

**PUT THE BOTS TO  
WORK FOR YOU  
TECH FOR TODAY'S CHOIR DIRECTOR**

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**Trevecca Nazarene University – Nashville, TN**



# DEVELOPING YOUR TOOLBAG

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Conductors need tools just like mechanics and carpenters. In addition to the knowledge and skillsets to program music, rehearse a choir, and execute a performance, we also must ensure our ensembles run smoothly and properly. Tech can help.



# THE GOAL OF THIS PRESENTATION IS . . .



TO DEMONSTRATE THE WAYS IN WHICH TECHNOLOGY MAKES THE ADMINISTRATIVE ASPECTS OF BEING AN ENSEMBLE DIRECTOR EASIER.



TO PROVIDE AN EXAMPLE OF AN APP OR SERVICE WE PERSONALLY RECOMMEND FOR EACH CATEGORY.



TO PROVIDE BEST USE PRACTICES FOR THE CHOSEN APP/SERVICE.



TO PROVIDE SUGGESTIONS FOR OTHER CROSS-PLATFORM APPS/SERVICES TO CONSIDER IN EACH CATEGORY.

# TOOL CATEGORIES

We recommend conductors adopt apps/software solutions for the following categories:

- Collaboration in the Cloud
- Personal Task Management
- Email Correspondence
- Group Polling & Scheduling
- Appointments
- Group Communications
- Marketing — graphic design, email, and social media

# COLLABORATION IN THE CLOUD

# GOOGLE DRIVE (G-SUITE)

*Description:* G-Suite, more commonly known as Google Drive, is a file storage and synchronization service that allows users to synchronize files across multiple devices and share them with other users for editorial access including collaboration in real time. The G-Suite encompasses Google Docs (word processing), Google Sheets (spreadsheets), Google Forms (data collection), and Google Slides (presentation) which combine to a host of document types.

## *Practical uses:*

- shared cloud space to provide organizational reference documents to other ensemble leaders
- leadership collaboration on marketing and administrative documents
- collection of ensemble information through Google Forms
- shared databases of music, audience contacts, promotional materials, etc.

## *Similar alternatives:*

OneDrive, Dropbox, Box.net

TextExpander - C x Put the Bots to V x Brainstormed Lis x Registrar - Goog x 2019 Summer Co x 2019 TN-ACDA S x 2019 Summer Co x

https://drive.google.com/drive/folders/13ldq5fEqJb2Ulv8D9XWvsSIIA\_C3eX9a

TREVECCA WEBMASTER HFUMC SEARCH FINANCES MLB Feedly Nash Golf Divi Starting Sparky Learn Faculty Webinars Other Bookmarks

# Drive

Search Drive

My Drive > Put the Bots to Work Presentation\_SHARED

Name ↑	Owner	Last modified	File size
App Logos	me	9:07 AM me	-
Lerew App Screenshots	me	5:04 PM me	-
Brainstormed List of A...	me	10:30 AM me	-
Lerew Apps' Keynote C...	me	9:48 PM me	-
Put the Bots to Work fo...	Ashley Vance	Jul 21, 2019 me	-
Tech TN-ACDA present...	me	12:13 PM me	810 KB
TextExpander demo.m...	me	11:35 PM me	41 MB

99.9 GB of 204 GB used  
[UPGRADE STORAGE](#)

31

⏸ 👤



*Description:* Airtable is a sophisticated collaborative cloud solution for any and all of your storage, communication, and organizational needs. Because it's so detailed, it has a steeper learning curve than other applications – but the payoff of having everything you need stored perfectly in one place is worth it.

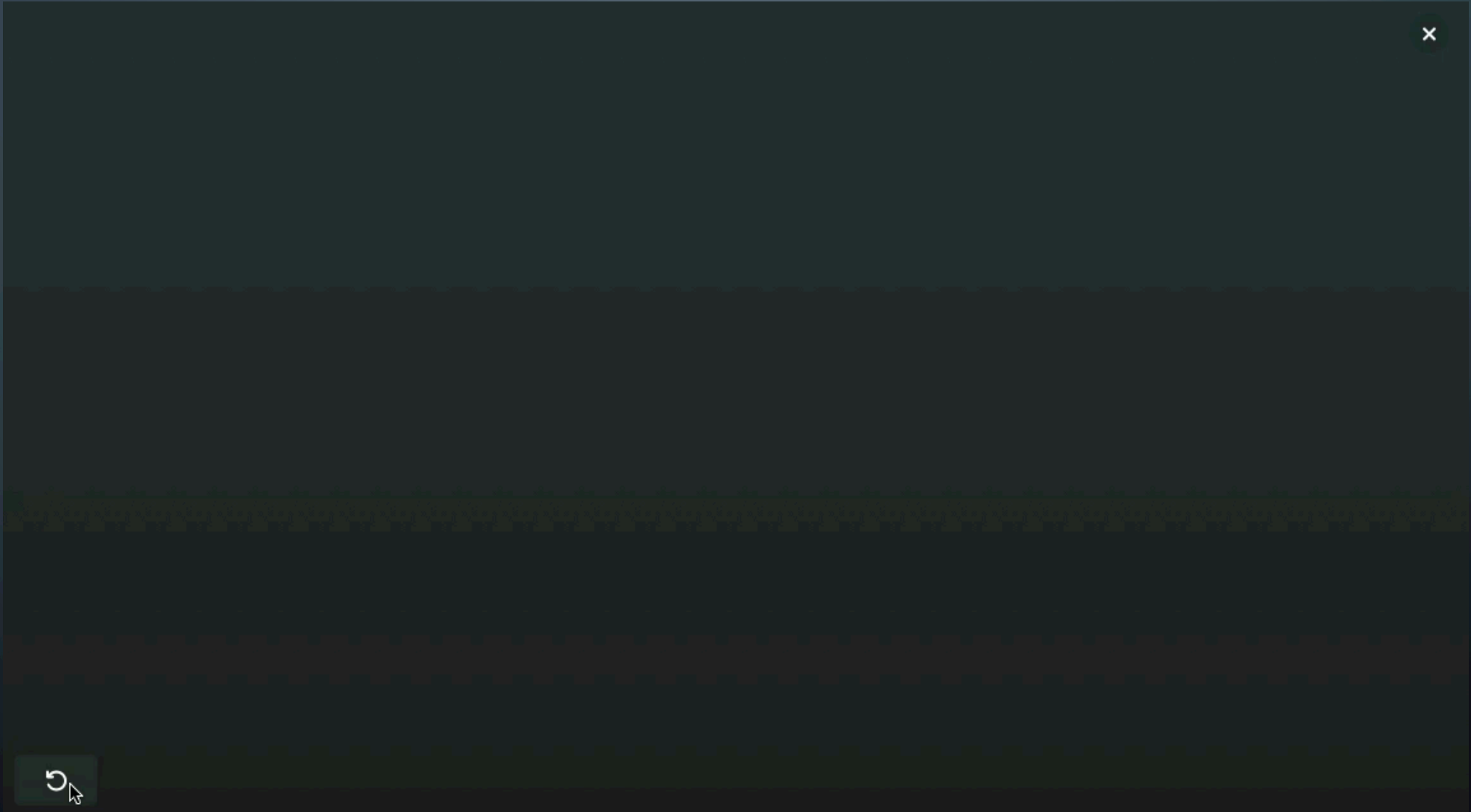
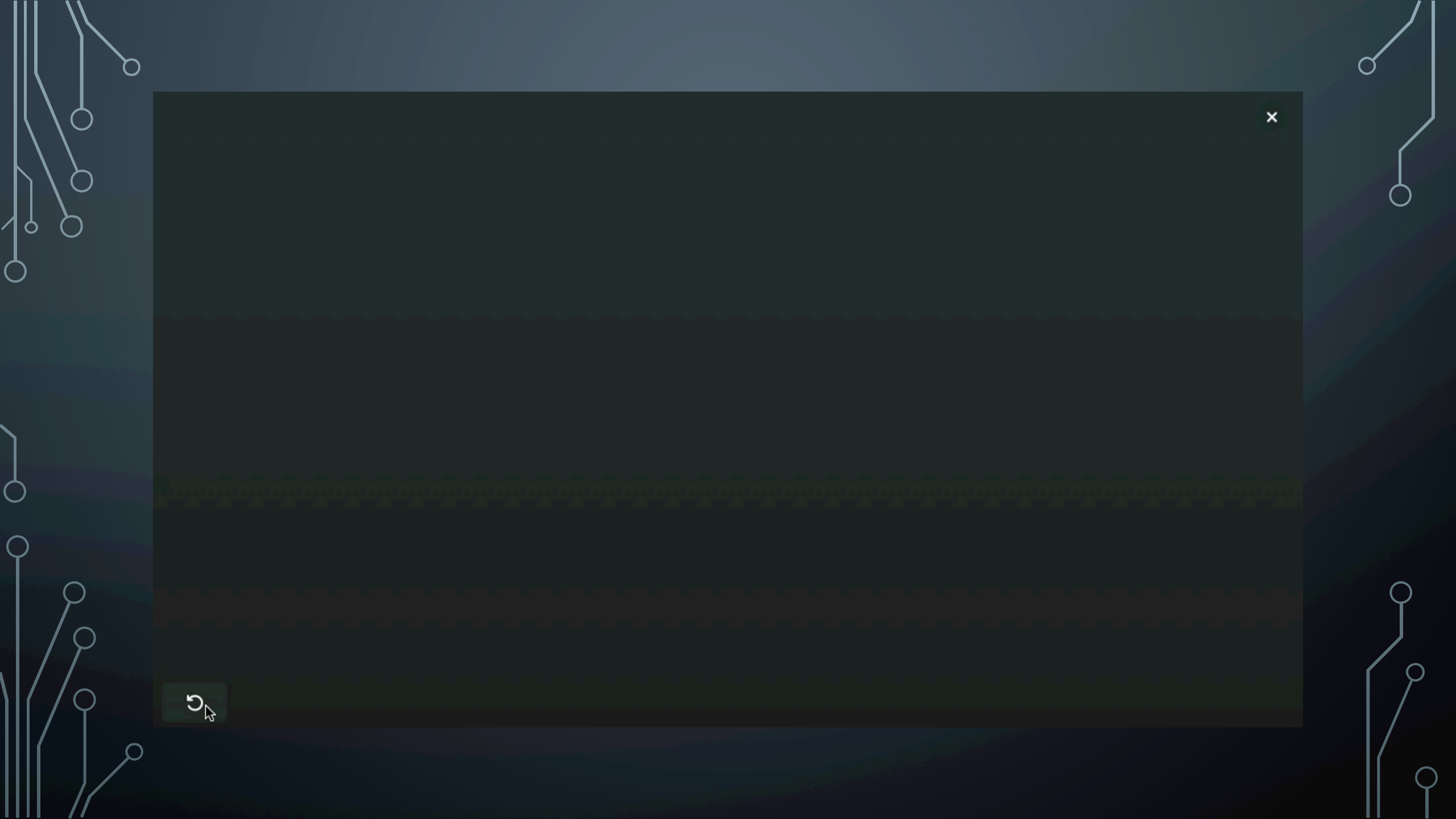
*Practical uses:*

- Grid view (one of the many formats) allows you to see your information as a spreadsheet which can be organized based on category, priority, department, deadline, and more
- You can integrate Airtable with all of the other apps you use, such as G-Suite, Facebook, MailChimp, Slack, LinkedIn, Dropbox, and many more
- Create “smart relationships” by linking relatable items across different tables

*Similar alternatives:*

G-Suite





# PERSONAL TASK MANAGEMENT

*Description:* Todoist is a collection tool for tasks inputs. Those tasks can then be organized into projects and reminders can be created based on date/time and location.

*Practical uses:* Managing any and all types of projects.

*Similar alternatives:*

Google Tasks, Asana, AnyDo, Things



**todoist**

Quick Find

Inbox

Today 1

Next 7 days 1

Projects +

- SELF 152
- COURSES
  - TNU Singers 1
  - Concert Choir
  - Aural Theory 1 (Fall)
  - Aural Theory 2 (Spring)
  - Aural Theory 3 (Fall)
  - Aural Theory 4 (Spring)
- CONCERT PROJECTS
- WRITING

### TNU Singers

Write TNU Singers plan Sep 18 2018

Schedule

Add Task Cancel

+ Add task TNU Singers: Todoist

Quick Find

Inbox 37

Today 8

Next 7 days 20

Projects Labels Filters

- Personal 8
- Fitness 6
- Work 3
- Social 3
- Errands 4
- Home Renovation 3
- Tutoring Program 3
- Partnerships 8
- Professional Development 5
- Monthly Planning 5
- Reporting 4
- Video 10**

+ Add Project

### Video

- Publish video on Youtube Dec 14
- Write the script
- Shoot the video
- Record vocals for the video
- Add vocals to edit
- Add music to edit
- Add visual effects to edit
- Make final edits
- Share on Dropbox with team
- Share on social media

+ Add Task

Christmas in July 2019  
July 24, 2019 - [ChoralNet - ACDA](#)

This week on Going Beyond Words at Radio/ChoralNet, host Stan Schmidt features his Christmas in July. You will be introduced to a new masterful choral ensemble from South Dakota, called Transept. You will hear tracks from a live concert that took place in December. Transept is a vocal ensemble

Improvisation for Choirs  
July 24, 2019 - [New Publications](#)

Join the ChoralNet mailing List

Email Address \*

Daily  
Weekly

SUBSCRIBE

New To-Do  
Notes

Inbox

Cancel Save

Summer Sing for Tenors and Basses in Washington, DC  
July 23, 2019 - [Events](#)

### Classifieds

Positions for supplemental and substitute singers – all parts  
July 24, 2019 - [AUDITIONS - Paid](#)

Tenors Wanted for all Male Choir  
July 24, 2019 - [AUDITIONS - Paid](#)

Still looking for repertoire for your SATB choir?  
July 24, 2019 - [For Free](#)

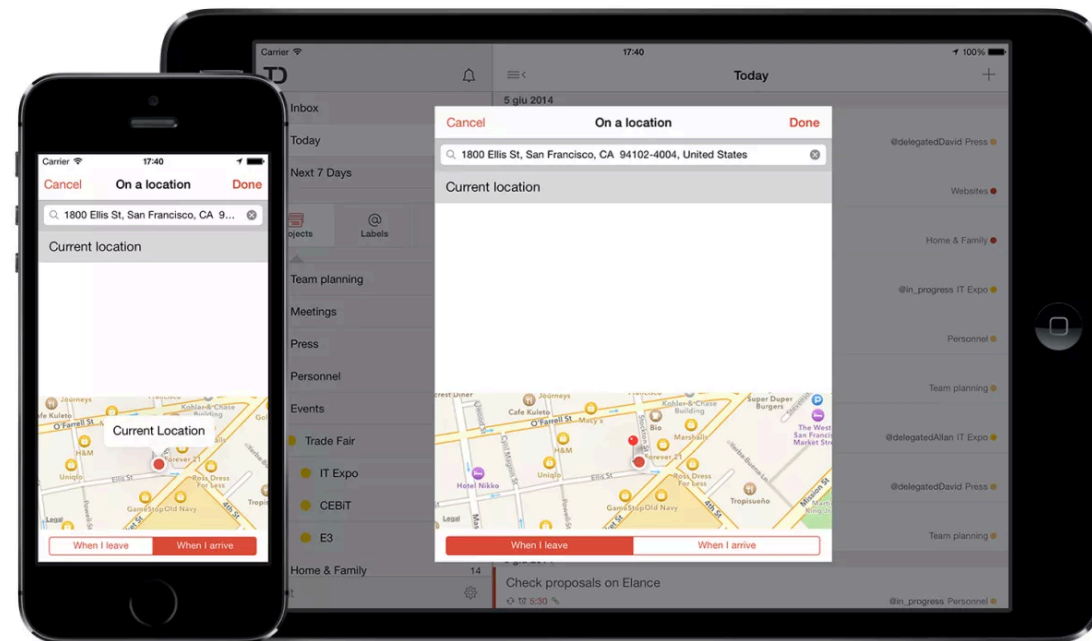
### Forums

Searching: Andrea Gabrieli, Missa Brevis (in D major)  
July 24, 2019 - [repertoire-questions-and-discussions](#)

Looking for Dreams and Nightmares  
July 23, 2019 - [repertoire-questions-and-discussions](#)

Standing Choral risers available

## TD + Location Alerts



### Get Notifications When You Arrive or Leave

Create task reminders that trigger when you enter or leave a specific place. For example, get notified to "Call the accountant" when you arrive to your office.

## Quick Add Task



Clean the basement ✨ 📅 every 3 months Schedule

**Add Task**



EMAIL

CORRESPONDENCE

# EMAIL PRACTICES / FEATURES

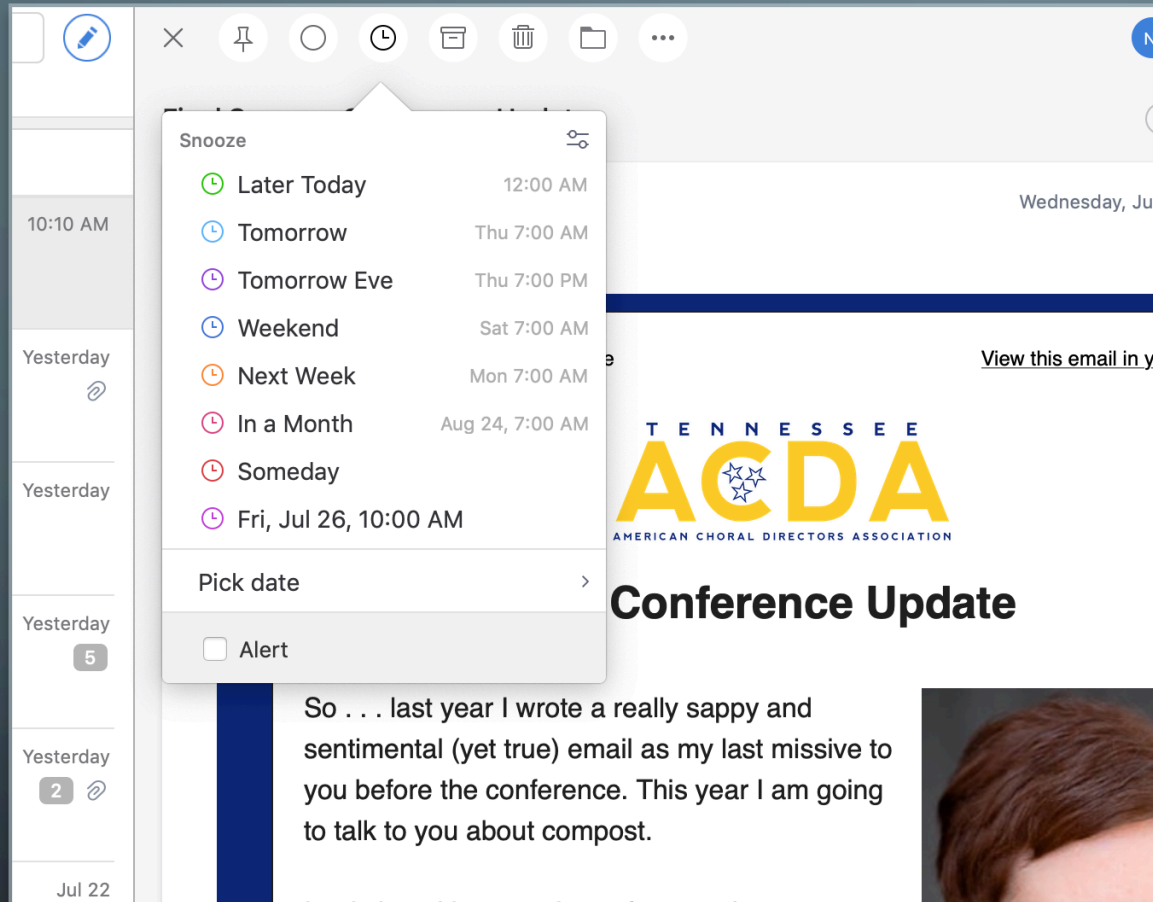
Email is simply a stream of data that can be piped into any app or mail client we choose. We suggest you have a reason for using the email client or app you use. When selecting an email app, look for these features:

- Defer until later
- Send later
- Robust third-party integration

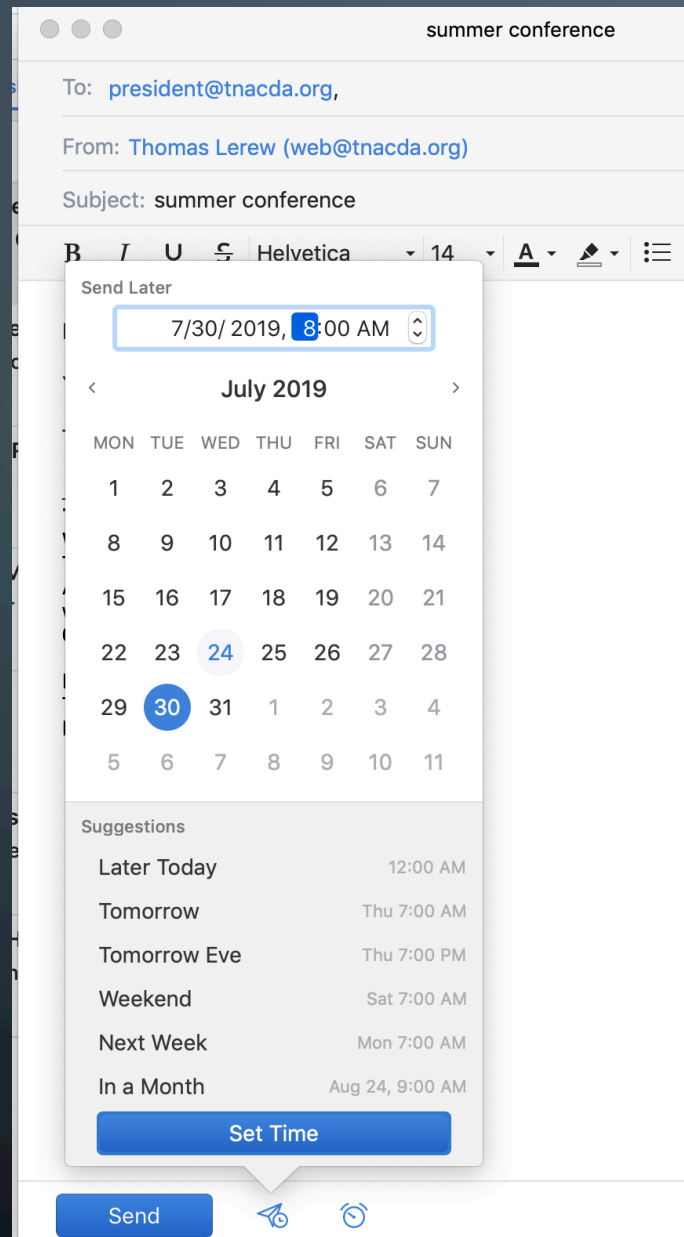
*Suggested add-on services:*

Boomerang for Gmail, SaneBox, Unroll.me

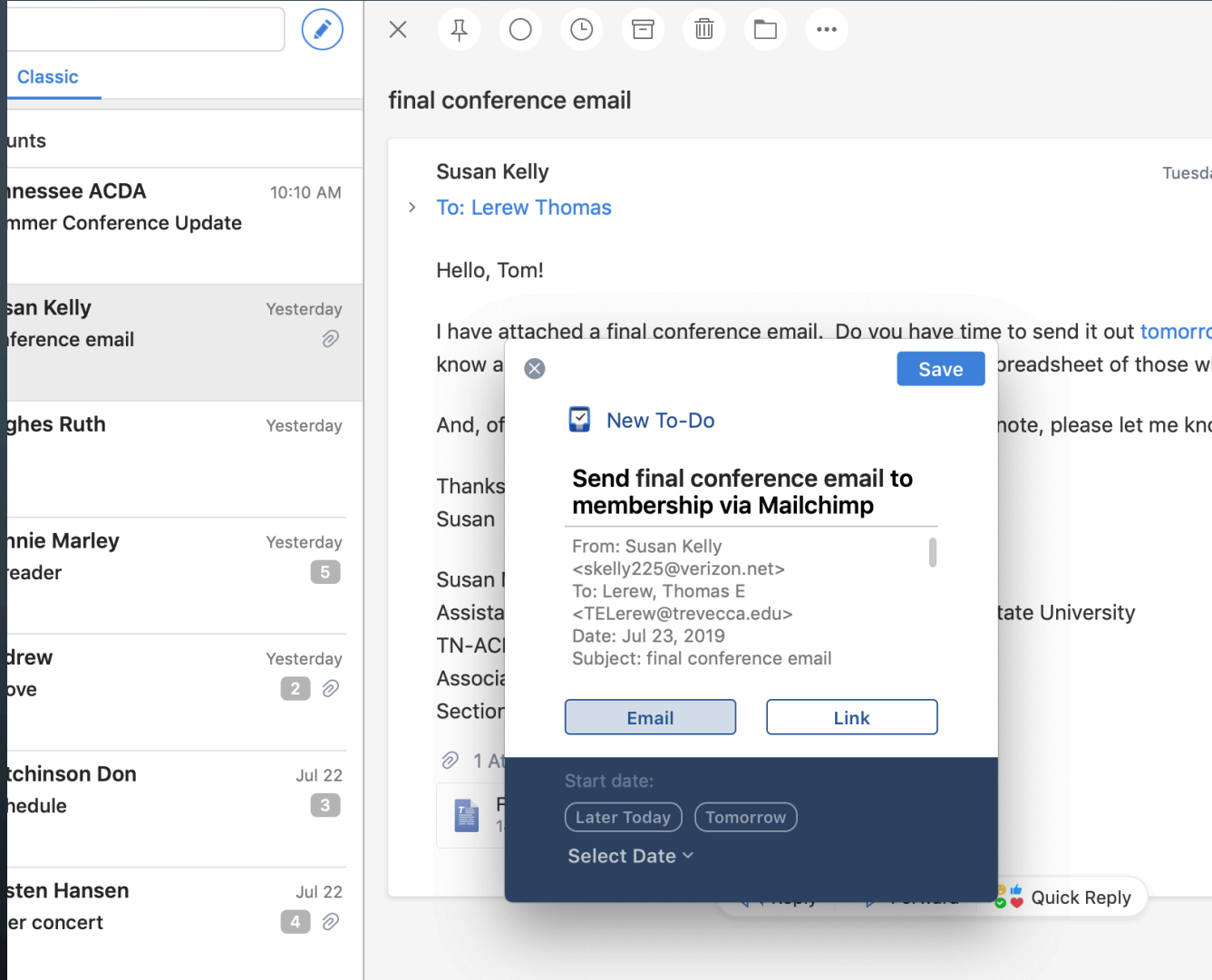




**DEFER UNTIL LATER**  
(get the email out of your inbox and choose when it will reappear later, e.g. Monday morning)



**SEND LATER** (write the message now, send it later)



**ROBUST THIRD-PARTY  
INTEGRATION**  
(sending email  
messages to other  
services such as a task  
manager, cloud  
document storage, etc)

TEXTEXPANDER



# TEXTEXPANDER

*Description:* TextExpander allows you to instantly insert snippets of text such as email addresses, signatures, form letters, images, long names, and foreign terms into the content you are typing. TextExpander is a repository of text that is automatically expanded based on a shorthand code. All snippets are synchronized across all devices making typing on mobile devices much faster. TextExpander also makes typing longer form letters easier both at home and on the road by easily accessing databases or previously written emails or answered questions.

*Practical uses:*

- answer common emailed questions with a TextExpander form letter
- quickly insert names, email and mailing addresses, and phone numbers into web forms
- type long, complicated composer names in a few keystrokes
- insert the full citation of a book that you reference all the time
- paste the text of checklists you use all the time

*Similar alternatives:*

PhraseExpress, Fast Keys

TextExpander

New Snippet New Group Delete

Statistics Preferences Help Filter

- ▼ .Trevecca Course Templates
  - congrats, made Singers
  - final exam email
  - Last Date...Attendance .lda
  - midterm rubric .meqr
  - OneDrive...oration note .od
  - Piece t...morrow .piecetom
  - sectionals text .sectionals
  - Videotaping Grade .vtg
- ▶ .Trevecca Snippets
- ▶ .Web Design
- ▶ Accented Words (MH)
- ▼ ACDA
  - ACDA So...n Region .sacda
  - American...ssociation .acda
  - Arkansas ACDA .ark
  - AZACDA URL .aza
  - Choral Journal .cj
  - Festival Ju...Comments .fj
  - judge audi...re message .fi
  - Seeking...Content .content
  - SingUp...CDA URL .singup
  - Tennessee ACDA .tnnacda
  - TN-ACDA .tna
  - TN-AC...Email .boardemail
  - TN-ACDA FB URL .tnfb
  - TN-ACDA Instagram .tnin
  - TN-ACD...ortal URL .square
  - What's News .wn
  - Wondemagegnehu .namew
- ▶ APA Format

+ ⚙️

TextExpander - [X] My Drive - Goog [X] TextExpander D [X]

https://docs.google.com...

TREVECCA WEBMASTER HFUMC SEARCH Other Bookmarks

TextExpander Demo Share

File Edit View Insert Format Tools Add-ons

100% Normal text Arial

1 2 3 4 5

31

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# GROUP POLLING & SCHEDULING

# Doodle

*Description:* An easy way to create polls with specific dates, times, and/or text that are sent via shared link. Responses to your poll come through your email or through the app.

*Practical uses:*

- No time wasted with back-and-forth conversations about scheduling
- The app easily informs you when people are responding to the polls
- Simple and efficient design

*Similar alternatives:*

PollUnit, Xoyondo



QuickTime Player File Edit View Window Help

doodle.com

Product - Airtable Google Drive Product - Airtable Doodle - Make meetings happen

Doodle Pricing Help English

Sign up Log in Create a Doodle

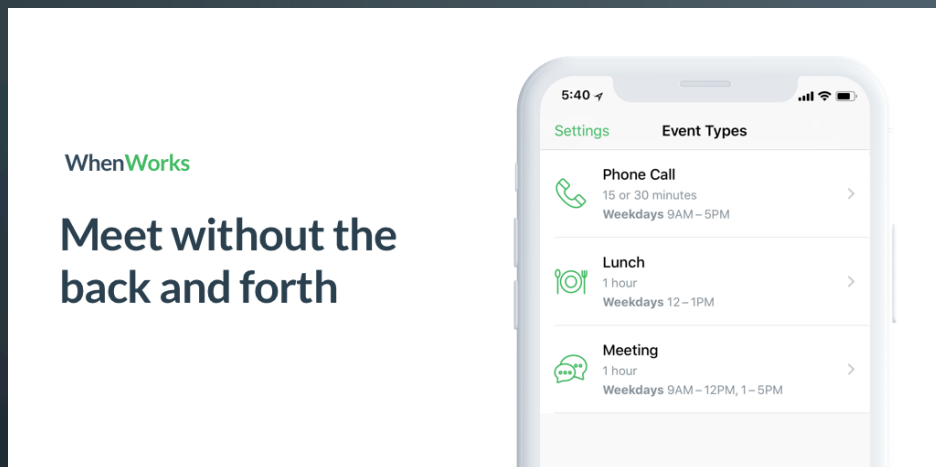
# Make meetings happen

With Doodle, scheduling becomes quick and easy.

Start free trial!

	Jul 30 TUE	Jul 31 WED	Aug 2 FRI	Aug 5 MON	Aug 9 FRI	Aug 14 WED
Tom		✓			✓	✓
Paula		✓				✓
John		✓		✓	✓	✓
Emma		✓				

# APPOINTMENTS



*Description:* WhenWorks eliminates back-and-forth emails and text messages by allowing others to book time with you only when you've both defined it's OK to schedule and your electronic calendar says you're free. Just share or publicize your personalized link and let others schedule appointments with you.

*Practical uses:*







- coffee meetings with singers and board members
- college student office hour appointments
- avoid guessing when scheduling conference calls in other time zones

*Similar alternatives:*

Calendly, YouCanBookMe, Google Appointments

5:35 📶 🔋

Settings **Event Types**

-  **Conducting Coaching**  
15 minutes  
Weekdays 9AM – 5PM
-  **Meeting**  
15 minutes  
Mon – Thu 10AM – 2PM
-  **Meeting**  
15, 30, 45 or 60 minutes  
Weekdays 9 – 11AM, 1:30 – 5PM
-  **Advising Appointment**  
15 or 30 minutes  
Weekdays 9AM – 5PM
-  **Phone/Video Call**  
15 or 30 minutes  
Weekdays 9AM – 5PM
-  **Office Hours**  
15 minutes  
Mon 1:30 – 2:15PM, 4 – 4:45PM, Tue & Thu 9 – 10:30AM, Wed 10 – 11AM, 1:30 – 2:15PM, Fri 4 – 4:45PM

[New Event Type](#)

5:36 📶 🔋 when.works

**WhenWorks**

Times are shown in CDT (UTC -5)

< Wed Aug 21 2019	Thu Aug 22 2019	Fri Aug 23 2019	>
10:00 AM	10:00 AM	10:00 AM	
10:15 AM	10:15 AM	10:15 AM	
10:30 AM	10:30 AM	10:30 AM	
10:45 AM	10:45 AM	10:45 AM	
11:00 AM	11:00 AM	11:00 AM	
11:15 AM	11:15 AM	11:15 AM	
11:30 AM	11:30 AM	11:30 AM	
11:45 AM	11:45 AM	11:45 AM	
12:00 PM	12:00 PM	12:00 PM	
12:15 PM	12:15 PM	12:15 PM	
12:30 PM	12:30 PM	12:30 PM	
12:45 PM	12:45 PM	12:45 PM	
1:00 PM	1:00 PM	1:00 PM	
1:15 PM	1:15 PM	1:15 PM	
1:30 PM	1:30 PM	1:30 PM	
1:45 PM	1:45 PM	1:45 PM	

5:36 📶 🔋 when.works 🔄

**WhenWorks**

## Contact Information

Name \*

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Email \*

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Topic of our meeting? \*

\* Required fields

[Book Appointment](#)

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# GROUP COMMUNICATIONS



*Description:* Mass text message groups of people such as your ensemble/students or their parents right from your phone. Individuals can sign-up themselves or you can sign them up if you already have their information. Having the student sign-up prevents you from having their number (good for teachers!). Singers can receive messages as texts, emails, or both. Responses are sent to the teacher, not the entire group.

*Practical uses:*

- sending important announcements or reminders
- communicating last-minute venue changes or cancelations
- easily dispersing a link the entire group needs

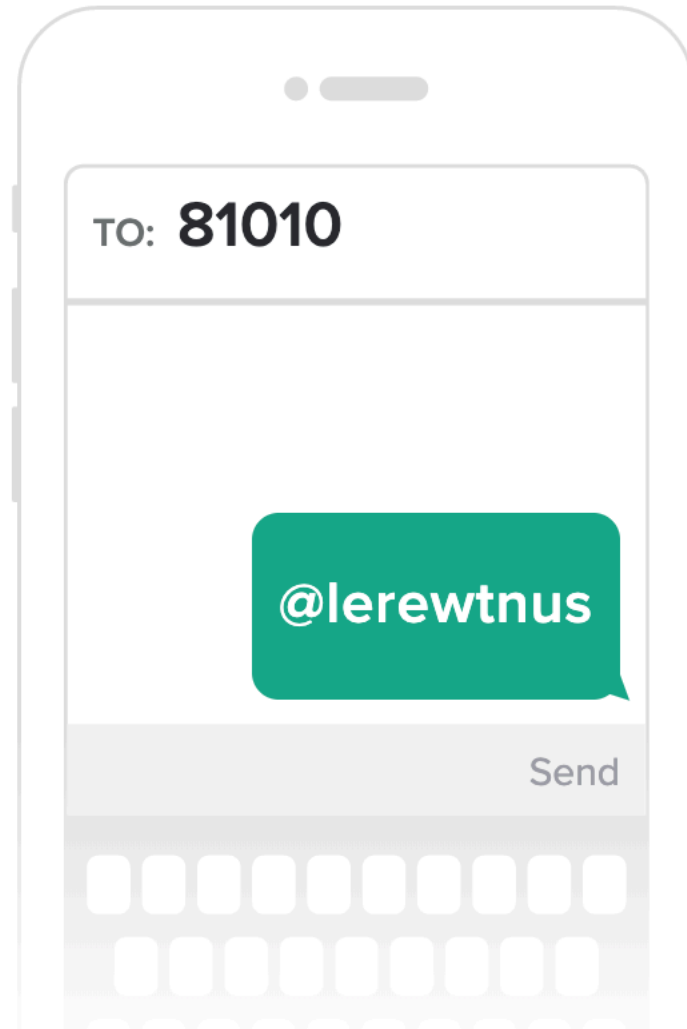
*Similar alternatives:*

We have not found anything near as good as Remind. It was deliberately designed for teachers and works wonderfully for all kinds of choirs. Remind is cross-platform and supported by all major mobile carriers.

## Tell people to text @lerewtnus to the number 81010

They'll receive a welcome text from Remind.

If anyone has trouble with 81010, they can try texting @lerewtnus to (615) 724-9290.



## Enter contacts or copy/paste from a spreadsheet

Copy and paste directly from  Google Sheets or  Microsoft Excel.

Students

Parents



Teachers

	Student name	Phone or email	Secondary phone or email
1	Little Johnny	555-555-5555	Optional
2	Student name	Phone or email required	Optional
3	Student name	Phone or email required	Optional
4	Student name	Phone or email required	Optional
5	Student name	Phone or email required	Optional

Add people



 **Message**

To:  TNU Singers 

Type your message

Translate

140


 Drag and drop here

Back

Schedule


Send

**Add to your message**


 Upload photo or video


 Upload a file

 Google Drive

 Google Classroom

 Quizlet

 OneDrive

 SurveyMonkey

 Signal



*Description:* A messaging app that allows both individual (direct) and group conversations. The app has flexible notification options as well as built in tools such as tagging individual users (similar to a FB mention), group polls, shared calendar events, and location sharing. Individuals must install the app and create an account. Overall, the app allows more control over group messaging than mass group texts.

*Practical uses:*

- provides a forum for singers to both discuss relevant ensemble topics AND non-choir related fellowship
- an easy way to share reminders, announcements, and media


*Similar alternatives:*

Slack, Band


6:00 📶 🔋

Chat ✍️


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 **TNU-ACDA '18-'19** Jul 22, 2019  
Isaac Melton: Jeans are acceptable,...


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 **TNU SINGERS CHAT** Jul 16, 2019  
Jonathan Smith: Jesse Fehr and I ar...


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 **TNU Singers Board 18-19** May 7, 2019  
Ashley Vance: I like that


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 **SCHOLARSHIP SINGE...** Apr 24, 2019  
Ashley Vance: Oh no 😞

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 **TNU-ACDA Board '18-...** Apr 18, 2019  
Aubrey Daugherty: I agree with Me...


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 **SECTION LEADERS-T...** Apr 14, 2019  
Dr. Lerew: No sectional plans for thi...


**SECTION LEADERS-  
TNU Singers**

Lauridsen 5 and go to Lauridsen 1. Sectionals Thursday, clean up everything. Feel free to sing passages on [nu] instead of solfege to ensure pitch content is learned/secure.


Mar 31, 2019 at 1:31 PM

 **Dr. Lerew**  
MON (30 min sectionals) - Mozart (all) & Lauridsen 1 & 2 (as much as time allows); TUES (30 min sectionals) - Lauridsen 1, 2, 5; WED (30 min sectionals) - run/review Mozart all and Lauridsen 3 & 4; THURS tutti all class **@Ashley Vance** , please confirm receipt


Apr 7, 2019 at 12:11 PM

 **Dr. Lerew**  
Sectionals Tuesday (30 min) Mozart transitions in and out of soli sections & Lauridsen mv't 2. Sectionals Thursday (30 min) for whatever material we think still needs more attention at the end of the week. Tutti all of Mon & Wed **@Ashley Vance** , please confirm receipt.


Apr 14, 2019 at 4:15 PM

 **Dr. Lerew**


**TNU-ACDA '18-'19**

 **Ashley Vance**  
you know you're a conductor when you make sure your pattern looks good while trying on new clothes


Sat, 10:01 PM


 **Ashley Vance**  
[tnacda.org](https://www.tnacda.org)

[Summer Conference](#)



2019 Summer Conference – July 26-27, 2019 The 2019 TN-ACDA Summer Conference will again be held in Murfreesboro, the geographic center of Tennessee, at St. Mark's United Methodist Churc...

 **Ashley Vance**  
^ the conference schedule, for those of us going!

 **Isaac Melton**  
God bless you Ash

# MARKETING - GRAPHIC DESIGN



*Description: Canva is an online resource where you can design presentations, flyers, media posts, and almost any other marketing graphic you can think of.*

*Practical uses:*

- Hundreds of free design options and templates
- Dimensions are available for every media platform
- Easily convertible into PNG, PDF, JPEG

*Similar alternatives:*

PowerPoint

AV Ashley Vance

Create a design

Home

All your designs

Photos

Brand Kit

Design School

Create a team

Folders

Shared with you

Trash

Upgrade

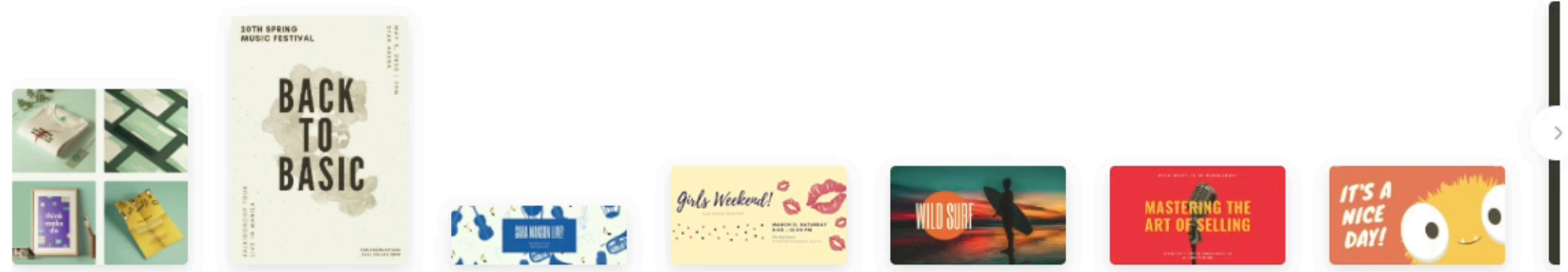
# Design anything.

Try "Presentation"

It's business card time >

Create a design >

Custom dimensions



Canva Print >

Poster

Twitter Header

Facebook Event Cover

YouTube Channel Art

Presentation

Desktop Wallpaper

Help ?



# MARKETING - EMAIL



*Description:* Mailchimp is one of the most popular email marketing services. Create mass email lists for your ensembles or your audiences to get the word out. Embed email sign-up forms on your website and social media profiles. Connect the service to social media platforms to automatically generate posts that coordinate with your email campaigns.

*Practical uses:*

- advertise upcoming performances to your mailing list
- announce audition opportunities for your ensemble
- share your organization's latest news with your supporters
- send rehearsal notes & media to large number ensembles

*Similar alternatives:*

ConstantContact, Emma, Benchmark



Search our available campaign types



### Email

Design and send emails to your subscribers.



### Ad

Target your contacts, find a new audience, or bring people back to your site with Facebook, Instagram, or Google ads.



### Landing Page

Create a landing page to collect new contacts, promote a product, or offer a discount.



### Automated Email

Design and send automated emails to contacts.



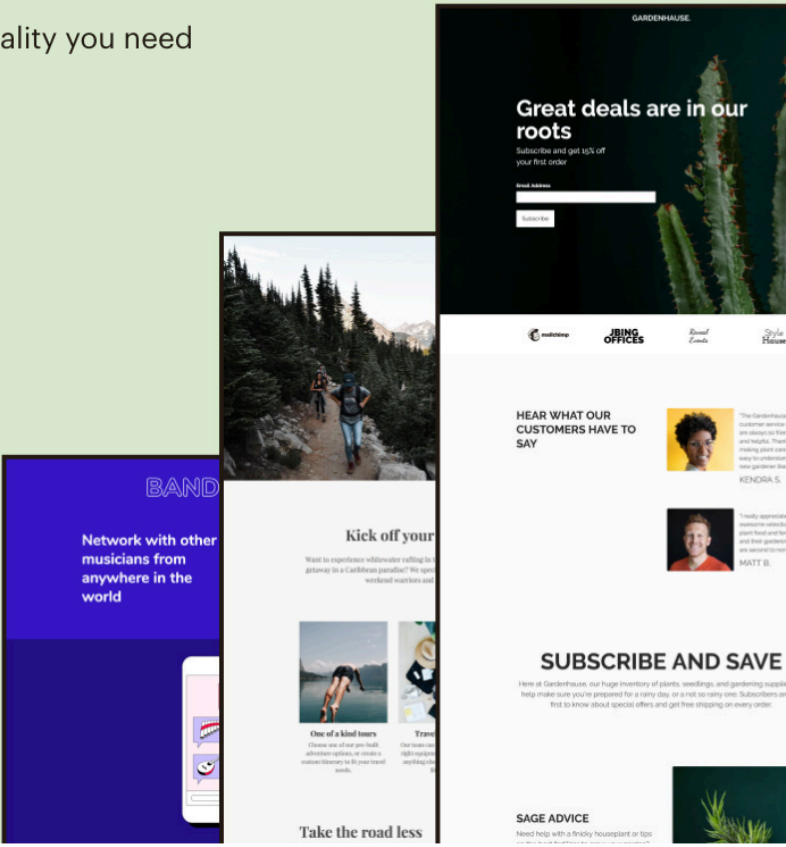
### Postcard

Design and send printed postcards to reach your contacts around the world.

## Grow your list with our new page templates

They have the style and functionality you need to create an eye-catching page.

Try The Templates



[campaign email subject]



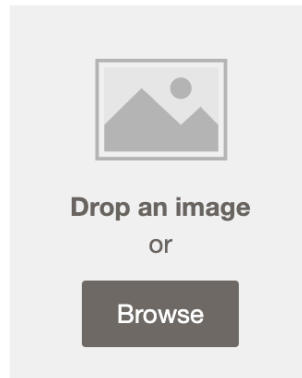
[View this email in your browser](#)

## It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can [see what other MailChimp users are doing](#), or [learn about email design](#) and blaze your own trail.



Your text caption goes here. You can change the position of the caption and set styles in the block's settings tab.

Content

Design

Comments



Text



Boxed Text



Divider



Image



Image Group



Image Card



Image + Caption



Social Share



Social Follow

Template > Design

Save & Close >

# MARKETING - SOCIAL MEDIA

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## GROUPS & PAGES

### *Practical uses:*

- Facebook GROUPS can be invitation-only and give the users the opportunity to post on the board and communicate easily about events, questions, etc.
- Facebook PAGES are profiles that users can follow. Create a FB Page if you'd like your group to subscribe to updates and have the ability to comment.

### *Similar alternatives:*

Instagram (not as collaborative)



TNU American Choral Directors Association @TNUACDA

- Home
- Posts
- Jobs
- Events
- Reviews
- Videos
- Photos
- About
- Community
- Groups



Liked Following Share

+ Add a Button

Create Live Event Offer Job

ACDA Write a post...

Photo/Video Get Messages Feeling/Activ...



No Rating Yet

Invite friends to like your Page



Rachel Stoltz, Laney Avril Yancey and 15 others like this.

Grow your audience on Facebook and reach more people who are interested in your business.

Invite Friends

Ch



## 2018-2019 TNU Ladies' Apartment Residents

Closed group

About

Discussion

Chats

Members

Events

Videos

Photos

Search this group



### Shortcuts

2018-2019 TNU Ladies...



Joined

Notifications

Share

More

Write Post

Add Photo/Video

Live Video

More



Write something..

Photo/Video

Watch Party

Tag Friends



### NEW ACTIVITY



Ysabel Mark

May 6

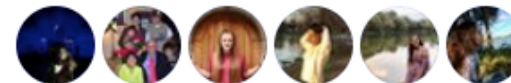
Hey guys I have a couch I need to be sitted over the summer would anyone be able to or know of anyone that could?

### INVITE MEMBERS

+ Enter name or email address...

### MEMBERS

148 Members



### DESCRIPTION

This group will provide important info & upcoming events for apartment life on TNU campus!

### GROUP TYPE

General

Cha

# CONCLUSION

## Q&A

### PEER RECOMMENDATIONS



**TREVECCA**  
NAZARENE UNIVERSITY

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Ashley J. Vance

[AJVance@trevecca.edu](mailto:AJVance@trevecca.edu)

**For a list and (non-affiliate) links to the specific apps/services Tom uses,  
please visit [thomaslerew.com/tools](http://thomaslerew.com/tools)**

**To view these slides later, visit [thomaslerew.com/botstowork](http://thomaslerew.com/botstowork)**