GO FURTHER
We've embraced a commitment to excellence for 125 years. That's why we've grown in stature, and why our faculty includes outstanding musicians and scholars who hold advanced degrees from leading institutions across America and around the world. That's also why internationally acclaimed performers come to our campus and our graduates go on to so many positions of prominence.
Crane offers you a great selection of courses and countless performance opportunities. But while we’re one of the largest music schools in the Northeast, you won’t feel lost in the crowd. Far from it. Talk to our students and they’ll tell you how easy it is to get to know our teachers. This is a real community. We help each other to succeed.

Whether you want to become a music educator, a performer, or pursue a career in music business, you’ll find so many ways to explore your individual interests, as well as deepen your knowledge and talents.

“Crane School of Music is a unique community—it provides a focused and serious environment to grow as an artist while remaining extremely supportive. It was an ideal place for me to develop musically while forging lifelong professional relationships.”

— Christopher Still ’93, Los Angeles Philharmonic
We’re the oldest and remain one of the largest music teacher preparation programs in the world. Crane–prepared music teachers are sought after by schools everywhere. For years, our students and faculty have held leadership positions in local school districts, as well as in state and national organizations that shape our nation’s musical future.

It’s our strongly held view that learning to be a teacher does not exclude or limit music performance, but uses excellence in performance as the foundation on which teaching is based. We also keep it real.

Our students are provided numerous opportunities to observe expert teaching in real–world situations, and then to carry out their own teaching under faculty supervision, leading to a culminating semester as student teachers.

Upon graduation, our unrivaled alumni network within public education in New York also proves an invaluable asset to many of our students.

For a list of Music Education programs:
potsdam.edu/academics/Crane/MusicEd/

“Crane’s legacy combines innovation in music teaching with a linked commitment to excellence in musical performance from every student. This is based on the belief that strength in teaching grows from, and produces, high achievement in performance.”
— Michael Sitton, DMA, Dean, The Crane School of Music

“Music Educators must be musicians. They must improve their performing abilities so they can speak to their community through music. That’s so important.”
— Helen Hosmer, Dean Emerita
Our students, faculty and guest artists present over 300 public performances each year. Also, master classes provide the special chance for our student singers, instrumentalists, and conductors to learn from prominent visiting guest artists and alumni.

So, expect to take the stage!

Wynton Marsalis has visited our campus as part of the Community Performance Series, while taking the time to play with our students. Members of his orchestra also conducted master classes with Crane students, and Marsalis opened the final rehearsal for the concert to the public.

Ensembles
In addition to cultivating your ability as a solo performer, we offer numerous ensemble opportunities. Major ensembles include orchestra, bands, and choruses. Plus, we have a variety of smaller and special ensembles, like jazz groups, the Latin Ensemble, chamber ensembles, and percussion ensemble.

"In order to be a great musician you need to be a great educator. In the same way, in order to be a great educator you need to be a great musician. Here at Crane we understand this dynamic. That’s why we provide our students with a very well-rounded education."

— Lonel Woods, Asst. Prof., Voice
We’ve got a program specifically designed for students who want a career in the music industry. It prepares for successful careers in:

- Music Products
- Arts Administration
- Recording Industry

The program combines the elements of our strong Bachelor of Music with classes in the Departments of Business and Economics. We provide you with a solid foundation in music and performance, as well as knowledge about what makes the industry tick. You can also take advantage of internships offered in various music businesses.

Panelists react as Rick Young, Senior Vice President, Yamaha Corporation of America, responds to a question on the topic of “Enhancing the Music Education & Music Business Partnership,” the Industry Roundtable at the 2010 NAMM Show dedicated to SUNY Potsdam alumnus and long-time music industry icon Sandy Feldstein.

Roundtable panelists from left to right included Joe Lamond, President and CEO, NAMM; Carol Calato, Vice President of Sales and Marketing, J.A. Calato Manufacturing Inc.; Mr. Young; moderator Carol “Kickie” Britt, Executive Director of the Crane Institute for Music Business and faculty of Music Business; James D’Addario, Chairman and CEO, D’Addario & Company, Inc.; Michael MacDonald, Executive Vice President of Marketing & Sales for Harman’s Professional Division; and Marty Albertson, Chairman of the Board and CEO for Guitar Center.

“Crane is a place of high expectations on the part of both the faculty and the students. A Crane education prepares the motivated to succeed.”

— Julianne Kirk, Assistant Professor of Music, Clarinet

Lynne Boles ’74 (right), former VP for Global Marketing, Procter and Gamble, and Kickie Britt, Music Business faculty member, working with students on marketing and branding.

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The Julia Crane Music Center is comprised of five buildings, including two classroom buildings, a large concert hall, music theater, and an intimate recital hall. There’s also a music library, computer music laboratory, and rehearsal spaces.

- Helen M. Hosmer Concert Hall seats about 1300 and boasts some of the best acoustics in the Northeast.
- Sara M. Snell Music Theater provides an additional performance space for operas and recitals, seating just over 450 audience members.
- Ralph J. Wakefield Lecture and Recital Hall offers an intimate performance space, complete with state-of-the-art technology for guest artists, lectures, presentations, recitals and other special events.

The Crane Music Library houses an extensive collection of music books, scores, magazines, and sound recordings. It also provides the latest technology for viewing and listening to DVDs and CDs, and hosts an ever-growing array of online resources for research and study. Staff members are available to assist Crane classes and individual students at any time.

A new $40 million performing arts center is being built on campus that’s expected to be completed in 2013. Connected to the Crane School, this state-of-the-art facility will provide additional opportunities for our students.
Crane MIDI Lab
The Crane MIDI Lab includes 20 student workstations, each equipped with iMac computers and connected music keyboards, a full suite of software for educational and creative work, including both the Sibelius and Finale music notation programs, as well as presentation capability for classroom work. Software and hardware in the lab is constantly revised and upgraded.

Electronic Music Studio
Our electronic music studio provides a learning environment for students interested in electronic music and electronic music composition. The studio houses a wide variety of equipment and software, enabling students and faculty to develop projects in a wide range of styles and interests.

Jazz Improvisation Laboratory/SmartMusic
The Jazz Improvisation Lab provides an environment in which students develop jazz improvisation skills with technology support. It includes software such as Band-in-a-Box and Sibelius G7. Also located within the lab, SmartMusic™ software allows students to rehearse in many genres and styles with a "virtual accompanist."

WE’RE IN THE AGE OF TECHNOLOGY.
That’s why we use the most advanced teaching tools.

"The degree programs at Crane provide a full and rich education – in music and the liberal arts. I’m convinced this balanced and thorough curriculum laid the groundwork for the success I’m now enjoying in my life and career."

—Richard Regan ’91, teacher, conductor, and professional trombonist
Recording Equipment/Streaming

In addition to equipment used to archive recordings of all major Crane performances and to provide students with recordings of their own recitals, Crane facilities provide recording equipment for use by students in the Music Business program as they gain hands-on knowledge of recording technology. Most major performances at Crane are streamed live on the Internet, so distant friends and family members can enjoy concerts when unable to be on the campus.

Classroom and Instructional Technology

Virtually every instructional space in Crane is equipped with projection equipment, so that faculty and students can use computer and Internet resources for presentations, demonstrations, and collaborative work. Frequently, faculty make use of our Internet capacity to bring guest lecturers from distant sites into their classrooms, and to connect with teachers in public schools for interactive sessions of observation and discussion.

Through our Music Theory, History and Composition Department, Crane students also have the opportunity to deepen their musical experience by developing new ways of hearing, seeing and understanding music.

To learn more, go to potsdam.edu/academics/Crane/MusicTheory/

“Crane provides the full package for students by offering degree programs in just about every area of the music world. There are ample opportunities to perform weekly in a great atmosphere. Performing is fully supported by a wonderful staff of teachers. Crane really prepares you to be successful.”

—Mark Sophia, ’12

Degree Programs

BACHELOR of ARTS
• Music

BACHELOR of MUSIC
• Music Business
• Music Education
• Musical Studies (Composition or History/Theory)
• Performance

MINORS
• Music Business
• Jazz Studies

MASTER of MUSIC
• Composition
• Music Education
• Performance

CONCENTRATIONS
• Jazz Studies
• Special Music Education
• Piano Pedagogy
Crane offers graduate degree programs, including the Master of Music degree in Music Education (with a thesis option and a non-thesis option), Performance, and Composition. Courses in the Music Education graduate program are offered both during the academic year and in the summer, so that working teachers have an opportunity, with careful planning, to complete the degree primarily through summer study. Professional development opportunities for those not seeking degrees are also available during the summer and in a number of other settings.

See potsdam.edu/admissions/graduate/ for more information about graduate opportunities at Crane.

To learn more about us, auditions, and the application process, or to set up a campus visit, contact us at crane@potsdam.edu or 1-315-267-2775.