



# Teacher Program

Version 20170123

## **Introduction**

Thank you for your interest in our Teacher Program at La Jolla Music. As you may know, La Jolla Music has been an Institution serving the San Diego and La Jolla communities since 1962. Our focus is serving the schools in our area by supplying rental instruments, accessories, and most importantly, lessons! In fact, the majority of our store is dedicated to studios for lessons. We have 8 lesson/practice rooms, 2 small group lesson/practice rooms, and a large group room (Jam room) suitable for band practices and ensembles, and currently 6 private studios (soon to be 12).

This document explains our Teacher Program for music teachers who give lessons at La Jolla Music. If you have questions about anything in this document, or about anything that may be missing from this document, please ask! Please email me directly at [David@LaJollaMusic.com](mailto:David@LaJollaMusic.com). We are here to support your success and we welcome all suggestions for improvements.

We look forward to building long lasting relationships with our teachers, and hopefully with you!

## **What You May Expect from La Jolla Music**

Teachers who are a part of our program at La Jolla Music may expect to be treated as very special customers. Thinking of our teachers as special customers reminds us that you are important to us and our business. We will strive to continue earning your business by providing services that will help you to be successful with us at La Jolla Music.

We will provide the following opportunities that teachers may utilize at their discretion:

- 1) Your biography posted on our teacher wall and website. Please follow the standard format given at the end of this document.
- 2) Postcards with your biography to hand out to prospective students.
- 3) Various marketing opportunities.
- 4) Scheduling support for managing student lessons.
- 5) New student referrals – NOTE – our policy is to refer prospective students to the teacher biographies and videos on our website, and posted on our wall – we do **not** give recommendations.
- 6) Informing (not enforcing) students of your policies.
- 7) A 15% discount on all non-sale items in our store.

**NOTE – LA JOLLA MUSIC RESERVES THE RIGHT TO CHANGE THIS PROGRAM, OUR POLICIES, OUR PROCEDURES, AND ANY OTHER BUSINESS PRACTICES AT ANY TIME, WITH OR WITHOUT NOTICE TO YOU, WITHOUT YOUR CONSENT, AND WITHOUT ANY COMPENSATION TO YOU. AT ANY TIME, AND WITHOUT REASON, WE MAY REFUSE SERVICE TO YOU AND NO LONGER ALLOW YOU TO TEACH AT LA JOLLA MUSIC. BY USING OUR STUDIOS YOU AGREE TO THIS, WITHOUT LIMITATIONS AND WITHOUT ANY RECOURSE.**

## What La Jolla Music Expects from You

Since teachers in our program are perceived by the community as an extension of La Jolla Music, we do have expectations of our teachers.

These expectations include, but are not limited to:

- 1) You are always well groomed and attired – clothes that are clean, neat, and not torn.
- 2) You are respectful and courteous to students and their guardians.
- 3) You are on time and always available for the full lesson time that a student has booked and paid.
- 4) You pay your invoices to us on time.

## Application Process

If you would like to be a part of the La Jolla Music Teaching Program, please:

- 1) Email your resume to [Manager@LaJollaMusic.com](mailto:Manager@LaJollaMusic.com).
- 2) Following our review of your resume, our Manager will contact you. He will schedule an interview for applicants that are a “good fit” for our program at that time.
- 3) Scheduled interviews will include a 15 minute lesson by you to one of our staff.

## Reserving Rooms

Teachers are considered a part of the La Jolla Music Teaching Program as long as they reserve at least one room for at least one (1) hour per week.

Room reservations are different from room bookings. Reservations do not require having a student or lesson scheduled. All Room reservations are in 30 minute blocks.

Room reservations are used by us to determine your general availability for teaching lessons at La Jolla Music. By reserving room times, we can inform prospective students of your availability for giving lessons. The more time you reserve, the greater the opportunity for a student to be booked with you since you would have more availability. If there is no matching availability between a prospective student's schedule and any teacher's schedule, we will contact teachers to ask whether they will expand their teaching schedule to accommodate a student. See NEW STUDENT SCHEDULING PROCEDURE later in this document for details.

**Important Note – we use your reservation times to determine your availability for teaching lessons, therefore, you must be available to teach during any of your reserved times. If you are not available to teach a lesson during one of your reserved times, La Jolla Music reserves the right to cancel your reservation and allow another teacher to take it.**

In order to consistently schedule a student into the same room and at the same time, you must reserve the room at that time. Room reservations are made for a specific room at a specific time, and on a specific day-of-week (not date). Room reservations automatically renew every week.

La Jolla Music charges room reservation fees. These fees are used to help offset our overhead costs, in addition to our marketing expense to obtain new students for our teachers.

Fees may be changed at any time at our sole discretion. If this occurs, we will provide at least 30 days notice. For the current reservation fee, please contact us at [Manager@LaJollaMusic.com](mailto:Manager@LaJollaMusic.com).

### **Booking Rooms**

To teach a lesson with a student in one of our rooms, you simply book the room for the time and date you want to schedule the lesson. All bookings are in 30 minute blocks.

To book a single lesson, you do not need a reservation. Single lesson bookings can only be made up to six (6) days in advance. This is intended for initial lessons or for makeup lessons.

To book a recurring lesson at the same day, time, and room, you will need a reservation for that room on the day and time for the lesson.

Fees may be changed at any time at our sole discretion. If this occurs, we will provide at least 30 days notice. For the current booking fee, please contact us at [Manager@LaJollaMusic.com](mailto:Manager@LaJollaMusic.com).

Booking fees are only charged if you actually teach a lesson. If you have a cancellation or a student does not show up, you pay no booking fee for that time. NOTE – it is your responsibility to delete cancellations from our online booking system, otherwise you will be charged for the booking! IMPORTANT – you must delete cancellations no later than 10:30 pm on the day of the lesson, otherwise you will be charged for the booking.

### **Absents**

We recognize that you may have Reservations that from time-to-time you may not be able to teach a lesson due to other personal commitments. In order to prevent us from scheduling a student into one of your unavailable Reservations, you **must** “Absent” that Reservation time by using the “Absent” button.

You will not be invoiced for “Absent” Bookings, but La Jolla Music reserves the right to cancel your Reservation if you continue to “Absent” a Reservation for an extended time. The only exception to this is for Annual Leases.

### **Monthly and Annual Room Leases**

You may prefer to lease a specific room on a specific day every month or for a year. This option replaces the reservation and booking fees with a fixed month-to-month, or annual, rental fee. You may lease a specific room, on a specific day, during our normal operating hours for that day, on a month-to-month, or annual, basis at a substantial discount. The lease allows you to Reserve any available time on that day and Book any students on that day without any additional charges. The Jam room may not

be leased monthly, or annually.

Annual Leases have special additional features that may change from time-to-time, but currently include: locked Reservations (nobody can Book a lesson over your Annual Reservations except for you), unlimited Absents, and you may Book lessons up to one hour past the store's closing time. Annual Leases run from August 1<sup>st</sup> to July 31<sup>st</sup>. Annual Leases are booked in July each year. NOTE – Lease sharing or sub-leasing is strictly prohibited and La Jolla Music reserves the right to cancel a lease, WITHOUT REFUND OR RECOURSE, if such violation occurs.

### **Private Studios**

We also have second floor private studios that may be leased on a month-to-month basis. These Studios are solely yours to use for every day of the week. There are unique benefits to the Studios including non-store hour access. Please contact [David@LaJollaMusic.com](mailto:David@LaJollaMusic.com) for more information and a tour of available studios.

### **Personalizing Rooms**

Some teachers have expressed a desire to personalize specific rooms. You may do so under the following conditions:

- 1) You reserve the specific room for a minimum of 10 hours per week, over a minimum of two separate days where each day is reserved for a minimum of 4 hours.
- 2) You use only the wall and space designated or approved by us.
- 3) Your personalization is approved by us.
- 4) You agree to repair any damage caused by your personalization if you stop reserving the room.

### **Terms and Conditions**

- 1) La Jolla Music reserves the right to drop any teacher from the program at our sole discretion at any time without any previous warning, and without any compensation to the teacher.
- 2) Teachers are not employees of La Jolla Music.
- 3) La Jolla Music does not pay or compensate teachers for their services. Instead, teachers pay La Jolla Music for the use of rooms for giving music lessons.
- 4) Teachers agree to pay within 10 days the invoices remitted to them from La Jolla Music for their room reservations and bookings. Late invoices may incur a late fee plus finance charges per month. For your convenience, you may elect to have your invoices paid automatically by credit card on file.
- 5) Teachers agree to indemnify La Jolla Music and its employees, officers, directors, members, and shareholders, against any and all action(s) brought against La Jolla Music as a result of any act alleged or committed by the Teacher.
- 6) La Jolla Music reserves the right to refuse a student for lessons at our sole discretion.
- 7) BY USING OUR STUDIOS YOU AGREE TO THESE TERMS AND CONDITIONS, WITHOUT LIMITATIONS AND WITHOUT ANY RECOURSE.

## **Biography Format**

If you would like a biography to be posted on our website and our teacher wall (space permitting), please supply the following to [David@LaJollaMusic.com](mailto:David@LaJollaMusic.com):

1. Your name as you would like it to appear.
2. Instruments you teach.
3. Interesting fact about yourself (for ideas, please see other teacher biographies)
4. Photograph in either JPEG, PNG, or GIF format.
5. Biography – anything that you feel would give a prospective student an idea of your qualifications, style, and personality. Some things to include are: experiences, education, teaching approach, and styles taught. Limit this to about 200 words.

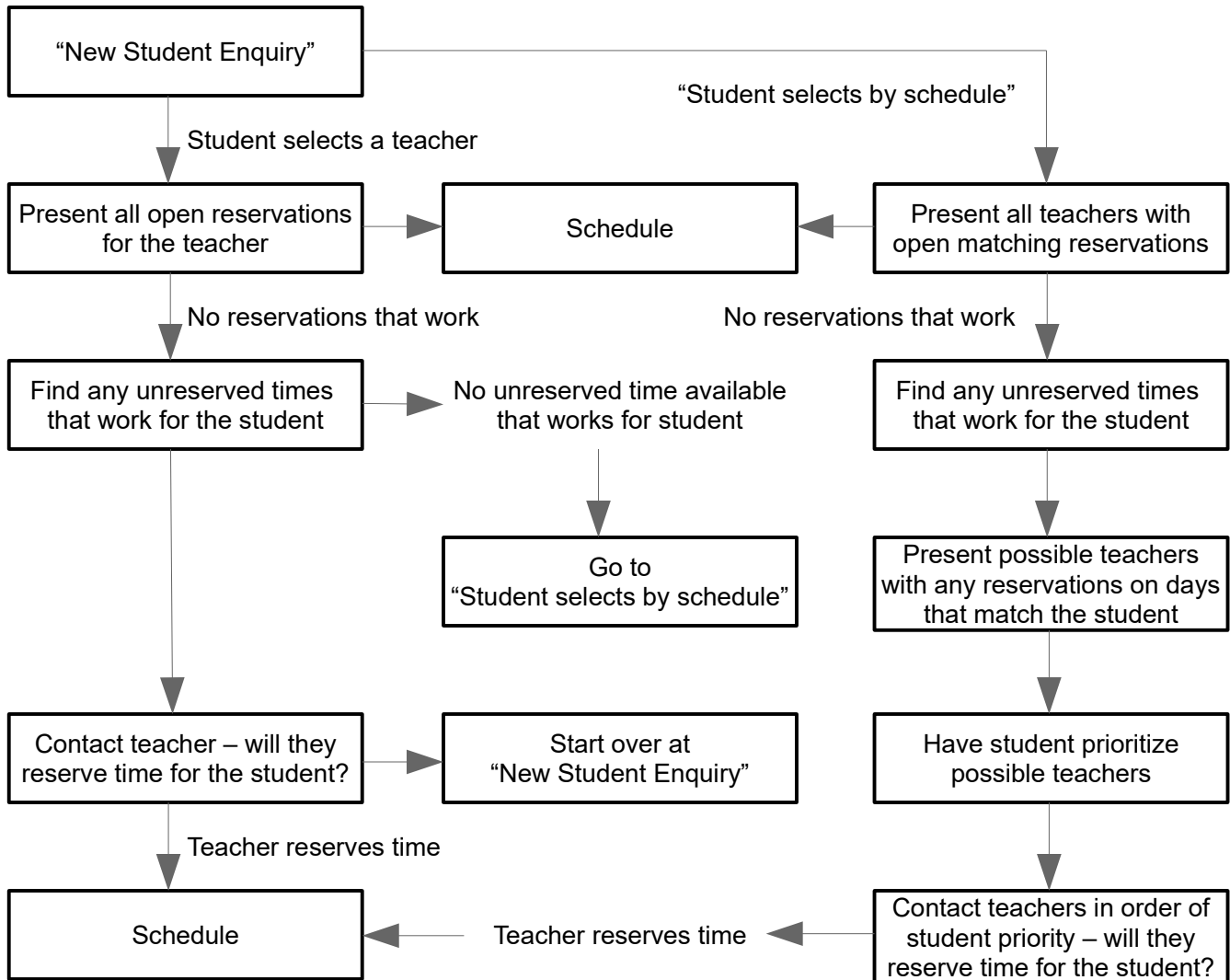
Please see both our teacher biography wall and website (both desktop and mobile – yes, they are slightly different) to get ideas for your biography.

## NEW STUDENT SCHEDULING PROCEDURE

These are the current store procedures for handling new student inquiries.

1. Present **all** teachers for the student's instrument. Explain that students generally choose a teacher one of two ways:
  - a) If their schedule is flexible, they review all the biographies and videos on our website and/or teacher wall and choose a teacher, then we can work to schedule an accommodating time.
  - b) If their schedule is limited, then given their schedule, we will narrow the possible teachers based upon which teachers have open reservations (existing reservations without recurring bookings) that match the students schedule. NOTE – we do not go by any verbal communication from a teacher as to their availability, we only go by the what is defined in the Rooms program.
2. We do **not** make any recommendations. The reason we do not make recommendations is:
 

*Successful lessons are dependent on the chemistry between student and teacher. So it is important that a student selects their teacher. To assist, we provide biographies and in some cases videos. Sometimes students try several teachers before they settle on one.*



# Tips for Success at La Jolla Music

## About your bio . . .

If you remember that LJM staff are instructed to say:

*Successful lessons are dependent on the chemistry between student and teacher. So it is important that a student selects their teacher. To assist, we provide biographies and in some cases videos. Sometimes students try several teachers before they settle on one.*

Then that means your bio can make a huge difference on having the “right-match” student pick you.

**Your Picture is Soooo Important!** When I have observed parents and their children look at the bios, the ones they decide to look at first are those with pictures that appeal to them first. So use a picture that represents you! A picture that represents your personality, your style, and your appeal.

**First Paragraph is Critical!** Once they decide on a bio to actually start reading, most parents don't get past the first paragraph! So it's *really important* that your opening paragraph be about your approach to teaching, your style of teaching, and how they should expect you to interact with their child. This is about their child, it's not about your accomplishments. Put your accomplishments in the second half of your bio for credibility.

## Reservations are key . . .

So when and how many reservations should you make? The tip here is that “breadth” is better than “depth” and what that means is: one (1) reservation over four (4) days is *much better* than four (4) reservations in one (1) day. The reason is that school kids (as you can imagine) have loads of other after school activities, so the more days you are available, the higher the chance you will match a given free day for the student. Note that you can see the availability of teachers on our website, use this information to determine the best times for giving lessons for your instrument, i.e., if there are no other teachers at a specific time, then your reservation could make you the only one offering lessons at that time. Also, keep in mind that schools around here finish around 2:30 pm, except on Wednesdays when they finish early at around 12:30 pm.

## How much to charge . . .

I am a big proponent of monthly tuition plans for your lessons. It's simple, avoids lesson rescheduling, and keeps payment discussions to a minimum as there are no questions regarding payment for tracking actual lessons. A sample pricing model would be:

\$40 per half-hour drop-in lesson, but discounted to \$150 per month for a half-hour scheduled lesson per week (whether there are 4 or 5 weeks in the month). The monthly (\$150) tuition plan has no make-up lessons (a missed lesson by the student is simply missed), BUT, the months with 5 weeks gives the student an extra “free” lesson that gives them pre-built-in make-up lesson times, and if they never miss a lesson, they get an even better deal!

If you (teacher) need to miss a lesson(s) you can either schedule a substitute teacher, or, pro-rate the following month.

Please contact me for more information on the model, or, speak with some of the teachers that are successful with this model, and learn why it's so much better than charging by the lesson!