
To pursue any of the options listed above, please contact:
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