

**Be Part of the Music adds intuitive Spanish-language feature to Personal Website Builder for educators**

Personal Website Builder is a user-friendly tool to create a recruitment and resource hub for educators to build their ensembles and connect with parents, and now a simple mouse click generates a Spanish-language version of the exact same site, with no knowledge of Spanish necessary!

**Frederick, MD, September 26, 2023:** [Be Part of the Music](https://www.bepartofthemusic.org/)™ (BPOTM), the music advocacy team of [Music & Arts](https://www.musicarts.com/) (M&A), has updated its [Personal Website Builder](https://www.bepartofthemusic.org/group/register/) for educators. In just In a few minutes, teachers can build custom webpages that educate, engage, assess, and enroll students into their music programs. By answering just a few simple questions and adjusting a few settings/options, every band, orchestra or choir director can have a website full of resources including information on the program, general info on different instruments, and much more.

And now, the Personal Website Builder is set up to automatically create a separate Spanish-language version of each website. Simply toggle the language drop-down at the top of the page, and the Spanish version will be generated – all without any knowledge of Spanish needed! This provides a powerful set of outreach tools to members of diverse communities, many of whose members are mono-lingual or more fluent in Spanish. This groundbreaking feature is the first of its kind in the industry and leads the way in empowering music programs in under-served communities.

Scott Lang, Music & Arts Director of Advocacy remarks, “We all know that the impact of music extends beyond the rehearsal room, into the campus, community, and home. We believe that every student, regardless of what language they or their parents speak, deserves the opportunity to better themselves through the power of music. We designed our Personal Webpage Builder with this in mind. This new offering, combined with Project Imagine, as well as our Grants, Growth, & Gratitude program, clearly demonstrates our commitment to diversity, equity, and inclusivity in music education.”

The Personal Webpage Builder is accessible [on its own](https://www.bepartofthemusic.org/group/register/), or via the [BPOTM Dashboard](https://www.bepartofthemusic.org/dashboard), where music teachers can also participate in weekly polls, receive motivational messages from Scott Lang, build a program budget request, manage their recruitment and retention program, and more. Since the Dashboard’s introduction earlier in 2023, thousands of teachers have created a dashboard and are using it to grow their skills and their programs.

BPOTM will be continuing its efforts in designing new and powerful features to be unveiled in 2023 and beyond.

To learn more about Music & Arts, visit [MusicArts.com](http://www.musicarts.com/).

More about Be Part of the Music:

Founded in 2011, Be Part of the Music provides a wide range of free content (videos, documents, advocacy materials) and “done-for-you” solutions (website builders, automated solutions, pre-built campaigns) for the recruitment and retention of music students. Known and trusted by music educators across the U.S., Be Part of the Music is more than a leading voice in music education; they serve as advocate, counsel, and champion to the 22,000+ music educators and hundreds of thousands of parents who use their content regularly. With the new Educator Dashboard portal, the free services offered by Be Part of the Music will be more accessible than ever before to music educators nationwide.

###

Photo file 1: BPOTM\_Spanish.JPG

Photo caption 1: A sample page of a customized music program website in Spanish, powered by Be Part of the Music. The site is auto-generated in both English and Spanish (see language toggle in upper right) by answering a simple set of questions.

Photo file 2: BPOTM-2023-Logo.JPG

Photo caption 2: Be Part of the Music logo

**About Music & Arts:**

Music & Arts is celebrating over 70 years as one of the nation’s largest band and orchestra instrument retailers and lessons providers, and is part of the Guitar Center family of brands. Based in Frederick, MD, the company operates more than 260 stores specializing in instruments sales and rentals, lessons for musicians of all levels and a nationwide repair network, serving educators, musicians and parents. More than 230 Music & Arts educational representatives provide personalized service to the music educators in their communities, supporting them and their students with in-school service calls, rentals and repairs. Through offering its services, Music & Arts spreads the power of the band and orchestra experience to transform lives, enrich communities and stir the soul.

**FOR MORE INFORMATION PLEASE CONTACT:**

* Erin Gang | Music & Arts – Marketing Director | 240.215.7491 | [erin.gang@musicarts.com](mailto:erin.gang@musicarts.com)
* Clyne Media | 615.662.1616 | [pr@clynemedia.com](mailto:pr@clynemedia.com)