



WHY COLLABRA?

Hi,

I'm Leora Nosko, professional musician, voice and piano coach, and co-founder of Collabra Music. When I first began beta-testing Collabra with my students, I introduced it to the parents as a requirement in my studio. Why? Because I already knew the impact that recording lessons, listening back, and tracking practices could have on the student's development.

MOST STUDENTS QUIT

Most students quit lessons after 12-24 months, and most studios in my city average around \$90 / month for four (4) 30 minute lessons. That means if a child quits lessons after 12-24 months, the parent loses \$1,080 - \$2,160. And that's not counting instrument purchase or rental! That's a lot to lose on a gamble. But if there's no way to guarantee the student will stick with it, what can a parent do to give their child the best shot at success with lessons? What if there were at least a way to provide some insurance against failure?

One thing I know for sure is that parents often don't understand the truth behind why their child quits lessons. They usually site one of these reasons*:

- The student is not musically talented (or at least thought they weren't).
- The student is too busy with other activities.
- The student hates practicing (or the parents grow weary of begging the child to practice).
- The student doesn't like his/her teacher.

(* <http://www.musicparentsguide.com/2015/02/17/students-really-quit-musical-instrument-parents-can-prevent/>)

WHY STUDENTS QUIT

The truth is, a big reason students quit is that they didn't practice enough to reach a "Passion Point" for music. In other words, they didn't reach a level of proficiency allowing them to experience the joy of playing music. There's no way around it - you have to practice to become proficient. How can we encourage students to practice more? The answer is to become "omnipresent." To let them know they are being held accountable for meeting their practice goals. I assure you - it works!

HAWTHORNE EFFECT

Part of our justification for developing Collabra came from The Hawthorne Effect. The Hawthorne Effect (also referred to as the observer effect) is a type of reactivity in which individuals modify or improve an aspect of their behavior in response to their awareness of being observed.*

(* https://en.wikipedia.org/wiki/Hawthorne_effect)

This means, if a student knows they can be observed in their practice, they're more likely to do it in the first place and will try harder while they're practicing. I've seen the Hawthorne Effect work with my own and other instructors' students. The story usually goes something like this:

I used to just ask my students at the beginning of their lesson if they had been practicing. Their answer was based on the honor system. They would sheepishly admit they practiced "a little" or "not as much as they should've." And their progress reflected their half-hearted practice efforts. When I set a standard for practice time, and REQUIRED that they record that practice on Collabra, I saw a dramatic change in behavior and improvement. When my students knew I could check in on IF and HOW MUCH they were practicing, it created a healthy pressure for them, and they didn't want to let me down.

SETTING GOALS

I work with my students to set a required number of practice minutes based on their own goals. The understanding is that if they consistently do not meet that requirement, I may transfer them to another instructor. This is not meant as a punitive threat, but rather a realistic observation that if I do not inspire them to practice, maybe a different instructor would be a better, more inspirational fit for them.

WHY WE DEVELOPED COLLABRA

In summary, we developed Collabra to allow instructors and students to easily record and share lessons, practices, and assessments. We present Collabra as insurance to parents - surmising that if students record themselves they will practice more frequently and effectively due to the knowledge that they can be observed. They will, in turn, get better faster and, in the end, be more likely to stick with it, making lessons a worthwhile investment for the parent. Give Collabra a shot. If you're not completely satisfied, we offer a 100% money-back guarantee.

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