

# PVMA PROGRAMS AND TIERS

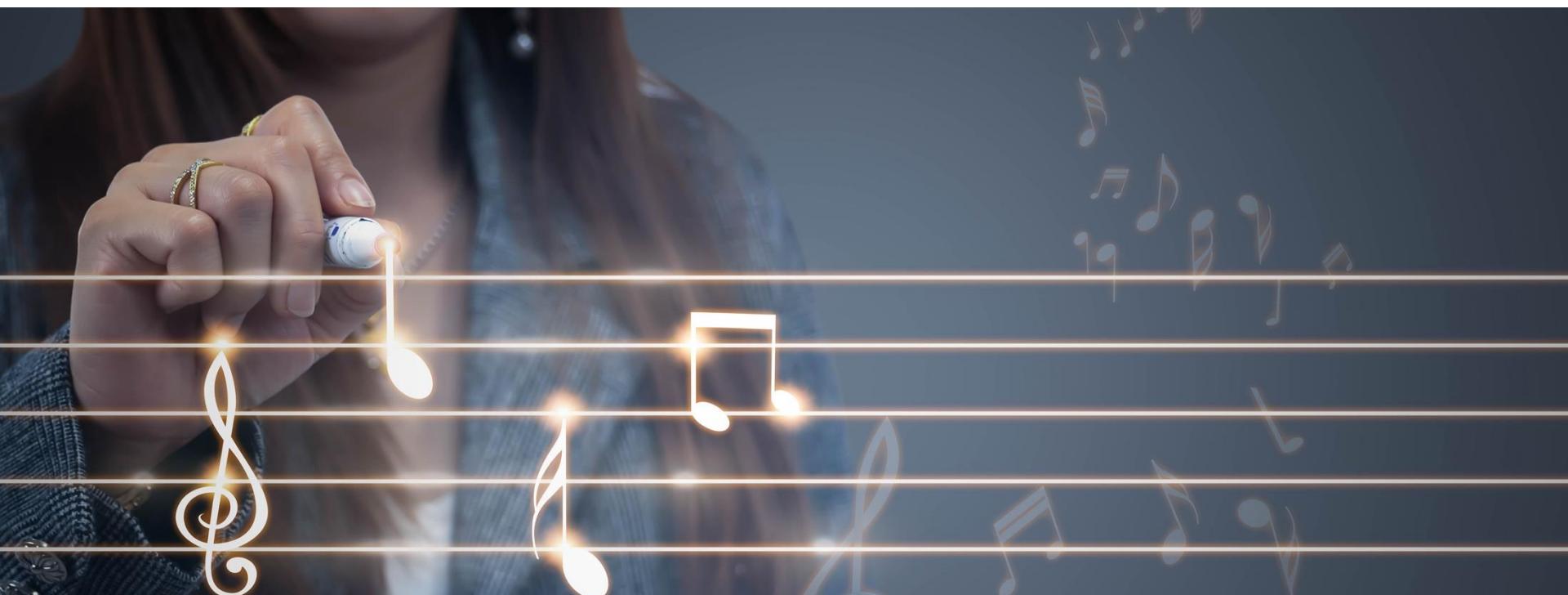
*Finding the Right Fit for Your Community*



# SET YOUR DESK

*You should have the following materials at your table:*

- Learner Guide
- Sample Data
- Your local data
- Pencil



# YOUR TRAINER – TIM HILL

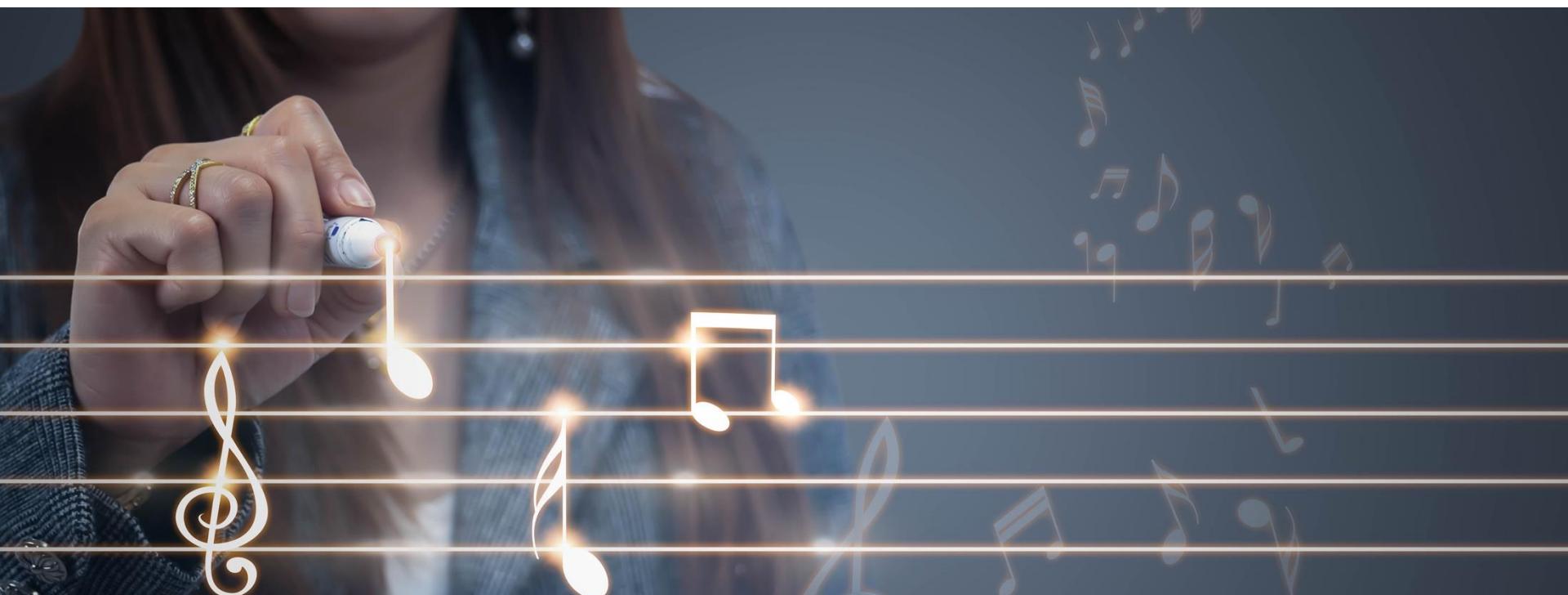
- B.A. – Music Education (NMSU)
- M.A. – School Leadership (CSUDH)
- 30+ years music education experience
- 5 years with Guitar Center Lessons
- Director of Music Education Programs for PVMA



# LEARNING OBJECTIVES

*By the end of this training, you will be able to:*

- Describe PVMA's franchise tiers and program offerings
- Use demographic data to identify viable program and tier options for launch
- Draft an initial instructional plan for launch



# PALOS VERDES MUSIC ACADEMY

*(formerly South Bay Music Academy)*

## **Built On Three Core Values**

- Inclusivity – Music for All
- Creativity – Finding Your Unique "Voice"
- Persistence – Keep Going, Keep Growing



# OUR HISTORY: 2001 - 2007

- 2001 – SBMA opens in Torrance, CA
- 2003 – Redondo & Manhattan Beach locations added
- 2007 – New locations added in Ranchos Palos Verdes, Culver City, and Long Beach (first Expanded location)



# OUR HISTORY: 2008 - 2015

- 2011 – Rebrand to Palos Verdes Music Academy (PVMA)
- 2013 - Expansion into Orange County (five locations)
- 2015 – Expansion into San Diego (four locations)



# OUR HISTORY: 2016 - PRESENT

- 2020 – Expansion to Ventura County, Woodland Hills, & SLO
- 2024 – First Premium campus opens (Torrance)
- 2025 – Franchise expansion plan launches



# WHAT MAKES US DIFFERENT

- Rigorous teacher recruitment and training
- Tailored, standards-aligned curriculum
- Virtual lessons support
- Instruction from early childhood through adulthood



# ABOUT PVMA'S PROGRAMS

PVMA programs range from 1:1 private lessons to advanced pathways for aspiring musicians.



# DECIDING PROGRAM OFFERINGS

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Data-Driven  
Decision Making

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Cultural Context  
(Music for All)

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Success - Not  
Stress



# CLASSIC PROGRAMS

Offered at all PVMA locations



- **Group Music (2–5)**
- **Group Piano (6–8)**
- **Private Lessons (9+)\***
- **Masterclasses**
- **Virtual lesson support**

*\* Piano, Guitar, Orchestral Strings, Wind Instruments*

# EXPANDED PROGRAMS

- *All Standard Programs*

**PLUS**

- Private Lessons - Bass, drums, voice (9+)
- Modern Band (8-week cycle)



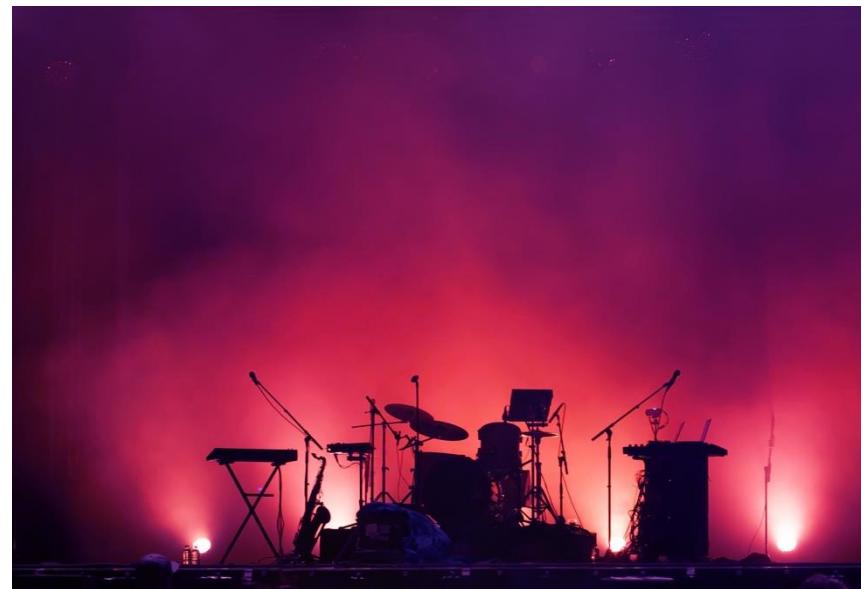
# PREMIUM PROGRAMS



- *All Standard and Expanded Programs PLUS*
- DJ/Electronic Music (12+)
- Indie Artist Series
- Independent Artist Camp

# À LA CARTE PROGRAMS

- Stage Tech Camp
- Drum Circle (Special Needs)
- Mariachi Option
- Recording (ProTools/Logic)



# PVMA FRANCHISE TIER STRUCTURE

- Tiers define instructional breadth and complexity
- Focus on what can be delivered with quality
- Does not include facilities, staffing models, equipment, or financials

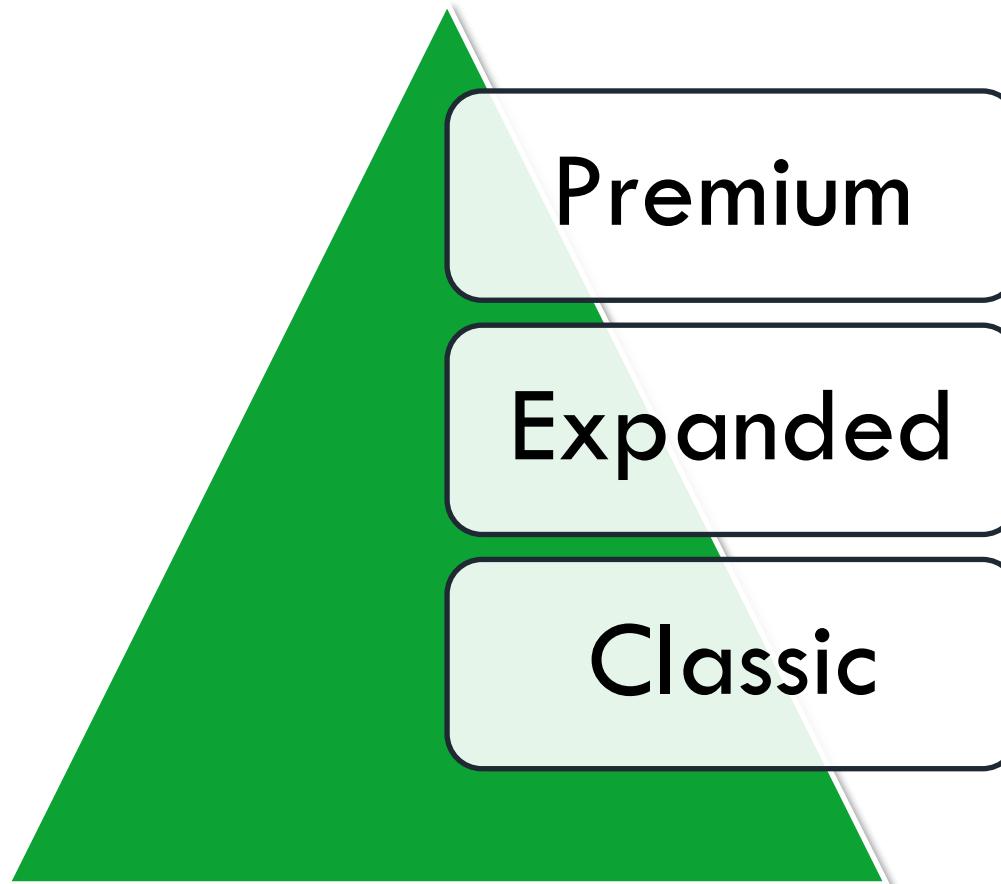


# PURPOSES OF FRANCHISE TIERS

- A consistent framework that still allows local customization
- Defined stages for program growth and expansion
- Inclusive access: music for all learners



# TIER CLASSIFICATIONS



*Strategic instructional models — not rankings*

# SELECTING VIABLE TIERS



Know your people  
(demographics)

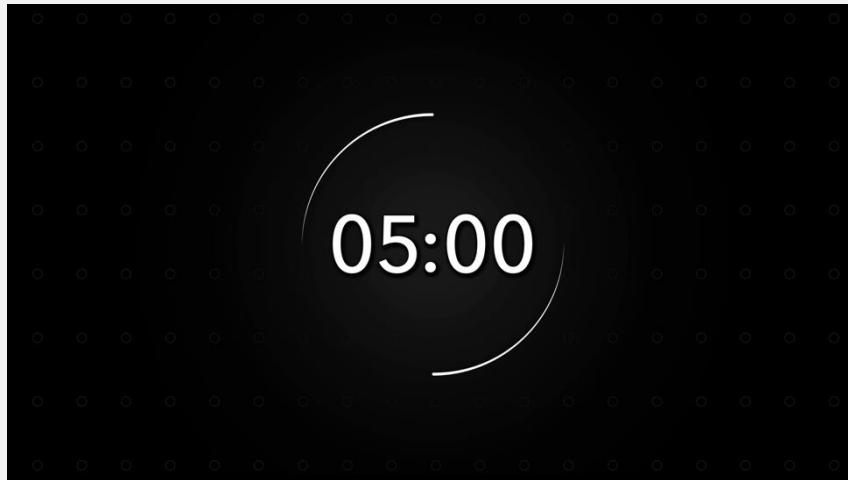


Know your community (culture  
and context)



Know your landscape (other  
programs/pricing/models)

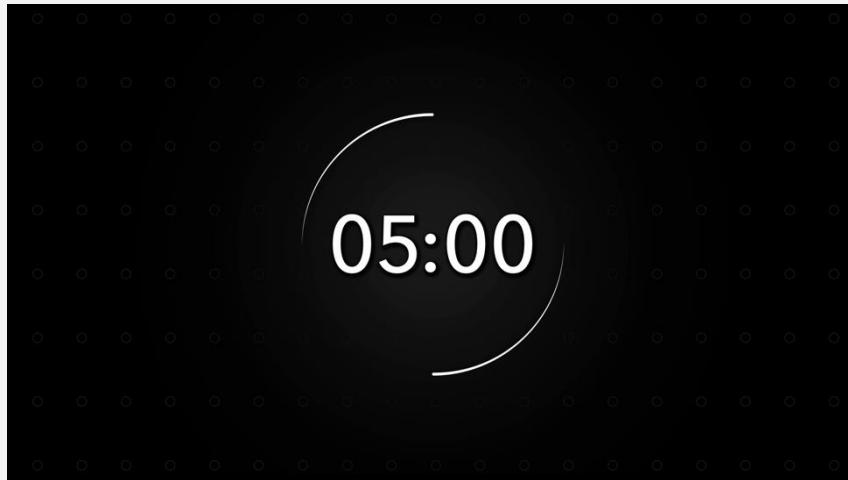
# DEMOGRAPHIC STUDY



Keep track of your observations  
in the Learner Guide

- Review the provided sample demographic data (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

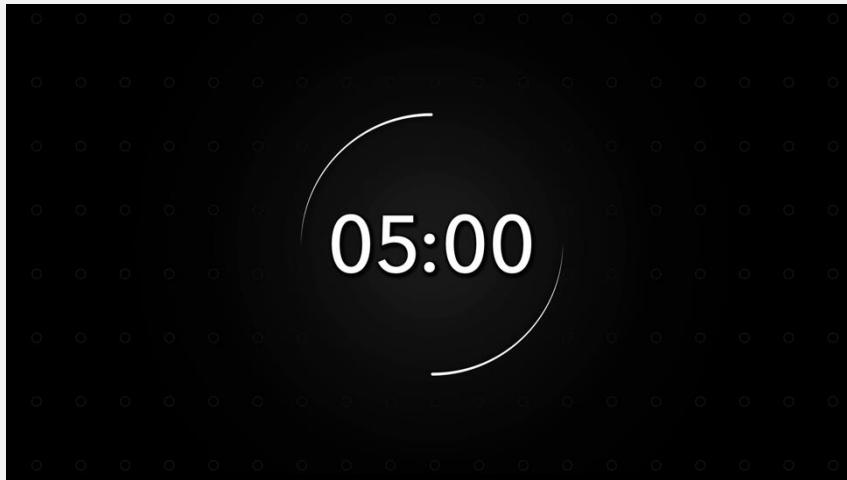
# CULTURAL CONTEXT STUDY



Keep track of your observations  
in the Learner Guide

- Review the provided sample cultural events calendar (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

# MUSIC PROGRAMS ANALYSIS



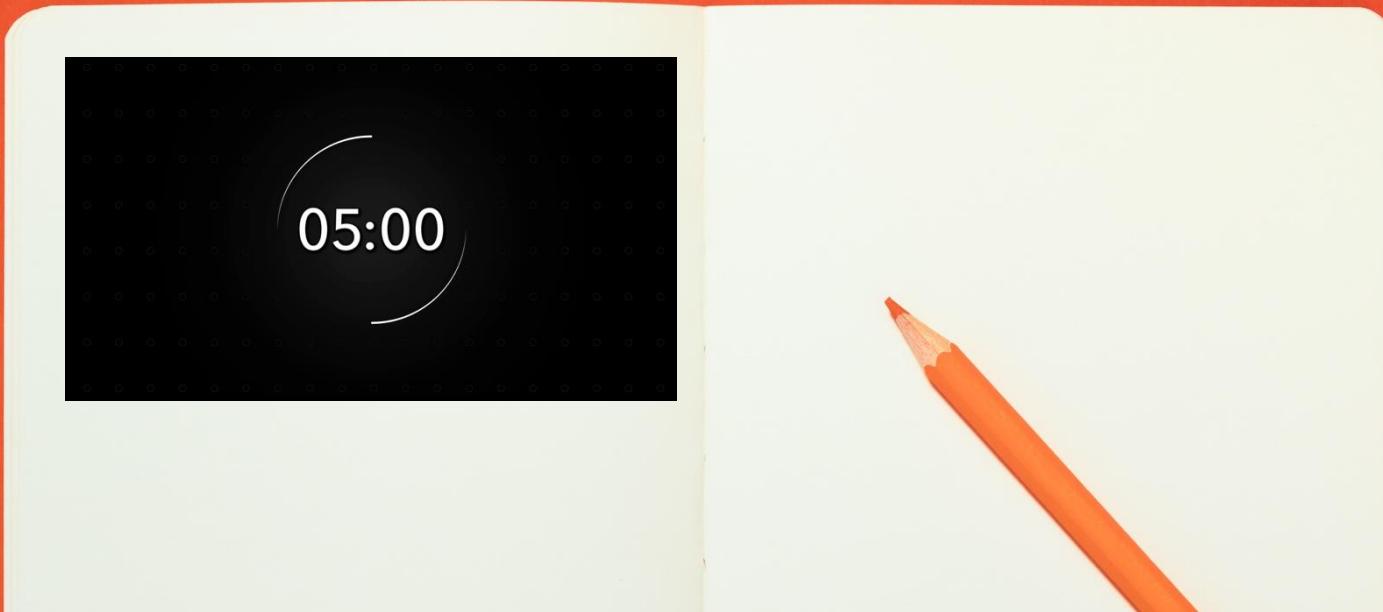
Keep track of your observations  
in the Learner Guide

- Review the provided information on local private and school music programs (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

# THINK AND WRITE

*In your notes:*

- What insights stood out?
- What tier would you *test first* for launch – and why?
- What à la carte ideas might fit a similar market?



# TRANSITION



In the next session, you'll translate today's program and tier thinking into operational decisions.

First, you'll complete one final activity to summarize your launch plan and prepare for the Operations session.

# LAUNCH PLAN – FIRST DRAFT

00:10:00

Write down your reflections in  
the Learner Guide

- Review your local data (people, community, competition).
- Use the data to identify your tier at launch.
- List potential à la carte programs based on the community.
- 2 Ops questions for the next session.

# NEXT STEPS

- 15-minute break
- Please return to this room
- Next: Session with the Director of Operations
- I'll be available for questions during the break

