Our Mariachi Program has exceeded my most optimistic projections when we made the commitment to create the program. Initially, this plan was created as part of our "Reinvention Plan" in 2007 to improve student achievement, attendance, and overall apathy by creating new "hooks" for students to motivate them in their core classes. As a school with school population of nearly 50% Hispanic students, this was a perfect marriage of philosophy and programming.

Within one year, we had a full schedule of mariachi students and are planning to add another staff member to teach ballet folklorico. We treat the Mariachi Program as a motivation tool for our students. As in athletics, students must maintain their grades to participate in the mariachi events. Our program has expanded beyond our building and has performed over 50 shows this year outside of school to support our community.

Kevin McPartlin, former Chaparral HS Principal
Clark County School District, NV

I can’t tell you how valuable the Mariachi Program is and how it has had such an incredible impact on our community! In these tough economic times, enrollment is key. We drew students from Foreign Language Classes, ESOL/ELL Classes (placed by ELL teachers), and the General Student Population. We have found that Mariachi has brought new students to music and that the other courses have not lost enrollment as a result. Mariachi has actually strengthened our overall program.

Directors are faced with dwindling or static numbers and offering new and exciting music courses like Mariachi, is a way to pump up the enrollment as well as the level of excitement for the Music Program. It’s fun, engaging, participatory, cross-cultural and educational all at the same time!

Kerry Bryant, Fine Arts Coordinator
Barrow County Schools, GA

Edward M. Brand, the Sweetwater [CA] superintendent, said that the Mariachi Program, which started as an after-school class in 1996...helped keep Hispanic students in school. Ten years ago, he said, the dropout rate among the district's Hispanic students was 20 percent; today, it is just under 6 percent.

U.S. Times

¡Simplemente Mariachi! is a comprehensive curriculum that meets the type of high standard that school districts value. The books are standards-based and rooted in solid teaching practice. The streamlined and practical lesson plans include clearly stated teaching concepts, expectations, and assessments.

Richard A. Carranza, Superintendent
Houston Independent School District

MENC, the National Association for Music Education, applauds ¡Simplemente Mariachi! as a standards-based, sequential method for teaching mariachi music. MENC is encouraged to see mariachi bringing an increasing number of students to active music-making in today’s public schools. MENC looks forward to high-quality teachers using the ¡Simplemente Mariachi! series, along with the online MENC Mariachi resources, to continue this positive music education trend.

John J. Mahlmann, former National Executive Director
NAfME, the National Association for Music Education