The Global Initiatives team continues to innovate and expand our connectivity to Berklee’s global community. During this period of global travel restrictions, we have designed and delivered a range of remote events that allow us to engage our Berklee Global Academic Partners, participants from our Berklee on the Road and Berklee Latino programs, Chinese prospective students at national conservatories and universities, music industry professionals, educators and learners of all levels seeking to develop their skills and connect to Berklee.

These experiences are a temporary solution and not a long-term replacement for our world-renowned in-person clinics, master classes, programs, concerts, and other engagements. We look forward to integrating these remote experiences into our future program offerings.

This report provides a summary of the 50+ remote engagements we have delivered since late April 2020, as well as some takeaways to help us improve this mode of connection.

Detailed Summer and Fall session reports start on page 3.

**KEY SESSION DATA - April 30 - December 3**

<table>
<thead>
<tr>
<th>TOTAL SESSIONS</th>
<th>TOTAL GROSS REGISTRATION*</th>
<th>TOTAL UNIQUE REGISTRATION**</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>3,711</td>
<td>2,713</td>
</tr>
</tbody>
</table>

3 additional sessions are scheduled until December, 10, 2020, totaling 58 sessions.

<table>
<thead>
<tr>
<th>TOTAL ATTENDANCE***</th>
<th>TOTAL NUMBER OF COUNTRIES</th>
<th>TOTAL NUMBER OF SPEAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>29,039</td>
<td>40</td>
<td>84</td>
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*The total number of registrants including repeated participants
** The total number of registrants excluding repeated participants
*** Total attendance number includes 26K view (as of Dec 7, 2020) of YouTube virtual concert that was delivered on 9/3/2020
Observation

Global Initiatives have learned important points during the course of over 50 remote sessions delivered in the summer and fall 2020 semesters. While these observations are not generalized, they provide insights on future session design.

1. **The audience is actively engaging with more individualized and specialized content than general content.** The Art of Music Production and The Singer's Toolbox were two specialized events that created positive Berklee brand awareness among global prospective students. We are noting a larger bump in inquiries about Berklee programs and admissions procedures after these sessions.

2. **Industry co-branded events attract more general public than Berklee-only branded events.** For example, the "Audience Building and Entrepreneurship for the Creative Performing Artist" event was co-designed with Positive Grid. This is a music production and technology company. Berklee alumnus and guitarist Roy Ziv, a recent social media phenomenon and Laura B. Whitmore, Vice President of Marketing at Positive Grid were guests for this session, which reached 45% more audience registration and participation rate.

3. **YouTube/Zoom streaming integration brings more audience than Zoom only content.** For example, "Global Connections: Paquito D'Rivera & Berta Rojas: Where Jazz Meets Classical event" was divided into two remote platforms: YouTube Live and Zoom Meeting. 75% more audience registered and attended the YouTube streaming and actively engaged with the chat feature.

4. **Establishing follow-up engagement is critical to create a momentum after each session.** We are currently maintaining a WeChat group with Chinese students participating in the events. This was actually requested by students. We see there are audience demands to connect after the session.

Future Event Model

By applying the aforementioned findings, session designing processes will be enhanced for future global remote engagements. This approach can become a template for other Berklee departments that aim to deliver virtual sessions.

Due to the pandemic, virtual engagements will be a key element of delivering Global Initiatives missions to the world. It can be well-blended with in-person educational content after the pandemic.

Well-structured Global Connections series and other remote engagements can turn into revenue-generating programs, especially production and performance-related programs that are designed to provide individual experiences. The Art of Music Productions and Singer's Toolbox ideas can be good candidates.

Improvement

Global Initiatives has delivered two mainland China targeted events, which yielded moderate results due to technological limitations (firewall and webinar platforms). A couple of Chinese-based webinar platforms have been tested. We have had modest success with these tools as they are not musical activities. Finding a stable solution for connecting is critical for our continued ability to grow our engagement with our Chinese audience.
**SUMMARY**

The global pandemic is affording the Global Initiatives team the opportunity to explore new avenues of engagement allowing us to continue to bring Berklee to the world and the world to Berklee. Our audience includes the Berklee Global Academic Partners, participants from our Berklee on the Road and Berklee Latino programs, and the global community of learners who seek to connect with us.

Among the series of sessions the Global Initiatives team delivered are:

- **Core Curriculum Connections:** Sessions designed for instructors and administrators at Berklee Global Academic Partners to connect with the chairs of the core curriculum at Berklee. This is also a pilot program to explore the potential for global partner teacher certification.
- **Global Connections:** Sessions are open to Berklee’s global audience who wish to learn from various Berklee educators and industry professionals.
- **Everything-K:** Berklee student club K-Pop Initiative leads this webinar series which is sponsored by Global Initiatives as we explore the unique aspects of the globally thriving K-Pop industry.
- **Bass En Vivo:** Professor of Bass, Oscar Stagnaro leads musicians of all ages and styles, with the aim of sharing knowledge, encouraging study and stimulating creativity, exploring new directions of composition, and development of Latin American musical expression.
- **Latin American Berklee Student Group’s Latin Farewell 2020:** This is a celebration of the achievements of Latinx students graduating from Berklee College of Music by bringing together Berklee's Latin community of students, faculty, staff, and their families.

**KEY DATA**

Note that registration data does not reflect participation in "Everything-K, Bass En Vivo and the Latin Farewell 2020". All registration data is being captured and added to Salesforce and Marketo with the help of the Admissions team.

<table>
<thead>
<tr>
<th>TOTAL SESSIONS (4/30-8/18, 2020)</th>
<th>TOTAL GROSS REGISTRATION*</th>
<th>TOTAL UNIQUE REGISTRATION**</th>
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<td>1,073</td>
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<td>Core Curriculum: 15</td>
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<tr>
<td>Online Info Session: 2</td>
<td>Online Info Session: 136</td>
<td>Online Info Session: 117</td>
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<table>
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<th>TOTAL ATTENDANCE</th>
<th>TOTAL NUMBER OF COUNTRIES</th>
<th>TOTAL NUMBER OF SPEAKERS</th>
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</thead>
<tbody>
<tr>
<td>920</td>
<td>39</td>
<td>42</td>
</tr>
<tr>
<td>Core Curriculum: 366</td>
<td>Average Number of Partner Schools: 17</td>
<td>Berklee: 39 speakers from 21 Departments External Speakers: 3</td>
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<tr>
<td>Global Connections: 471</td>
<td></td>
<td></td>
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<tr>
<td>Online Info Session: 83</td>
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*The total number of registrants including repeated participants
** The total number of registrants excluding repeated participants
SUMMARY

The Global Initiatives team continues to innovate and expand our connectivity to Berklee’s global community including the Berklee Global Academic Partners, participants from our Berklee on the Road and Berklee Latino programs, Chinese prospective students at national conservatories and universities, music industry professionals and learners of all ages.

Our series of sessions from early September to late November 2020 have included:

- **Global Connections Series**: These sessions are open to Berklee’s global audience who wish to learn from various Berklee educators and industry professionals.
- **Industry Collaborative Sessions**: Global Initiatives is actively engaging entities such as Ableton, Jazz Educators Network (JEN), and Positive Grid to expand our audiences and connect industry, educators and students.
- **Ask Berklee Global Initiatives**: Eight curated virtual drop-in sessions for Berklee track students at Berklee Global Academic Partner schools to provide detailed advising to support students in the Berklee Track.
- **Virtual Concerts and Conversations**: Global Initiatives teamed up with the Latin Music Studies to deliver virtual events for Spanish-speaking audiences such as Chabuca Granda 100 year celebration concert, which has surpassed 23K YouTube views in a week; Paquito D’Rivera & Berta Rojas-Where Jazz Meets Classical; A Conversation with Oscar D’León
- **Chinese Students Targeted Sessions**: Global Initiatives collaborated with Communication University of China and Sichuan Conservatory of Music to deliver music education workshops respectively.
- **CJ x Berklee Co-Branded Events**: The CJ Cultural Foundation in South Korea and the Global Initiatives created co-branded music education and performance sessions to attract global audiences who are interested in Kpop content.
- **Start at Berklee Global Academic Partners and Finish at Berklee**: This new collaborative webinar model reached out to global prospective students to and promote the Berklee Track programs.

### KEY DATA

<table>
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<tr>
<th>TOTAL SESSIONS (9/3-12/03, 2020)</th>
<th>TOTAL GROSS REGISTRATION*</th>
<th>TOTAL UNIQUE REGISTRATION**</th>
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<table>
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<th>TOTAL ATTENDANCE***</th>
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<td>43</td>
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*The total number of registrants including repeated participants  
** The total number of registrants excluding repeated participants  
*** Total attendance number includes 26K view of YouTube virtual concert (as of Dec 7, 2020) that was delivered on 9/3/2020
Online Session Survey Results

BERKLEE GLOBAL ACADEMIC PARTNERS FEEDBACK

Overall, how satisfied are you with Berklee Global Academic Partners Core Curriculum Connections?

SUMMARY:
The majority of participants (88%) were satisfied with the quality of events.

Words from participants:
- "As a BGP member, we feel Berklee is a true academic partner, these sessions have taught us what is the relevance of teamwork."
- "Really enjoyed all the sessions, very informative, lots of opportunities to participate and ask questions."
- "These sessions are super helpful, they add much needed social interaction and structure in the age of COVID-19. keep them coming!"

Improvement:
- Some of the participants expressed that the direction of the session content can go more in-depth.

Are you interested in participating in teacher certification programs for Berklee Global Academic Partners?

SUMMARY:
The survey result indicates that 76% of participants would be interested in taking teacher certification programs at Berklee.

The Berklee Global Academic Partners Teacher Certification Program will enhance the quality of partner schools’ delivering of Berklee track curriculum.

Would you be interested in leading a session or having another partner lead a session?

SUMMARY:
This question was intended to ask global academic partner schools if they are willing to lead the sessions.

67% indicates it is possible.

Partner-led sessions will be designed for further grow our prospective student audience.
Global Connections Poster Examples

**Berklee Global Connections**

**The Art of Remote Collaboration: Chamber Music from Hell**

Chris Opperman  
Kurt Morgan

11/11/2020, 11 AM Boston Time

**BERKLEE GLOBAL CONNECTIONS**

**THE ART OF GROOVE MAKING**

Kenwood Dennard and Chris Florio

11/12/2020, 8:30 p.m. Beijing Time

**PAQUITO D'RIVERA & BERTA ROJAS: WHERE JAZZ MEETS CLASSICAL**

FRIDAY / OCTOBER 16, 2020 / 2:00 P.M.
Global Connections Poster Examples

**Global Connections: Today's K-Pop Industry**
November 13, 6 p.m., EST
November 14, 10 a.m., EST
Hae Jin Kim, PhD
Assistant Chair
Professional Music, Berklee
Jonathan Perkins
Assistant Chair
Songwriting, Berklee

**Global Connections: Master of Music in Contemporary Performance (Global Jazz Concentration)**
Hosted by
Daniel Pérez, Artistic Director
Marco Pignataro, Managing Director and BMI Students
Session 1: 11/05/2020, 8 PM EST
Session 2: 11/10/2020, 9 AM EST

**Berklee Global Connections: IMEP - Paris**
10/29/2020,
12 PM Boston Time
5 PM Paris Time

A lively discussion about study at IMEP and Berklee, careers in music and achieving your artistic goals.

**Berklee Global Connections: Today's Global Dominican Musicians**
11/14/2020, 7PM EST
REGISTER NOW!