

# Innovative Harmonies: Exploring the Societal Impacts and Business Viability of Music Education in U.S. Military-Style High Schools

Ruiyan Oscar Fang, Yiming Eric Hong

Amy and Navy Academy, 2605 Carlsbad Blvd, Carlsbad, CA 92008.

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**Abstract:** This paper explores the multifaceted role of music education in U.S. military-style high schools, providing an in-depth assessment of the impact of music programs on student discipline, cognitive and emotional development, and social cohesion in the unique educational environment of military schools. In addition, the dissertation delves into the viability of business programs for music education, suggesting innovative business models that could sustain and expand these programs. These models include partnerships with musical instrument manufacturers, subscription-based digital platforms, and the organization of music events that can generate additional revenue for schools. The goal of this paper is to help military schools strike a balance between maintaining a high level of education and obtaining a stable financial source that fosters stronger social values and provides students with diverse educational options.

**Keywords:** U.S. military-style high school; Military academy; Music education system; Innovative business model; Stable financial source; Education reform.

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## 1. Introduction

High school music education not only enhances students' academic achievement, but also enhances their emotional and cognitive development and social responsibility, which is why many school districts and schools strongly promote music education<sup>[7]</sup>. Although there has been a great deal of research on the role of music education in traditional educational settings, few have delved into the specific impact of music education in the unique environment of American high school military academies. Institutions such as military high schools, known for their strict discipline and rigorous training, provide a unique context that can be used to examine some of the unique effects of music education.

This paper focuses on the studying of the existing literature on music education in military academies, analyzing its contribution to student growth, and exploring its potential as a stable source of revenue for these educational institutions. The first part focuses on how music education enhances student discipline, cognitive skills, emotional development, and social cohesion in a military academy environment that emphasizes structured training and discipline. The second part turns to business aspects, investigating innovative business models that might support and expand music education programs in military schools. These potential business models include partnerships with the music industry, digital subscription services, and event hosting, that could provide stable revenue streams and profitability for the school. This section also explores the social implications of integrating business strategies with educational goals, and the catalytic role of such integration in enhancing the social value and community impact of music education.

## 2. Literature Review

Educational theory suggests that music can greatly enhance cognitive abilities, emotional intelligence, and social skills<sup>[9]</sup>. The structured nature of military schools, which focuses on discipline and physical training, provides a unique backdrop to examine these benefits<sup>[1]</sup>.

Several studies highlight the positive correlation between music education and cognitive development<sup>[5]</sup>, showing that students engaged in music education perform better in areas requiring complex cognitive skills. These findings are particularly relevant to

military schools, where cognitive abilities are crucial for success in structured and challenging environments.

Music education significantly affects emotional stability and stress management. A study demonstrates that students participating in music programs report lower levels of stress and anxiety<sup>[13]</sup>, which are critical factors in the high-pressure environment of military schools.

Social cohesion and discipline are pivotal in military schools. Research suggests that aligning with the core objectives of military training, music education fosters teamwork and discipline. These outcomes are supported by anecdotal evidence from teachers and administrators who observe improved morale and collaboration among students involved in music programs. When compared to non-military schools, the impact of music education in military settings tends to be more pronounced in developing discipline and leadership skills. This difference underscores the unique role that music education can play in such specialized educational settings.

### 3. Potential Business Models

Music education has many unique business opportunities in the school settings, especially in military and private schools, which can attract student enrollment and additional educational funding by offering a differentiated educational product. Not only can schools use music programs as powerful educational tools, but they can also add value and enhance the prestige and appeal of the school<sup>[4]</sup>.

Developing a comprehensive music program involves curriculum design, resource allocation, and potential partnerships with music companies and private sponsors. For example, schools can partner with instrument manufacturers, software developers of music education applications, and professional musicians to organize workshops and master classes. Such partnerships can bring financial benefits to schools and companies while enhancing the diversity and appeal of educational offerings<sup>[8]</sup>.

Schools can develop specialized music education software or digital learning platforms that use a subscription-based model to generate revenue. By licensing proprietary music education content from music creators, schools can provide students with exclusive music education resources, create a steady stream of revenue for music creators, and provide schools with a competitive advantage<sup>[2]</sup>.

Organizing music competitions and talent shows not only increases student participation<sup>[10]</sup>, but also attracts an audience, including parents and community organizations that may provide donations or sponsorships. These events can be marketed as premium experiences, adding to the business model through ticket and merchandise sales.

Music education can also be expanded into educational tourism, for example, schools can organize music festivals or cultural exchange programs with students from other schools or countries. These initiatives can attract additional funding and increase the school's visibility and appeal to potential international students<sup>[11]</sup>.

In addition, a successfully implemented music program can significantly enhance a school's brand image, making it more attractive to potential students and their families. Schools known for excellence in music education can use this reputation to their distinct advantage in marketing materials and enrollment campaigns and may demand higher tuition<sup>[6]</sup>.

### 4. Discussion

An intensive review of the literature of music education suggests that music education can play a key role in enhancing the educational experience of military school students. These benefits are not limited to improved academic performance, but also include the promotion of emotional development and enhanced social interaction among students and with their community<sup>[3]</sup>. Because of these clear benefits outlined above, it is recommended that educational policy makers at military academies consider formally integrating music programs into the military academy curriculum. This may involve financial support programs, training of music educators, and curriculum development to customize unique music programs consistent with military discipline and values.

While existing research provides valuable insights into music education, more research is needed that specifically addresses the long-term impact of music education on military high school students, both after they graduate and after they enter the workforce. In addition, comparative studies between military and non-military high schools could further clarify the unique contributions of music education in these settings.

Integrating business models into music education could not only enhance the financial sustainability of these programs, but also raise the profile of schools that employ such innovative approaches. This intersection of education and business requires careful consideration of the pros and cons to ensure that the fundamental goals of education are safeguarded when exploring business opportunities, and that the essence of education is not lost through commercialization.

Overall, national and local governmental education policy makers should consider encouraging educational institutions to explore the commercial aspects of music education without compromising the fundamental goals of education<sup>[12]</sup>. School campaigns and incentives can be designed to promote the development of strong music programs in schools that benefit both educational outcomes and business goals.

Further research is also needed on the long-term educational impact of commercialized music programs and how to maintain a balance between commercialization and educational goals. More in-depth research is needed to establish the most effective music business programs by examining the outcomes of schools that integrate these business models versus those that do not.

## 5. Conclusion

This paper recognizes the significant benefits of music education in enhancing discipline, cognitive skills, emotional well-being, and social cohesion in military academy students. By integrating dynamic music education, military high schools can foster a unique environment that not only prepares students for military discipline development and leadership, but also enhances their overall academic and personal development. Future research should continue to explore and expand upon these findings by examining how music education can be fully integrated into the curricular framework of military schools.

Exploring music education as a business activity within the school system offers potential financial benefits and can enhance the fun and engaging nature of education. By creatively integrating business strategies with educational goals, schools can develop robust music programs that enrich the educational experience of students while generating significant financial revenue. Future research should continue to explore and refine these business models to ensure that they add powerfully to the core educational mission of schools.

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