

Problem Statements

Enablers

How might we help students form a collaborative group?

How might we share students' learning outcomes with parents?

How might we facilitate communication among students, parents, and teachers?

How might we make use of the time that loved ones of students spend peripheral to their classes at NStuff

How might we increase the exposure of N Stuff sale business to students?

How might we manage the role of online lessons in the business with the majority is in-person mode?

Events, Programs, Competitions

Physical community based on learning room where students can share their profiles, music videos, interests, aspirations and get matched w similar

hold talent shows (maybe twice a year) and invite parents to come

have a course director to talk with incoming students and give advice on which instructor to choose

play music recordings from N Stuff on the waiting room TV

display brochures about N Stuff Music in the waiting room

set chairs in the store and set up signs to make parents wait there - create cozy waiting spaces in store

NStuff Music Store, Little Lesson House, Cafe

Cafe can have jam sessions where students can get to know each other

Nstuff Cafe jam sessions - invites to parents waiting in the area

the store can be less formal w sign crowdled - can be aesthetic, cozy, cafe like - rustic/loft people to spend time there

have an lounge area in the store where people can hang out and have drinks - make it a place where students can hang out with friends

or utilize a nearby cafe as a space to hang out

Digital Platforms, sensors, wearable tech

App where students can share their profiles, music lessons, interests, aspirations and get matched w similar

Facebook/ Discord w group for Nstuff students to post their videos, impress and get people who aspire to collaborate

post video recording of students' playing on social media and share with parents

use a unified system as a communication platform with parents, sharing student learning progress, feedback

upload instructor information, background, teaching experience etc in the website to provide info for incoming students

set a social media account for LLH and post some N Stuff info in that account

online recorded lessons by local jazz/blues musicians - attract more students

Celebrities, influencers, social media campaigns

run sponsored ads on social media - these ads have students to share - this can provide incentive to students to play & share their talent

do a video performance about jazz/blues through social media, and use influencers to promote their talent

have an online live performance where students can watch and interact with the audience in real time

Rules, policies, protocols

rules to have to perform in a band/ collab once every three months for each student

rules of every group class being a group class - partner with another student - can be through "cub" route - can be multiple students

Protocol of having a performance after every 10 classes

set a feedback protocol for students to give formal feedback to students and share student progress with parents in regular base

set online lesson protocols for instructors (manage time, evaluate facts & devices)

provide an online lesson guideline book to students (how to best utilize online lessons, instructions on facts & devices, and)

Protocol for instructors to pair up students according to their strengths and weaknesses

Cultural protocol to have group co-learning sessions for students - teach each other

peer to peer learning mandatory - have to record videos to teach other students - something that you know well

Strategic Partnerships

partnership with local schools and music programs, e.g. hold events and seminars for potential students

partnership w local restaurants to present live music by student bands - they get to sell food at Nstuff Cafe

partnership w local students to have music lessons where they get to sell food at Nstuff Cafe

partnership w local students to have music lessons where they get to sell food at Nstuff Cafe

Community, grassroots efforts, philanthropy

encourage students to post LLH related info in social media to attract potential learners

student bands perform at fundraisers - to raise money for causes

online coverage of local music scene via live performances to promote LLH and home for people who can come to the store

Wildcard

student-parent co-jam sessions

special Free Class to prepare student w a song for parents' birthday/ anniversary special day

if current students move out of Pitts, they can continue learning via online courses

provide online lessons for students not in Pitts

provide short term master classes for the group lessons for new students and their parents online to continue learning