

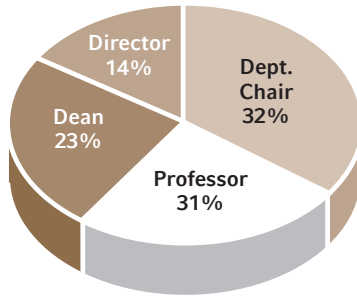


THE ALL-STEINWAY SCHOOL SURVEY

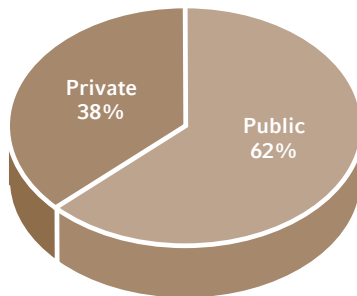


WHY ALL-STEINWAY? THE RESULTS SPEAK FOR THEMSELVES

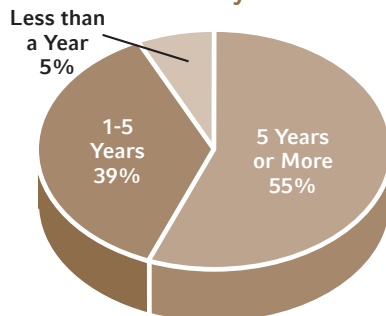
Response Categories



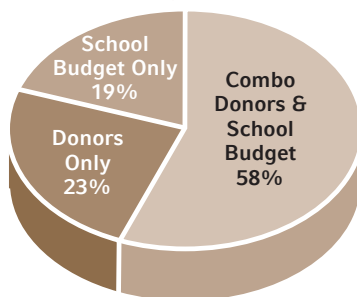
Institution Type



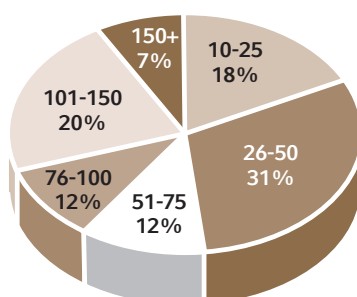
Length of Time as All-Steinway School



Funding Sources



Number of Pianos Owned



More than 160 institutions of distinction stretching across five continents now display the All-Steinway School symbol as a firm commitment to excellence for students, faculty members and their respective communities at large.

The “All-Steinway School effect” impacts people in different and often dramatic ways. To quantify tangible benefits of the program, Steinway & Sons conducted an online survey in the Spring of 2013 of 150 academic leaders throughout the United States who work in the “All-Steinway” environment every day. The respondents were anonymous unless they chose to give their name. With a cross section of 100 responses from Deans, Directors, Department Chairs and Professors, the majority (55 percent) has experienced the All-Steinway status for five years or more. 62 percent of the respondents were from public entities and 38 percent private institutions.

All-Steinway Schools are funded through fiscal budgets, donors or a combination of both. In fact, 58 percent of the respondents used the combined approach to attain their goal. All-Steinway Schools range in the size of their piano inventories and just over 50 percent of the institutions reported having inventories from 26 to 100 pianos.

THE COMBINED PERCENTAGES OF RESPONDENTS WHO REPORTED THEY SOMEWHAT AGREED, AGREED OR STRONGLY AGREED IS REPORTED HERE.

PERFORMANCE QUALITY

- 100% Being an All-Steinway School provides our students with the best instruments possible for the study of music.
 - 100% Being an All-Steinway School satisfies the high expectations of our piano faculty.
 - 99% Being an All-Steinway School enhances the performance levels of our piano students.
 - 98% Being an All-Steinway School enhances our ability to do better in competitions.
 - 93% Being an All-Steinway School has had a positive effect on national accreditations.
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RECRUITMENT

- 96% Being an All-Steinway School assists us in the recruitment of more students.
 - 94% Being an All-Steinway School has helped us in the recruitment of a higher quality student.
 - 87% Being an All-Steinway School helps us in the recruitment of new faculty.
 - 84% Being an All-Steinway School assists us in the recruitment of students in other music concentrations who are not specifically piano majors.
 - 87% Being an All-Steinway School assists us in the recruitment of more international students.
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INVESTMENT VALUE

- 95% Being an All-Steinway School has proven to be an appreciating asset to our facilities.
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PERCEPTION

- 99% Our association with the Steinway & Sons brand has had a positive influence on our image.
- 94% Being an All-Steinway School has helped us create happier students.

“Our pianos are so wonderful, we are the envy of every school and pianist in our region.”

“Students and faculty have access to the best quality instruments in achieving their maximum technical and artistic qualities.”

“The purchase of the pianos has increased morale and helped immensely with the recruitment of students.”

“Becoming an All-Steinway School was one of the best and smartest investments for our university.”

CELEBRATING MORE THAN 160 ALL-STEINWAY SCHOOLS



All-Steinway Schools demonstrate a commitment to excellence by providing their students and faculties with the best equipment possible for the study of music. That is why the pianos owned by these institutions – from the practice room to the recital hall – are Designed by Steinway & Sons.

CONSERVATORIES

Oberlin Conservatory of Music (Since 1877*)
Yale School of Music (Since 1897*)
Cleveland Institute of Music (Since 1920*)
Curtis Institute of Music (Since 1924*)

Academy of Vocal Arts
Central Conservatory of Music, School of Piano (China)
China Conservatory of Music, School of Piano (China)

Conservatorio de Música de Puerto Rico
Leeds College of Music – Conservatoire (England)
Royal Welsh College of Music & Drama (Wales)
University of Cincinnati - College Conservatory of Music

COLLEGES AND UNIVERSITIES

Ball State University
Belmont University
Bemidji State University
Blackburn College
Blue Ridge Community College
Bluffton University
Boise State University
Bowie State University
Cairn University
Cardinal Stritch University
Carl Sandburg College
Carnegie Mellon University
School of Music
Chestnut Hill College
Cheyney University of Pennsylvania
College of Mount St. Joseph
Columbus State University
Concordia University - St. Paul
Converse College
Cuyamaca College
DeAnza College
Duchesne University
East Tennessee State University
Fairfield University
Florida Gulf Coast University
Franklin & Marshall College
Franz Liszt College of Music Weimar
at Kangnam University (Korea)
George Mason University
The George Washington University
Georgia College and State University
Gordon State College

Gustavus Adolphus College
Hastings College
High Point University
Hollins University
Immaculata University
Indiana University of Pennsylvania
James Madison University
Kennesaw State University
Kent State University
Lake Michigan College
Lewis and Clark Community College
Lindenwood University
Liverpool Hope University (England)
Lock Haven University of Pennsylvania
Lone Star College – Montgomery
Loras College
Martin Methodist College
McLennan Community College
Middle Tennessee State University
Midland College
Millikin University
Missouri Western State University
Montclair State University
John J. Cali School of Music
Moravian College
New Jersey City University
Nicholls State University
North Greenville University
Oklahoma Christian University
Oklahoma City University
Oklahoma State University

Oral Roberts University
Pellissippi State Community College
Pomona College
Portland State University
Principia College
Radford University
Rowan University
Royal Holloway College
University of London (England)
Saint Mary's University of Minnesota
Santa Fe College
Seton Hill University
Snow College
Southern Adventist University
Southern Utah University
Southwestern Assemblies of God
University
Spelman College
Spring Hill College
State University of New York - Potsdam
Crane School of Music
Teachers College - Columbia University
Texas A&M International University
Texas Christian University
Tulane University
Union College
University of Alabama at Birmingham
University of Arizona
University of Arkansas
University of Central Florida
University of Central Missouri

University of Denver
University of Florida
University of Georgia
University of Maryland
University of Melbourne
Faculty of Music (Australia)
University of Minnesota - Twin Cities
University of Minnesota - Morris
University of Montevallo
University of South Africa (S. Africa)
University of South Florida
University of Tennessee - Knoxville
University of Tennessee – Martin
University of Utah
University of Victoria (Canada)
University of West Florida
University of West London (England)
University of Wolverhampton (England)
Utah State University
Utah Valley University
Vassar College (Since 1912*)
Waldorf College
Wallace State Community College
Weber State University
Webster University
West Chester University of Pennsylvania
Western Michigan University
West Valley College
Westmont College
Wheaton College
Youngstown State University

OTHER SCHOOLS OF DISTINCTION

Amadeus International School of Music (Austria)
Cicely L. Tyson Community School of
Performing & Fine Arts
City of Edinburgh School of Music (Scotland)
Conservatori Liceu (Spain)
Cranbrook School (Australia)
Cushing Academy
Durham School (England)
Episcopal High School
Gould Academy
Hamburger Konservatorium (Germany)
Hampton School (England)

Levine School of Music
Henry Mancini Arts Academy at
Lincoln Park Performing Arts Center
Kronberg Academy (Germany)
Longwood Nagakute School of Music (Japan)
Loretto School (Scotland)
New Yorker Musische Akademie im CJD
Braunschweig (Germany)
Pacific Northwest Ballet and School
Pangbourne College (England)
Philadelphia High School
for the Creative and Performing Arts
Pittsburgh's Creative & Performing Arts
Magnet School

Plockton High School (Scotland)
Qatar Music Academy (Qatar)
Raleigh Conservatory of Music
Rimsky-Korsakov Music School (Russia)
The School of Performing Arts
Somerset College (Australia)
St. Alban's School (England)
St. Margaret's Episcopal School
Syddansk Musikkonservatorium
& Skuespillerskole (Denmark)
Tonbridge School (England)
Valley Christian Schools
Wellington School (England)

* Denotes an All-Steinway School for over 85 years.