

Creative Brain[®] Learning
& MUSICSTAR[®]

Program Evaluations and Statistics

2010-2011

S U M M A R Y

Our mission at Creative Brain Learning and its division of MUSICSTAR is to provide quality education and to help students achieve their full potential through educational opportunities that are inquiry-based, project-based, multi-disciplinary and multi-sensory. Our curricula are designed to be aligned with National Education Standards. It is very important to us that our programs have measurable outcomes and measurable academic impact. We engage in pre and post-testing to measure our programs' effectiveness and student comprehension. We conduct regular parent surveys and solicit evaluations by daytime teaching staff, principals and other school district administrators.

This summary of results for the academic year 2010-2011 is based on a randomly chosen sampling of several hundred parents at different program locations.

Parent Surveys for after-school programs are made available both in English and Spanish. The questions asked concern Academic Performance, Test Scores and Grades, Social Skills and Behavior, Family Life, and General Program Evaluations. Parents are requested to express academic improvement by checking multiple choice answers and to express average actual improvement of test scores in terms of percentages. The percentages given by parents range from average improvement of 10% all the way up to 100%. A 100% improvement in average test scores is an improvement from a failing grade to an A.

Parents were asked to list the subject they have seen the most improvement in and provide the top reasons for enrolling in the program.

The surveys request parents to express their personal assessment of importance with respect to the various program components, such as Homework Help and Tutoring, Music Classes, Science and Math, as well as Sports, Fitness and Nutrition Classes.

Finally, respondents are asked to grade the overall program and organization, as well as the quality of staff.

This report also includes findings based on evaluations collected from participants in our Community Education Programs and Private Lessons.

Results have been verified by an independent party, the Music and Arts Education Foundation in America.

Creative Brain® Learning

After-School Program Enrichment Components

What are CBL After-School Enrichment Components?

Creative Brain® Learning components are educational programs that are either located on school campuses or at off-site locations as part of an existing after-school or extended day program provided by a school district, community-based organization or other stakeholders. These programs serve students during the prime risk hours of 3PM to 6PM everyday school is in session. Some of these programs are grant-funded, others are tuition-based. Grant-funded programs typically serve students who are on free or reduced lunch. Tuition-based programs provide services to parents and students at very low fees and also offer the option of scholarships.

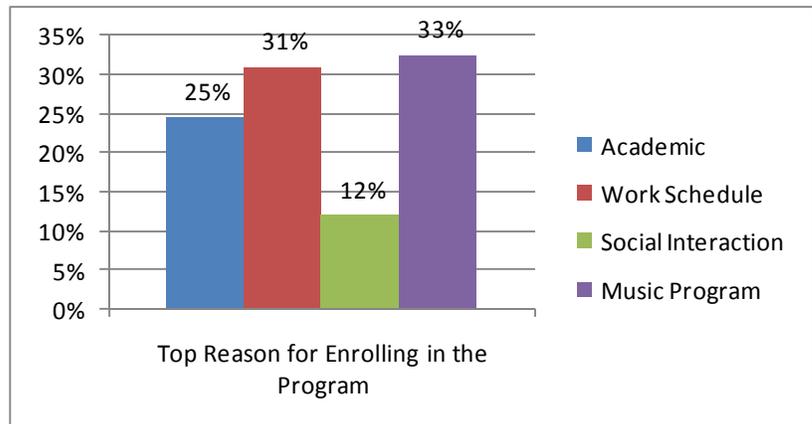
CBL After-School Enrichment Components are custom-designed to meet the needs and challenges of each particular school, district and student population.

Enrichment Programs include structured programs in music , other performing arts, the visual arts, as well as Language Arts and STEM programs. Some of these classes include CBL’s proprietary MovieWorkz curricula in film making, animation, stop motion animation, and television production, CBL’s FotoWorkz photography program, MyArtWorkz drawing and painting, as well as Creative Writing, drama, public speaking, robotics and engineering programs. Our MUSICSTAR music programs include instrumental music classes such as band, rock band, music technology and recording, drum line, piano keyboards, guitar, and more.

As part of CBL’s strong commitment to help reduce childhood obesity and help students adopt healthy life style choices, our **Health and Fitness components** include proprietary curricula as part of Creative Brain’s MyHealthWorkz initiative, but also various curricula created by organizations such as the American Council on Exercise, GameDay, PowerPlay, etc.

Reasons For Enrolling in CREATIVE BRAIN® LEARNING AFTER-SCHOOL PROGRAMS

33% say that the music program is the Number One Reason for Enrolling



It is interesting to note that parents cite the fact that a structured instrumental **MUSIC PROGRAM** is being offered as part of a full-service after-school programs as the top reason for enrolling their children (**33%**), which dovetails neatly with Gallup Poll results that confirm the majority of parents wanting schools to provide some kind of music education (See Page 7 of this Report).

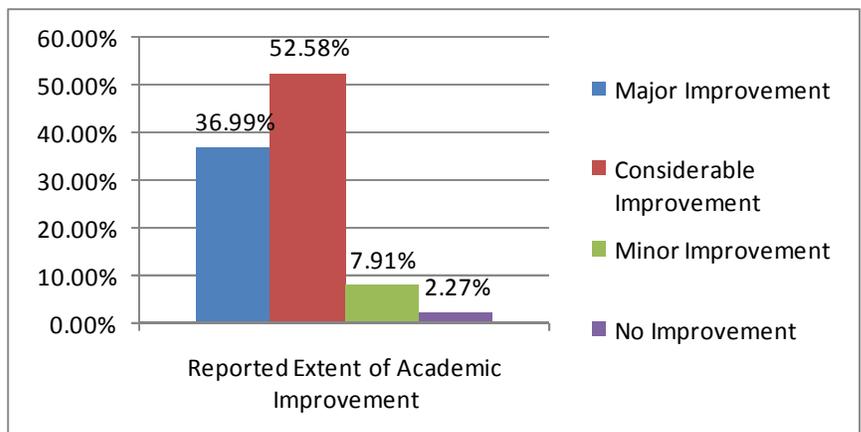
As **88.76%** of families have both parents working, Work Schedule follows as the number two reason at 31%. The need for academic help follows at 25% and the need for more social interaction at 12%.

Academic Improvement Attributable to AFTER-SCHOOL PROGRAMS

96.66% Noticed an Improvement in Academic Performance

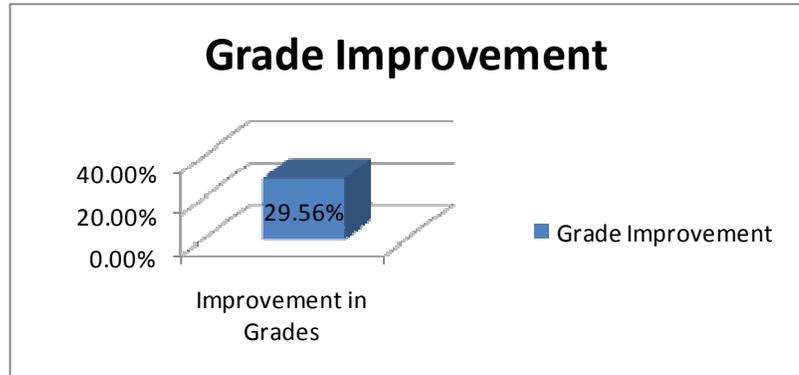
A reported **96.66%** of parents noticed an improvement in their children's academic performance since enrolling in the after-school program.

36.99% describe the improvement as *major*. **52.58%**, the majority of respondents, describe the academic improvement as *considerable*, while only **7.91%** claim the improvement to be minor, and a mere **2.27%** say that there was no measurable improvement.



Improvement in Grades

**Improvement in Grades/
Test Scores:
29.56%**

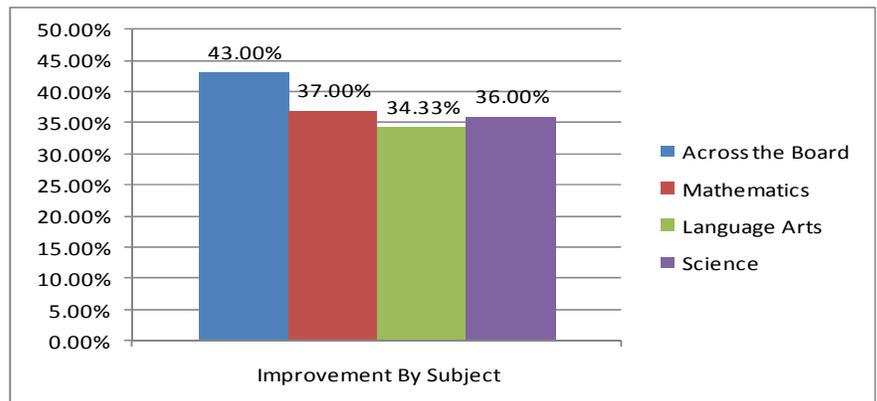


84.91% of parents confirm that there has been an improvement in overall grades and test scores since participating in the afterschool program. The overall average increase in grades attributed to after-school program participation is being reported as **29.56%**.

By Subject, **43%** of parents confirm an improvement across the board, while **37%** highlight Math as the major area of improvement. **34.33%** list Language Arts (English) and **36%** list science as the major areas of improvement.

Improvement By Subject:

All - 43%
Math - 37%
Language Arts - 34.33%
Science - 36%



Social Skills and Behavior Impact

The impact after-school programs have on students and families beyond the notion of strict academic improvement are very significant as well.

Our research shows that **94.85%** of parents report an improvement in their children's social skills since attending a Creative Brain® Learning after-school program.

82.65% of parents noticed Improvement in Behavior

95.77% report reduced Emotional Stress on Families.

82.65% of parents report an improvement in general behavior.

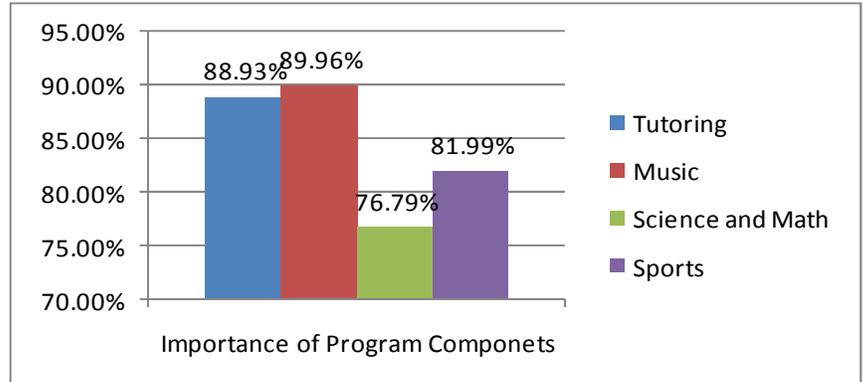
93.75% of parents report an improvement in emotional health.

95.77% of parents agree that the afterschool program has reduced emotional stress on their families.

Importance of Program Components

When asked to rate the amount of importance each parent puts on the various components of the after-school program, music is at the top of the list. Parents rate MUSIC at an average of **89.96%** in importance. Tutoring is reported at **88.93%** in importance, sports at **81.99%**, and math and science at **76.79%** in importance.

Music Receives 89.96% rating in importance, leading Tutoring, Science, Math and Sports.



CBL Receives 92.71% as Overall Score

Finally, parents rate the overall program at **92.71%** and staff at **92.51%**.

Creative Brain[®] / MUSICSTAR[®] Community Education Programs

What are Community Education Programs?

Creative Brain[®] Learning and its division of MUSICSTAR[®] provide an array of group class programs in partnership with Community Education divisions of various City and County Parks and Recreation departments, as well as community colleges, YMCA's and other community-based organizations.

These programs are typically fee-based classes offered and partner sites, and include classes for pre-school children, school-age students, youth, adults and seniors. Currently we offer a variety of music education classes, such as piano keyboard, guitar, drums, hand drumming, MUSICSTAR[®] Rock Academy, music technology classes, MovieWorkz video production, animation and stop motion animation classes, visual arts classes, and much more.

Participants are being polled to provide data on how these programs and our staff meet their needs and expectations.

The Results

Of all respondents **61.82%** felt that the CBL/MUSICSTAR program has exceeded their expectations. **27.27%** agreed that it has met their expecta-

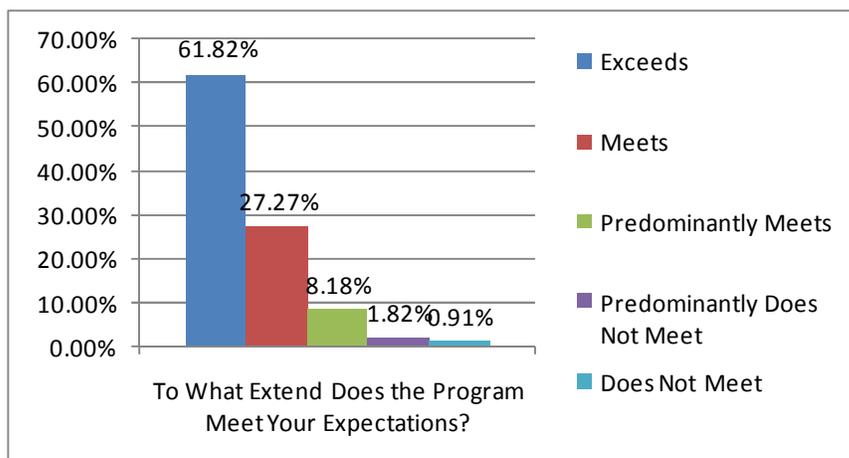
97.27 agree that Classes predominantly meet, fully meet or exceed expectations.

97% Rating for Our Community Education Instructors

93% Rating for our Private Teachers

95% say “Playing Music is Fun”

tions. **8.18%** felt that the program had mostly or predominantly met their expectations, while **1.82%** reported that it mostly or predominantly did not meet their expectations, followed by **0.91%** of respondents who felt the program did not meet their expectations at all.



Instructional Staff received an overall rating of **97%** out of 100.

Private Lessons

Private Lessons are currently offered in music for virtually all instruments and ages. Typically, private lesson teachers meet with their students individually once or twice a week for a half hour, hour or longer lesson to provide focused one-on-one coaching.

Private Teacher rating is currently at **93%** out of 100.

Third Party Findings and Statistics

Below are the results of several Gallup Polls regarding attitudes and opinions about Music Education.

97% of people who play an instrument agree that it is a “Good Means of Expression”. **95%** agree that Playing Music is Fun, and **94%** agree that Playing Music is Relaxing.

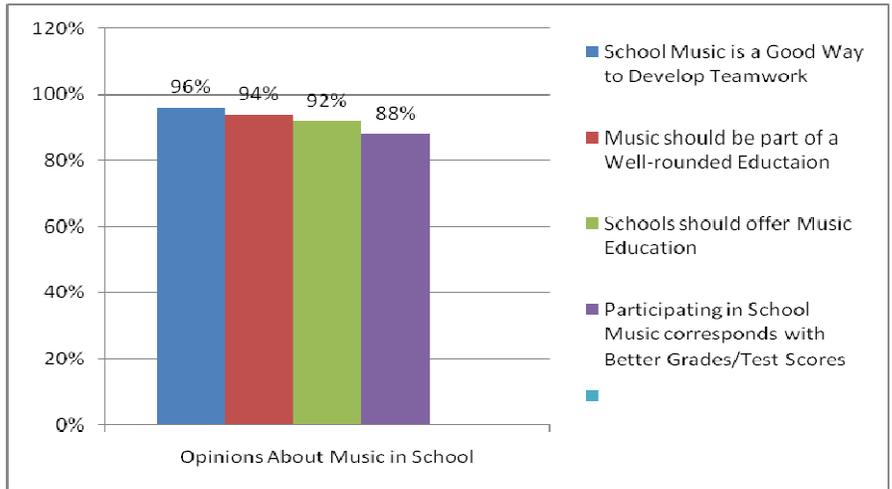
Music in Schools

96% of Respondents agree that School Music is a good way to develop Teamwork.

94% think that it should be part of a well-rounded education, and **92%** agree that Schools should offer some kind of Music Education.



**Creative Brain® Learning
Annual Program
Evaluations and Statistics
for the School Year
2010—2011.**



88% agree that music in schools leads to better grades/test scores

88% of respondents agree that participating in school music corresponds with better grades/test scores.

81% agree that Learning Music Helps Students do Better in Math and Science

93% of respondents agree that music education helps children make friends, and **88%** agree that it teaches children discipline.

81% of all respondents agree that learning a musical instrument helps students do better in academic subjects, specifically Math and Science.

Gallup Polls reprinted with permission from the NAMM Foundation. Source: "NAMM: 2010 Global Report."

Feedback Comments

"It is great what the teacher adds to the children's life"

"Thank you! My children have benefitted tremendously from this program!"

"Excellent Program. Helps Families in so many ways!"

"Wonderful Staff. Thank you!"

"Great Team. Shows great Effort. Kids love the Staff!"

"The best Program ever!"

"Perfect Class!"

"Love this Program. My son is learning discipline, respect, he is learning."

"Exelente Programa"

"Thank you for this program. My child really has developed so much because of this program."

"This is a great program that has helped my kids a lot."

"This program gives me peace of mind when I know my kids are here while I am working. Plus we can have some fun and rest at home because they are done with homework when we get home."

"I really love the program!"

"Fantastic program! I believe the staff and the program have improved all the kids."

"The afterschool program has made a hugely positive impact on my kids!"

"I am very happy with and proud of the program."

"Very lucky to have a program like this!"

"Excellent Staff and program!"

"Very exciting Class."

"Great Class and Great Teacher!"

"The best!"