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THE CHILDREN SERVICES INDUSTRY: STEPPING IN AND LEADING!

Music programs have proven benefits and are growing at increased rates.

By Lynne D. Shelton, Esq.

The children services industry is certainly on fire and has been booming since 2018. The segment includes different business types such as music and voice services, tutoring, private sports and games lessons, and everything

in between. The children services industry is currently valued at \$506 billion and is expected to see an overall growth of 53% by 2024. So why is this industry so hot right now? Experts report that it's because of an upward tick in parents putting more focus on their children's needs and desires since being forced to stay home with them during

the Covid lockdowns in most states. That along with the fact that these businesses were deemed to be essential during the Covid lockdowns has allowed them to continue to grow. "Coming out of Covid, people are continuing to spend a lot of time in their home and with their children," as reported by 1851 author Katie Porter. School studies and education associations agree with the need for music programs, or the reintroduction of music programs in schools.

Let's take a look at one of the verticals that is bolstering this industry. The children's music segment has had a marvelous year. We see franchise brands such as Little School of Music booking in an impressive sales growth increase followed by the whopping decision to begin offering their brand as a franchise.



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President Mindy Cabral, also a musician who has played on some of the largest stages in the world, says, “It is all about giving back and moving music forward. It is important to offer age-appropriate, quality music education programs to help every student enjoy the learning process, experience the benefits of music, and achieve their individual musical goals while learning important life skills and discipline, and building their confidence and individual character. Creative music-making is the tool to use to inspire and unlock the potential that lives in each of us.”

School of Rock, another franchise system, states that music programs are “designed to encourage learning in a supportive environment where students of all skill levels are comfortable and engaged.”

Making the music argument with music education statistics is crucial in music education advocacy. Schools with music programs have an estimated 90.2% graduation rate and 93.9% attendance rate compared to schools without music education, which average 72.9% graduation rate and 84.9% attendance rate.

Some other vital music education statistics include the effect on the education system:

- Seventy-eight percent of Americans believe learning a musical instrument helps students perform better in other subjects. ~ Gallup Poll, “American Attitudes Toward Making Music”
- Students who were exposed to music-based lessons scored a full 100% higher on fractions tests than those who learned in the conventional manner. ~ *Neurological Research and Music Education Statistics*
- The schools that produced the highest academic achievement in the United States today are spending 20% to 30% of the day on the arts, with special emphasis on music. ~ *International Association for the Evaluation of Educational Achievement*
- Ninety-five percent of Americans believe that music is a key component in a child’s



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well-rounded education; three quarters of those surveyed feel that schools should mandate music education. ~ Gallup Poll, “American Attitudes Toward Making Music”

- The arts are one of the six subject areas which the College Board recognizes as essential in order to thrive in college. ~ *Academic Preparation for College: What Students Need to Know and Be Able to Do*
- Students taking courses in music performance and music appreciation scored higher in the SAT than students with no arts participation. Music performance students scored 53 points higher on the verbal and 39 points higher on the math. Music appreciation students scored 61 points higher on the verbal and 42 points higher on the math. ~ *College-Bound Seniors National Report: Profile of SAT Program Test Takers, The College Entrance Examination Board, Princeton, New Jersey*
- Music lessons, and even simply listening to music, can enhance spatial reasoning performance, a critical higher-brain function necessary to perform complex tasks including mathematics. ~ *Music and Spatial Task Performance: A Casual Relationship. Frances Rauscher, Ph.D., et al., University of California, Irvine*

Some of the Human Outcomes Traced to the Music and Arts Industry

In addition to schools, many associations have studied the effects of music on personhood and the family. Here are some noteworthy studies in that area:

- Students who participate in school band or orchestra have the lowest levels of current and lifelong use of alcohol, tobacco and illicit drugs among any group in our society. ~ *House. Concurrent. Resolution. 266, United States Congress*
- Nine out of ten adults and teenagers who play instruments agree that music making brings the family closer together. ~ *Music Making and Our Schools, American Music Conference*
- With music in schools, students connect to each other better, and have greater camaraderie, fewer fights, less racism, and reduced use of hurtful sarcasm. ~ *Eric Jensen, Arts with the Brain in Mind*
- Seventy-one percent of Americans surveyed believe that teenagers who play an instrument are less likely to have disciplinary problems. ~ Gallup Poll, “American Attitudes Toward Making Music,”
- Music enhances the process of learning. The systems they nourish, which include



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our integrated sensory, attention, cognitive, emotional and motor capacities, are shown to be the driving forces behind all other learning. ~ Roberta Rowen Konrad, *Empathy, Arts and Social Studies*

- During moments of musical euphoria, blood travels through the brain to areas where other stimuli can produce feelings of contentment and joy and travels away from brain cell areas associated with depression and fear. ~ Dr. Frederick Tims, *AMC Music News*

- With music instruction in schools, teachers found that students were less aggressive. ~ Roberta Rowen Konrad, *Empathy, Arts and Social Studies*

- College-age musicians are emotionally healthier than their non-musician counterparts for performance anxiety, emotional concerns, and alcohol-related problems. ~ *Houston Chronicle*

- "A grounding in the arts will help our children to see; to bring a uniquely human perspective to science and

technology. In short, it will help them as they grow smarter to also grow wiser." ~ Robert E. Allen, Chairman and Chief Executive Officer, AT&T Corporation, in *"America's Culture Begins with Education"*

- Student involvement in extracurricular or co-curricular activities makes students resilient to current substance use among their peers, according to a recent statewide survey of Texas Schools. Secondary students who participated in band, orchestra, or choir reported the



PHOTO BY KSENIA CHERNAYA

lowest lifetime use of all substances.

~ *Texas School Survey of Substance Abuse Among Students: Grades 7-12*

- Teaching through the arts motivates children and increases their aptitude for learning. ~ *Eric Jensen, Arts with the Brain in Mind*

How the Music Industry Affects Jobs and the Workplace

There have also been studies done regarding the effects of music training and how they affect the students later in life. Here are some worthy mentions, although there are many more in the marketplace:

- The arts produce jobs, generating an estimated \$37 billion with a return of \$3.4 billion in federal income taxes. ~ *American Arts Alliance Fact Sheet*
- Lewis Thomas, physician and biologist, found that music majors comprise the highest percentage of accepted medical students at 66%. ~ *"The Case for Music in the Schools," Phi Delta Kappan*
- Arts education aids students in skills needed in the workplace: flexibility, the ability to solve problems, communication, learning new skills, being creative and innovative, and striving for excellence.

~ *Joseph M. Calahan, Director of Corporate Communications, Xerox Corporation*

- Music is one of our greatest economic exports. "The arts are an economic plus—second only to aerospace as our most lucrative national export." ~ *Michael Greene, The National Academy of Recording Arts and Sciences*

What does our government think of music education? They are certainly for it, even though the requirements surrounding accreditation do not necessarily agree with the sentiment that Richard Riley, former U.S. Secretary of Education has. He stated, "I believe arts education in music, theater, dance, and the visual arts is one of the most creative ways we have to find the gold that is buried just beneath the surface. They (children) have an enthusiasm for life, a spark of creativity, and vivid imaginations that need training, training that prepares them

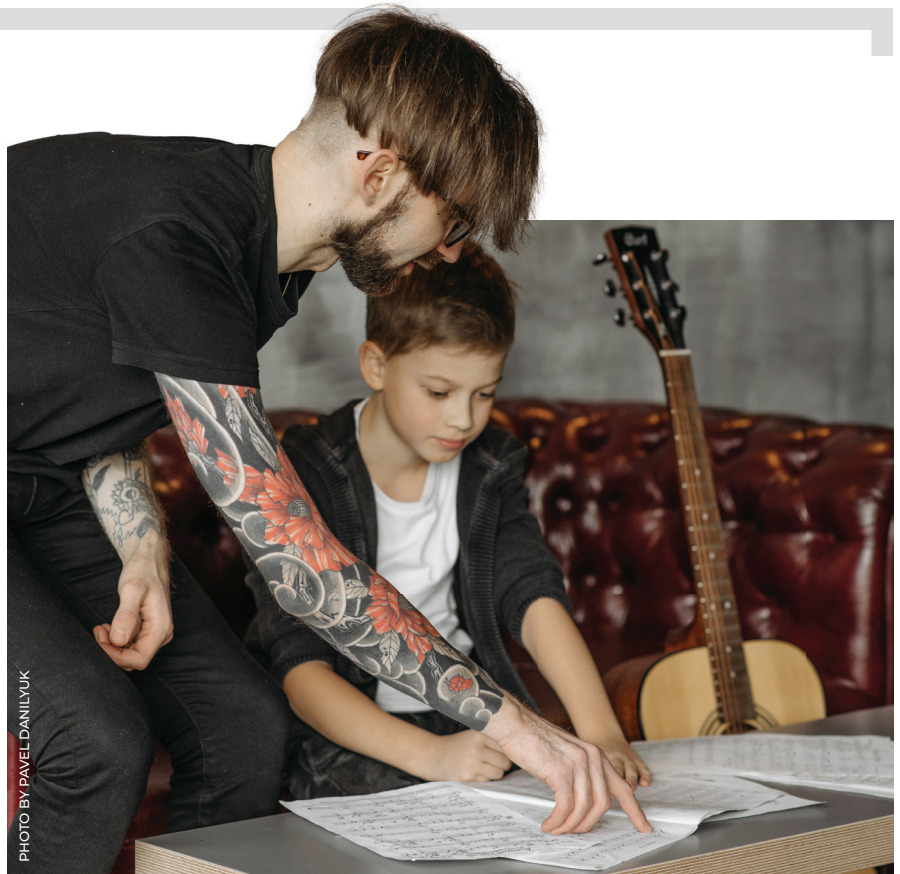


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to become confident young men and women. As I visit schools around the country, I see a renewed interest in arts education and a growing concern about the negative impact of cutting art and music out of the curriculum. The creativity of the arts and the joy of music should be central to the education of every American child."

Should the Music Industry Be Central to Your Business Career?

In most years a single digit sales growth rate was expected and certainly still applauded, averaging around the 1.7% rate. This year these growth rates seem small compared to the 2.5% to the 3.7% growth rate for the number of establishments. FranData shows the top 10 states by the number of franchise establishments in 2022: Texas, Florida, Arizona, South Carolina, Idaho, Tennessee, North Carolina, Montana, Nebraska, and Nevada, in that order.

Whether it's a brand new rising franchise system or one that has over 1,200 franchises across the globe, you should always make sure to do your due diligence on how that brand specifically rates to what you want out of your franchise business.

Christina McAmis, attorney at Shelton

Law & Associates, reports that financial disclosure document reviews are up as well. "This is a good thing for the industry. Entrepreneurs are becoming smarter about protecting their investments. Prior to ever getting started they are ensuring that their counsel and other trusted advisers are weighing in on protecting their futures. That is just smart business no matter what brand you are looking at." ▸



Lynne D. Shelton was the chief operating officer of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and CEO of an International nonprofit company specializing in teaching entrepreneurship to young adults.

SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel services for a flat monthly fee.

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