



*Marcia Neel*

*The TEAM Approach to Recruitment & Retention*

Do We Have an  
Identity Problem?

What are We  
Really About?



# WHAT Other Teachers Think I Do!

# WHAT Other Teachers Think I Do!



# WHAT Other Teachers Think I Do!



# WHAT Society Thinks I Do!

# WHAT Society Thinks I Do!



# WHAT My Mom Thinks I Do!



# WHAT My Mom Thinks I Do!



# WHAT I Think I Do!

# WHAT I Think I Do!



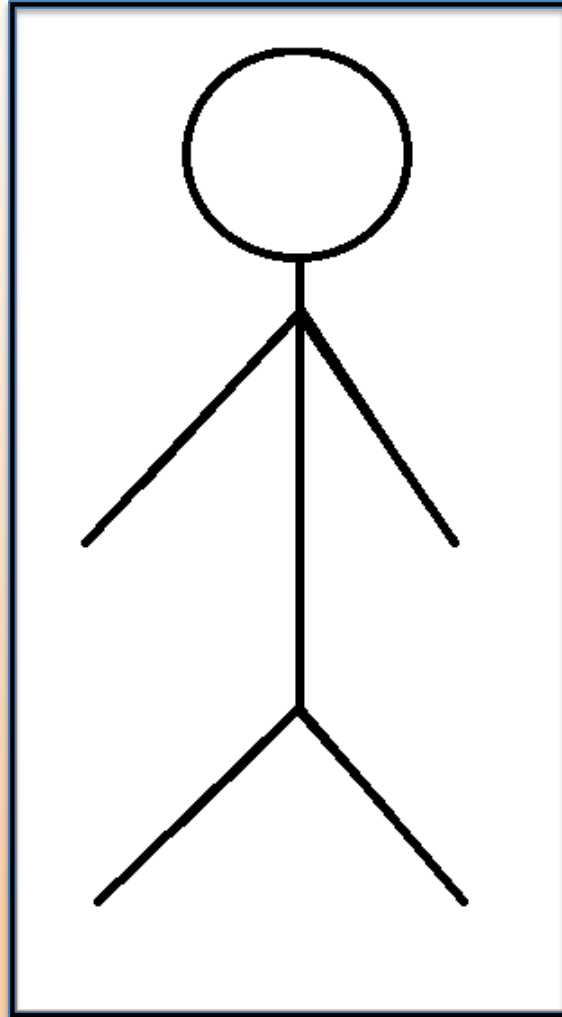
# What some others think that we do. *From the Internet*



- Teach you music
- Make you sing old songs because they have an unhealthy nostalgia for the past

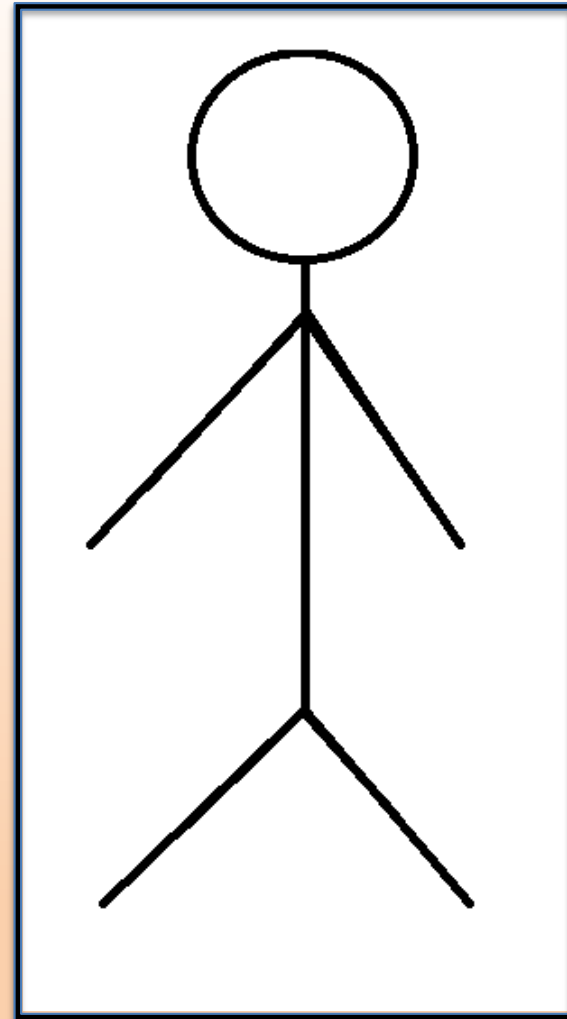
# The Story of Matthew

# The Story of Matthew



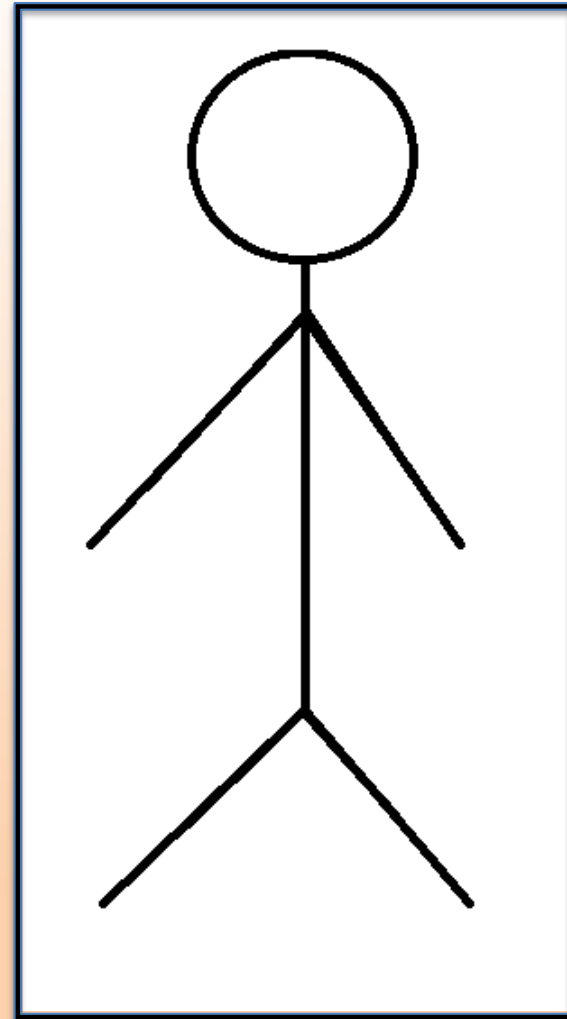
# The Story of Matthew

In the closet



# The Story of Matthew

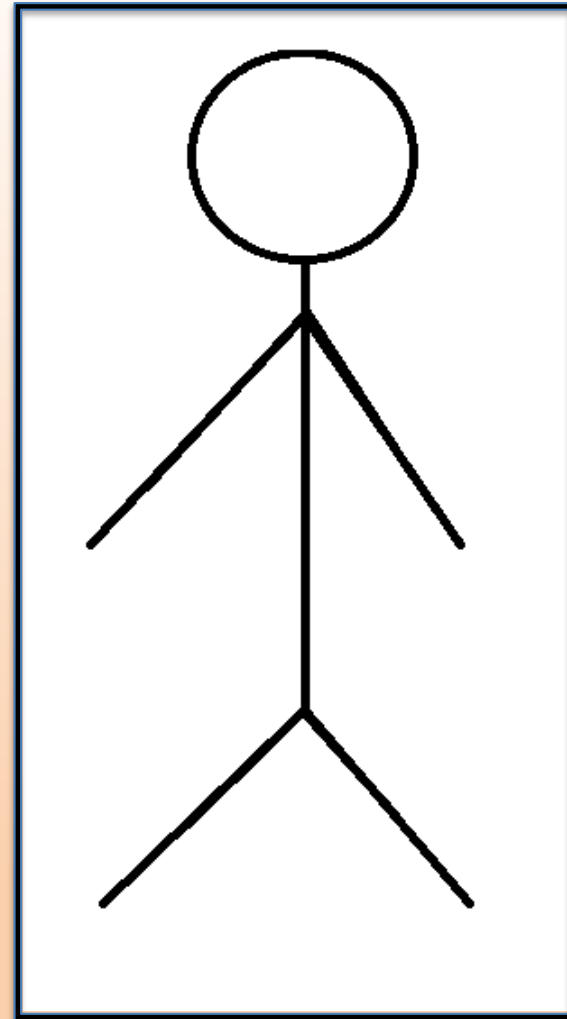
In the closet  
In the band room





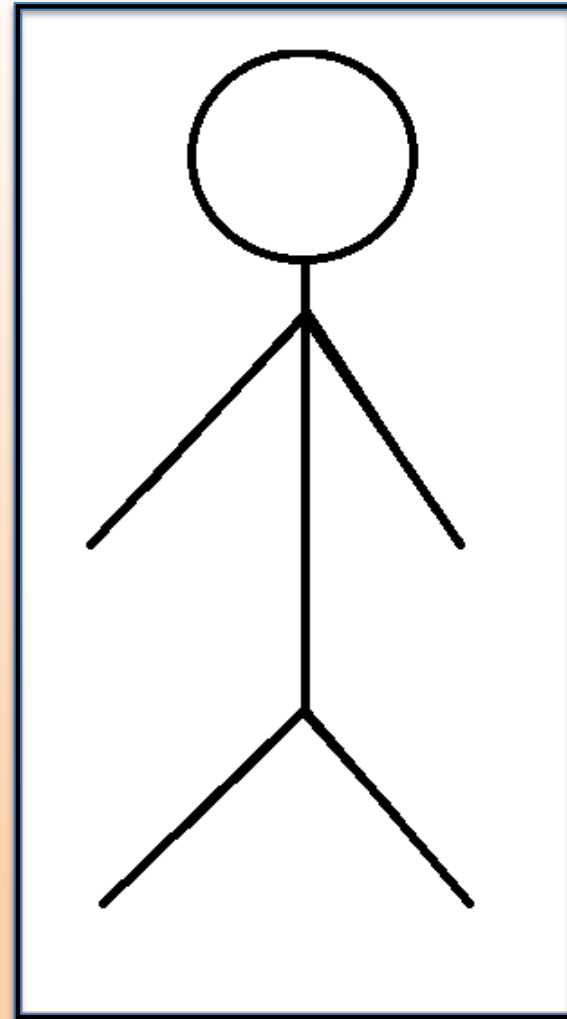
# The Story of Matthew

In the closet  
In the band room  
At Marjory Stoneman  
Douglas High School



# The Story of Matthew

In the closet  
In the band room  
At Marjory Stoneman  
Douglas High School  
In Parkland Florida



# The Story of Matthew



# The Story of Matthew



# WHAT We Really Get to Do!

# WHAT I Really Get to Do!

Create Fulfilling and Impactful Lives



# RECRUITMENT

## We Want YOU!



# Meet with Your Principal

# Set Your Schedule

# and have

# Options Ready!

# Be Prepared and Flexible!

November 16 <sup>th</sup> - November 19 <sup>th</sup>		November 16 <sup>th</sup> - November 19 <sup>th</sup>		November 16 <sup>th</sup> - November 19 <sup>th</sup>	
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 - 8:30 Crew Lunch	8:00 - 8:30 Crew Lunch	8:00 - 8:30 Crew Lunch	8:00 - 8:30 Crew Lunch	8:00 - 8:30 Crew Lunch	8:00 - 8:30 Crew Lunch
8:30 - 10:00 Lesson	8:30 - 10:00 Lesson	8:30 - 10:00 Lesson	8:30 - 10:00 Lesson	8:30 - 10:00 Lesson	8:30 - 10:00 Lesson
10:00 - 10:45 Small Group Literacy	10:00 - 10:45 Small Group Literacy	10:00 - 10:45 Literacy Group	10:00 - 10:45 Literacy Group	10:00 - 10:45 Literacy Group	10:00 - 10:45 Literacy Group
10:45 - 11:15	10:45 - 11:15	10:45 - 11:15	10:45 - 11:15	10:45 - 11:15	10:45 - 11:15
11:15 - 11:45	11:15 - 11:45	11:15 - 11:45	11:15 - 11:45	11:15 - 11:45	11:15 - 11:45
11:45 - 12:00	11:45 - 12:00	11:45 - 12:00	11:45 - 12:00	11:45 - 12:00	11:45 - 12:00
12:00 - 12:15	12:00 - 12:15	12:00 - 12:15	12:00 - 12:15	12:00 - 12:15	12:00 - 12:15
12:15 - 12:30	12:15 - 12:30	12:15 - 12:30	12:15 - 12:30	12:15 - 12:30	12:15 - 12:30
12:30 - 12:45	12:30 - 12:45	12:30 - 12:45	12:30 - 12:45	12:30 - 12:45	12:30 - 12:45
12:45 - 1:00	12:45 - 1:00	12:45 - 1:00	12:45 - 1:00	12:45 - 1:00	12:45 - 1:00
1:00 - 1:15	1:00 - 1:15	1:00 - 1:15	1:00 - 1:15	1:00 - 1:15	1:00 - 1:15
1:15 - 1:30	1:15 - 1:30	1:15 - 1:30	1:15 - 1:30	1:15 - 1:30	1:15 - 1:30
1:30 - 1:45	1:30 - 1:45	1:30 - 1:45	1:30 - 1:45	1:30 - 1:45	1:30 - 1:45
1:45 - 2:00	1:45 - 2:00	1:45 - 2:00	1:45 - 2:00	1:45 - 2:00	1:45 - 2:00
2:00 - 2:15	2:00 - 2:15	2:00 - 2:15	2:00 - 2:15	2:00 - 2:15	2:00 - 2:15
2:15 - 2:30	2:15 - 2:30	2:15 - 2:30	2:15 - 2:30	2:15 - 2:30	2:15 - 2:30
2:30 - 2:45	2:30 - 2:45	2:30 - 2:45	2:30 - 2:45	2:30 - 2:45	2:30 - 2:45
2:45 - 3:00	2:45 - 3:00	2:45 - 3:00	2:45 - 3:00	2:45 - 3:00	2:45 - 3:00
3:00 - 3:15	3:00 - 3:15	3:00 - 3:15	3:00 - 3:15	3:00 - 3:15	3:00 - 3:15
3:15 - 3:30	3:15 - 3:30	3:15 - 3:30	3:15 - 3:30	3:15 - 3:30	3:15 - 3:30
3:30 - 3:45	3:30 - 3:45	3:30 - 3:45	3:30 - 3:45	3:30 - 3:45	3:30 - 3:45
3:45 - 4:00	3:45 - 4:00	3:45 - 4:00	3:45 - 4:00	3:45 - 4:00	3:45 - 4:00
4:00 - 4:15	4:00 - 4:15	4:00 - 4:15	4:00 - 4:15	4:00 - 4:15	4:00 - 4:15
4:15 - 4:30	4:15 - 4:30	4:15 - 4:30	4:15 - 4:30	4:15 - 4:30	4:15 - 4:30
4:30 - 4:45	4:30 - 4:45	4:30 - 4:45	4:30 - 4:45	4:30 - 4:45	4:30 - 4:45
4:45 - 5:00	4:45 - 5:00	4:45 - 5:00	4:45 - 5:00	4:45 - 5:00	4:45 - 5:00
5:00 - 5:15	5:00 - 5:15	5:00 - 5:15	5:00 - 5:15	5:00 - 5:15	5:00 - 5:15
5:15 - 5:30	5:15 - 5:30	5:15 - 5:30	5:15 - 5:30	5:15 - 5:30	5:15 - 5:30
5:30 - 5:45	5:30 - 5:45	5:30 - 5:45	5:30 - 5:45	5:30 - 5:45	5:30 - 5:45
5:45 - 6:00	5:45 - 6:00	5:45 - 6:00	5:45 - 6:00	5:45 - 6:00	5:45 - 6:00



After Your Schedule is Set,  
Meet with Your Counselor(s)

*Take Cookies!*



# Help Your Counselors Help YOU!

- Provide a document describing each of your course offerings to help them place students appropriately

Beginning Upper Strings

Beginning Brass and Percussion

Jacksonville Jaguars

Intermediate Jazz Band

Advanced Band

Ellis Elementary Essentials

Beginning Armonia/Melodia Class

Chamber Choir

# Help Your Counselors Help YOU!

- Provide a document describing each of your course offerings to help them place students appropriately
- Provide Class Lists
- Be organized and timely
- Be Pro-Active: Check-in every Friday, etc.



# Testimonials

Challenge Current  
Students to Participate  
in Recruitment to  
Take Ownership



Ask Current Students To:

Create Fun Promo Videos About:  
Their Instrument

# Example: Euphonium

View Video: <https://www.youtube.com/watch?v=SJM-u6IABGQ>



[musicedconsultants.net/  
conference-materials](https://www.musicedconsultants.net/conference-materials)

# Welcome Videos



[musicedconsultants.net/  
conference-materials](https://musicedconsultants.net/conference-materials)

# Welcome Videos

Band: <https://youtu.be/qU3QXHg9i40>

Orch: <https://youtu.be/ahdy4NFT9Eg>



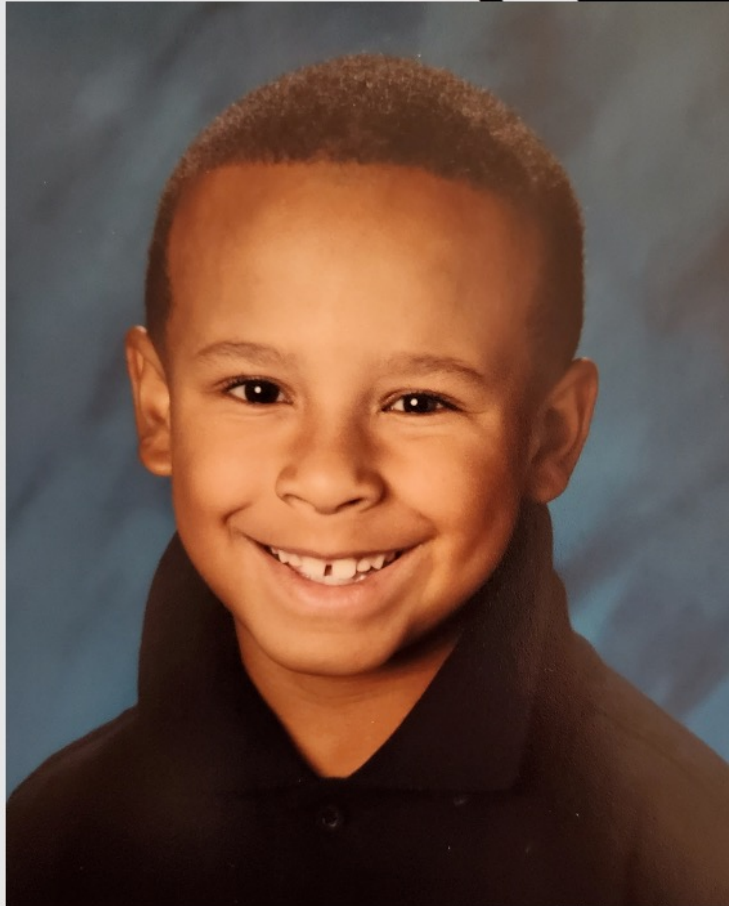




Ask Current Students To:

Create Posters

# Sign Up for Band/Choir/Orchestra!

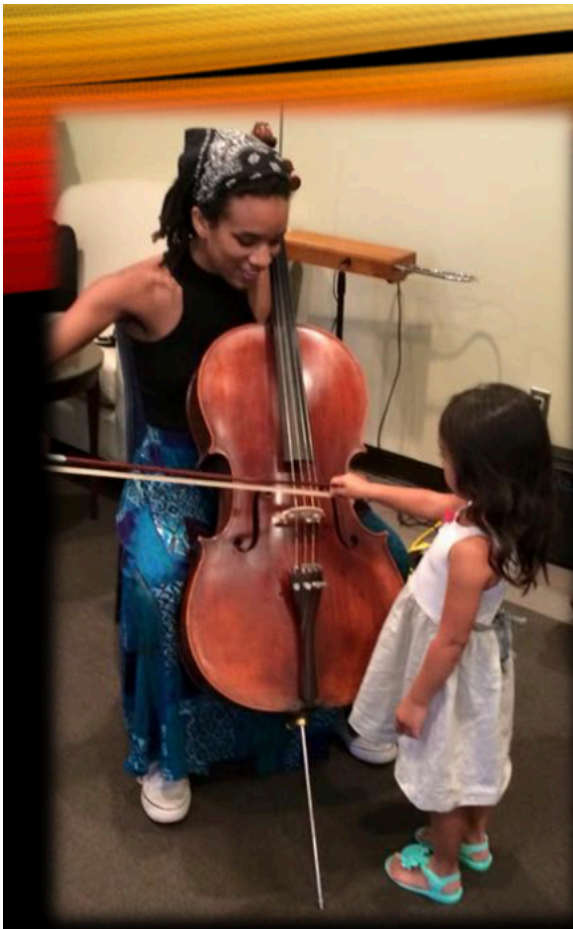


Anthony  
Wright  
Mozart MS  
Band

*Advice: I like to  
make friends and  
perform for my  
family. Just do it!*

# Outreach

# Petting Zoo?



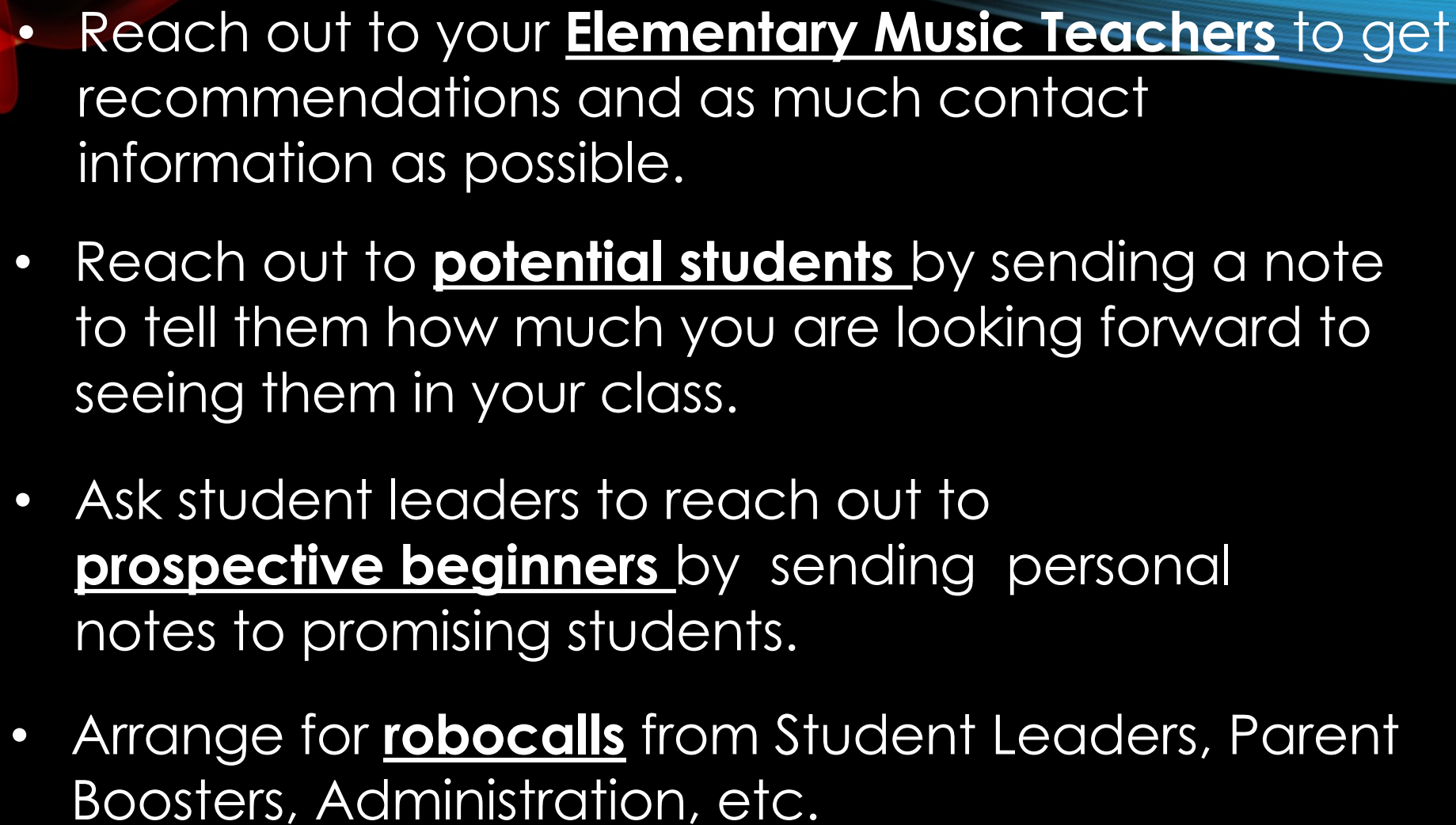


- Reach out to your Elementary Music Teachers to get recommendations and as much contact information as possible.



- Reach out to your **Elementary Music Teachers** to get recommendations and as much contact information as possible.
- Reach out to **potential students** by sending a note to tell them how much you are looking forward to seeing them in your class.



- 
- Reach out to your **Elementary Music Teachers** to get recommendations and as much contact information as possible.
  - Reach out to **potential students** by sending a note to tell them how much you are looking forward to seeing them in your class.
  - Ask student leaders to reach out to **prospective beginners** by sending personal notes to promising students.
  - Arrange for **robocalls** from Student Leaders, Parent Boosters, Administration, etc.



# RECRUITING: A TEAM EFFORT!

Effective when EVERYONE does their job.

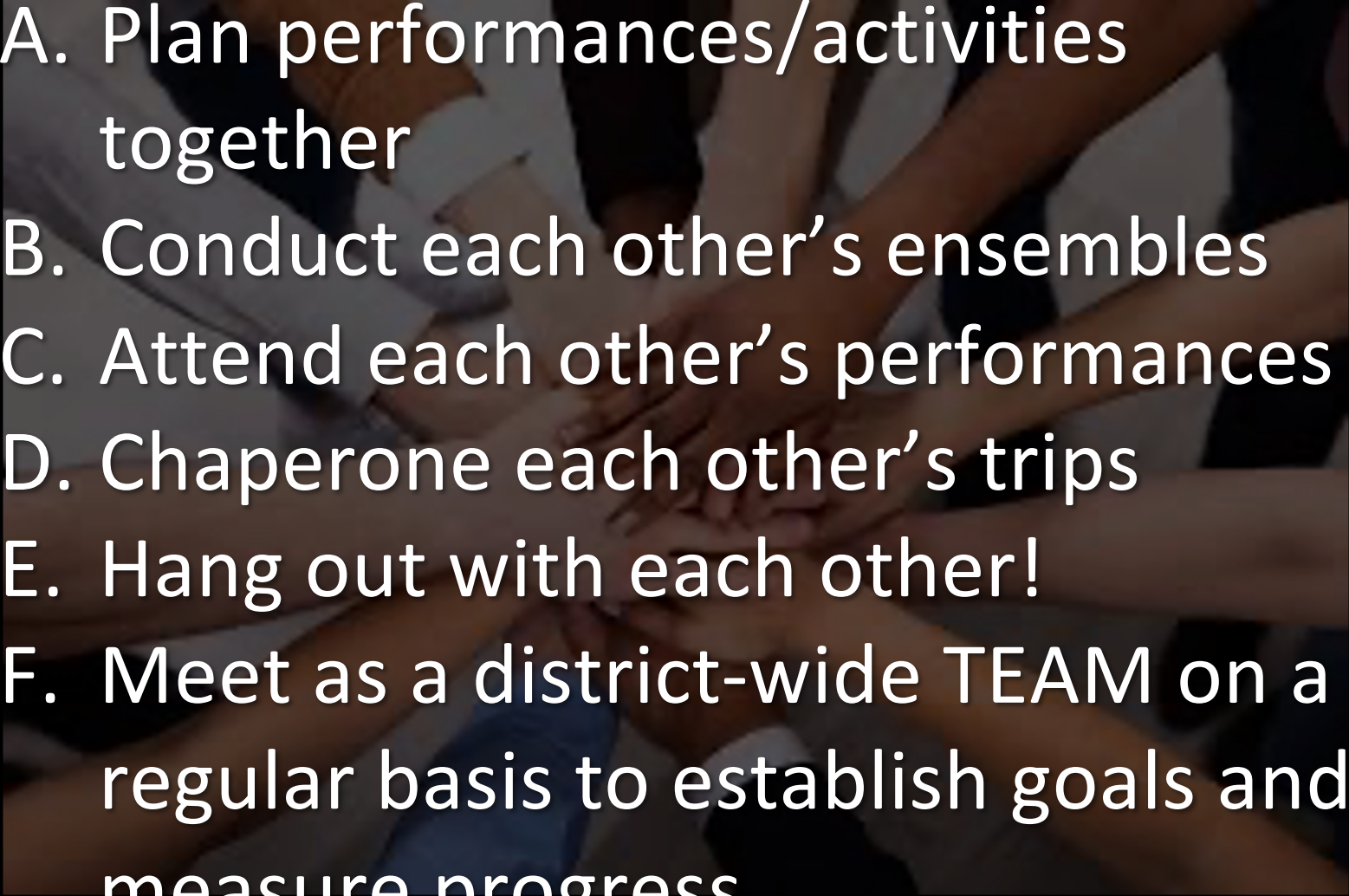
View video at: <https://youtu.be/FIya6xaWDWo>



# RECRUITING: ALL HANDS ON DECK!



# RECRUITING: ALL HANDS ON DECK!

- 
- A. Plan performances/activities together
  - B. Conduct each other's ensembles
  - C. Attend each other's performances
  - D. Chaperone each other's trips
  - E. Hang out with each other!
  - F. Meet as a district-wide TEAM on a regular basis to establish goals and measure progress

# A Photo is Worth 1000 Words!

Build a **RECRUITMENT CORNER** on K-12 music websites.

Include lots of photos of . . .

Elementary/middle students with the high school students at cool events (as well as at musical activities).

Elementary/middle parents with the high school parents/students

Elementary/middle/high school directors together

Elementary/middle/high school principals together



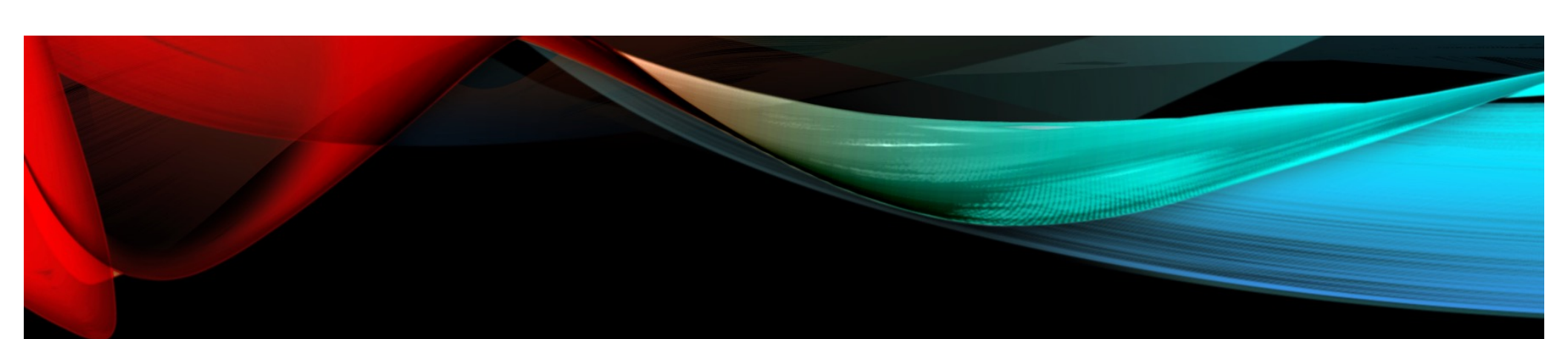
# Our Mind Set: Being of Service

# School Climate

## Don't Be the Best Kept Secret in the Building

Principals will welcome your ideas to help them build school spirit. Here are some ideas.

- Lead a team-building event (drum circle?) at the first faculty/staff meeting
- Plan a welcome back pep assembly for the students
- Greet returning students with a “Welcome Back Boulevard” lined with your drummers playing spirited cadences at the front entrance.
- Other ideas? Please share!



# BREAK

[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

# RETENTION

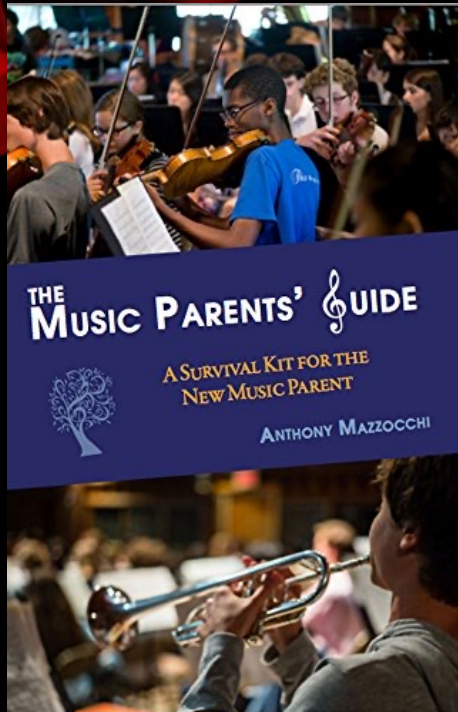
We Want *TO KEEP* YOU!



5 S.M.A.R.T. **BIG** IDEAS




# The Facts about *Retaining Beginners*




*Up to 100% of students start on an instrument as part of the curriculum.*

*One short year later, up to 60% of these students are no longer playing.*

A 15-minute New Music Parent Course is now available via NFHS. Share this info with your “newbie” parents: <https://bit.ly/NFHSNewMusicParent>



# The New Music Parent



**LEARNING CENTER**  
NFHSLearn.com





1.  
Success

Have students **PERFORM EARLY AND OFTEN**  
to show them the pathway to Success.

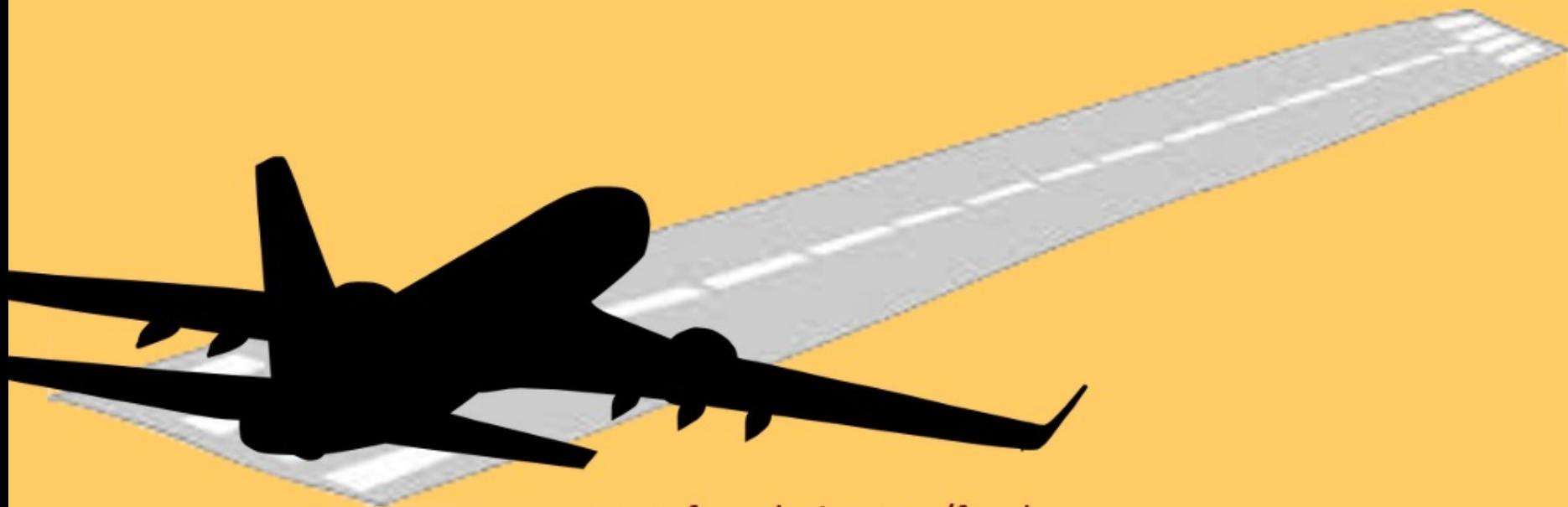


Taking Off This Fall in a  
School Near You!



# FIRST PERFORMANCE

## NATIONAL DAY OF CELEBRATION



[nammfoundation.org/fpndoc](http://nammfoundation.org/fpndoc)

# Have Students Perform Early and Often First Performance Day of Celebration

View Video at: <https://youtu.be/lk0xiAjwaGU>



# The Results. . .

- Provides Short-Range Goals and Recognition
- Encourages Early Engagement with Parents
- Strengthens Administrative Support through Direct Involvement



**FIRST PERFORMANCE**  
NATIONAL DAY OF CELEBRATION  
Celebrate Your Beginning Students

Presented By  
**MUSIC ACHIEVEMENT COUNCIL**  
Music Teacher's Professional Development

First  
Performance  
Celebration  
Toolkit

What's  
Included?



# What's Included?

## a. Director Letter



### FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Dear Director:

SUBJECT: FIRST PERFORMANCE National Day of Celebration—A Beginner  
Demonstration Concert

We can all remember the excitement of our FIRST PERFORMANCE—dressing uniformly; being the center of attention yet within the security of a group setting; and especially hearing the rousing applause of an excited and supportive audience. These are all memories that last a lifetime. Certainly, a fully programmed concert is desirable from the director's musical standpoint but with beginners, there will never be a more enthusiastic group of performers and audience members than these young musicians and their family and friends. A demonstration concert at this stage in their development can help ensure a strong program overall.

The objectives of FIRST PERFORMANCE are:

- To reduce beginner dropout rate.
- To provide short-range incentive goals.
- To encourage communication with parents.
- To further strengthen administrative support and
- To celebrate the musical accomplishments of the students.

The FIRST PERFORMANCE kit contains all of the concert support you will need including:

- A sample letter/invitation to parents.
- A sample letter/invitation to administration.
- A fillable PDF Certificate of Advancement.
- A complete 20-minute concert with scripted narration.

All you will need to supply is:

- Appropriate performance material to play during the performance, likely either from your beginning band method book or from Music Achievement Council's own "First Performance – A Demonstration Concert" publication.
- A representative from your school administration, parent organization or the high school director to serve as the narrator.
- Advance publicity across the school and community including posters and school-wide announcements. (You may want to have a contest to design an appropriate cover.)
- Light refreshments to be provided following the performance
- Printed certificates for each student musician celebrating this major achievement.

It is recommended that the date of the FIRST PERFORMANCE gets announced at the first parent meeting to ensure that it is recorded in the parents' calendars. A simple statement such as, "On \_\_\_\_\_ (date and time), we will be back together to hear the progress of this year's group of young musicians, so mark your calendars for our FIRST PERFORMANCE. You won't want to miss it."

Remember, FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION has been designed as a demonstration of progress. Many of the materials referenced above are also posted online at [www.musicachievementcouncil.org](http://www.musicachievementcouncil.org) so that they may be downloaded and personalized for your particular situation.

The Music Achievement Council and your local music dealer hope that this event will help in your efforts to bring the joy of instrumental music-making to many children in your school.

Best wishes!

THE MUSIC ACHIEVEMENT COUNCIL  
[www.musicachievementcouncil.org](http://www.musicachievementcouncil.org)

*The Music Achievement Council (MAC) is an action-oriented 501 (c)(6) nonprofit organization sponsored by the National Association of School Music Dealers (NASMD) and NAMM, the National Association of Music Merchants (NAMM). MAC's sole purpose is to enable more students to begin and remain in instrumental music programs and to share real-world, successful strategies developed by instrumental music teachers.*

# What's Included?

## b. Customizable Letter of Invitation to Parents



### FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department  
1234 Lyrical Lane  
City, State, ZIP  
(000) 000-0000, x000

Dear Parents:

YOU ARE CORDIALLY INVITED TO OUR FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION!

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert featuring this year's Beginning (Band, Orchestra, Strings) Class, scheduled for (date). This is an exciting event that you won't want to miss. Students will demonstrate what has been learned up to this point and your attendance will help motivate them to perform at their very best.

We also want to look our best for our FIRST PERFORMANCE so we are requesting that the boys wear dark pants with white shirts and the girls wear dark skirts or pants with white blouses. Students must arrive by (time) for seating, tuning and warm-ups and should meet (location).

Our FIRST PERFORMANCE will begin promptly at (time) and the entire presentation should last approximately 20-30 minutes. Refreshments will be served immediately following the program and certificates will be presented to each student musician to celebrate this major achievement.

Please join us and bring all of your friends and family members. Also, be sure that your device is fully-charged as there will be many opportunities to take photos and record videos so that you and your child can enjoy this special moment for many years to come.

We are looking forward to seeing you at our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION.

Sincerely,

Name of Director  
[director@mozartms.edu](mailto:director@mozartms.edu)

# What's Included?

## c. Customizable Letter of Invitation to Principal



### FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION

Mozart Middle School Music Department  
1234 Lyrical Lane  
City, State, ZIP  
(000) 000-0000, x000

Dear Mr./Mrs. Principal:

It gives us (me) great pleasure to announce our FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION, a short demonstration concert scheduled for \_\_\_(date)\_\_\_ featuring this year's Beginning Band (Orchestra, Strings) Class. We (I) would like to invite you to serve as host by announcing the program. A script is being provided or you could certainly feel free to use your own words for this impactful 20-minute program.

FIRST PERFORMANCE is part of a National Day of Celebration designated for recognizing beginning music students. It will give you an opportunity to see first-hand what is being accomplished in the band (orchestra, strings) program. Students will demonstrate what has been learned up to this point and your participation will help motivate them to perform at their very best. Your presence will also show our students and their parents that you support (name of school)'s Music Program and are interested in seeing how they progress. We expect to have (number) parents and friends in attendance.

Our FIRST PERFORMANCE will begin promptly at (time). We are encouraging families to take photos and record videos so that they may enjoy this special moment for years to come. Refreshments will be served immediately following the performance and we would be grateful if you could also assist in the handing out of the Certificates of Achievement to each of the student musicians at this post-concert celebration.

This is an exciting event that you won't want to miss. Please join us so that we may celebrate this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION together.

Sincerely,

Name of Director

# What's Included?

## d. Customizable Script to *Make It Your Own!*



### SCRIPT

#### OPTIONAL INTRODUCTION: (Industry Spokesperson)

Good Evening/Afternoon,

Welcome to (name of school)'s FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION. I'm (name) representing (name of business). I appreciate (director) inviting me to make a few comments about this exciting event! We have found that young people are motivated to learn to play a musical instrument for a number of reasons but many times, it's because it just looks like fun—and it is!

We are pleased to be a part of this FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION and are here representing the Music Achievement Council, a 501(c)(6) nonprofit organization which believes in the important and value of music education in our schools. Your child will not only have an experience that will lead to a path of enjoyable, life-long music-making, but will also accumulate many great memories that will last for a lifetime.

I am personally proud to support the work of the Music Achievement Council and this FIRST PERFORMANCE program to keep music in our schools and communities so that your children will be able to take advantage of the many benefits that will come along inherently as a direct result of their active music-making.

As a prelude to this evening's performance, the (band, orchestra, strings, et.al.) will now play a composition they like to use as a warm-up, (title).

#### Musicians perform

#### ANNOUNCER'S SCRIPT: (Principal, Supervisor, Booster Parent, HS Band or Orchestra Director)

Good evening, Moms and Dads, brothers and sisters, grandmas and grandpas, aunts and uncles, friends and neighbors! It is a thrill for us to present these young musicians in the (year) FIRST PERFORMANCE NATIONAL DAY OF CELEBRATION—a day that has been designated for recognizing the achievements of beginning music students! We know that you will be pleasantly surprised at their many accomplishments over these first several weeks.

www.musicachievementcouncil.org  
@MusicAchCouncil

1

fortunate enough to have the opportunity to play a music instrument through an in-school event at (school) value music education and know that it is programs like these that also led for our students to succeed throughout their school careers. Playing an instrument takes regular practice time at home and your child makes all the difference. All of the musicians here tonight have demonstrated the play and have thus earned membership in the (school) (band, orchestra, strings, et.al.)

(day's) performance, the students will demonstrate what they have learned up to this point successful, musical careers. After learning how to take the instrument out of the case you finally got to do what they had been wanting to do—produce their first sound. It might be like this.

#### most awful sound possible with great enthusiasm!

They had some challenges facing them for the next few days and (director) had to wonder

how they would be quite eventful. (director) worked patiently with the students until they could play a simple note. Now they sounded like this.

#### hole note in unison with their very best sound.

They sounded great, but they needed a lot more work to be ready for our performance.

The first note allowed them to continue through those first few lessons where they also learned to play together. This is important to help them learn to play together as a team.

#### of their first exercises but not a recognizable tune.

As they began to play, they added different rhythms to those first notes and the music began to

#### of their rhythmic exercises but not a recognizable tune.

It was more interesting than the first note, but it is still not a complete tune that you might identify. As they played more new notes and discovered they could link them together to play a tune you could recognize, they had the moment at home when you felt, for the first time, that the music was something to take hold. This is what they sounded like at school that day.

www.musicachievementcouncil.org  
@MusicAchCouncil

2

#### able tune.

Following this step-by-step process and as they completed each step, everyone was able to be one of our finest beginning (band, orchestras, string groups, et.al.) ever!

#### rite tune.

where you ask for volunteers to play as an individual, a group or a complete ensemble, students perform as you wish. This allows parents to hear a variety of musical styles. Be sure to have extra stands and music up front.

To ensure that we have each student perform individually, we have asked a few volunteers to help with a small group.

(are) who will perform (title) on the (instrument/s).

#### al or group)

(group, et.al.) has come a long way since that first note and they have worked hard to be here for the FIRST PERFORMANCE in such a short time. This has certainly been an exciting and we're glad that you were here to help celebrate this important milestone.

Your son or daughter is going to continue to progress at this quick pace so please encourage them for ideas on how to support your child's practice schedule. You can be sure that we will be working hard to communicating with you as your child advances.

The performance will be presented on (date) at (time) and will be held (location). Please plan to join us for the entire journey.

The final selection, (title).

You have just witnessed (name of school)'s (year) FIRST PERFORMANCE DAY and we hope you enjoyed it. Thank you for what you did they do?  
**applause.**

www.musicachievementcouncil.org  
@MusicAchCouncil

3



# Dr. Keith Wood

## Principal

### Brooks Middle School

# What's Included?

## e. Press Release Template

<Insert Name of School> Hosts Inaugural First Performance National Day of Celebration Concert

<Town/community name> participates in national event celebrating young students' very first performance and transformational power of music making

<CITY>, <State> - <Date> — <Name of school> is hosting the inaugural First Performance National Day of Celebration concert event with a <insert brief event description (eg, "a beginning band concert" or "a beginning orchestra concert") on <date>. The Music Achievement Council (MAC) created First Performance National Day of Celebration (FPNDoC) to celebrate, honor and encourage the early achievements of music students across the United States, providing a platform for budding musicians to showcase their newly-acquired musical skills in a public venue.

<Name of school> invites parents and community members to attend the First Performance National Day of Celebration concert on <Insert date of event and details about event, including place, time it begins and ends, and what participants can expect to see/hear.>

<Insert "QUOTE" from band director about school's participation in FPNDoC and how making music positively affects their school, students and community.>

<Company contact information>

About <school>

About The Music Achievement Council:

The Music Achievement Council (MAC) was founded in 1983 to enable more students to begin and stay in instrumental music programs, to share real-world, successful strategies developed by instrumental music teachers. The council reorganized in 1990, forming a nonprofit 501(c)(6) organization.

###

# What's Included?

## f. Ideas to Enhance the Experience with HS Students



### **FIRST PERFORMANCE**

NATIONAL DAY OF CELEBRATION

**Ideas to Enhance the Experience of the  
*FIRST PERFORMANCE*  
*NATIONAL DAY OF CELEBRATION*  
by Involving High School Band/Orchestra Students**

It is important to remember that students of this age look up to their older peers so involving high school band/orchestra students can serve to motivate the beginners and their parents to stick with it. Reach out to your high school directors to become involved by:

- Asking high school students (in uniform) to serve as ushers to distribute programs as people enter.
- Asking high school students (in uniform) to “meet and greet” the parents/students as they begin to show up to the warm-up area.
- Asking like-instrument high school students (in uniform) to assist in tuning the instruments for the beginners.
- For band, arranging for the entire high school marching band to burst into the performance area (as a surprise) playing the high school fight song just prior to the final selection. After students play their final selection, ask the high school band students to congratulate (i.e. high-five) the beginners.
- Arranging for a high school student combo (or several soloists) to perform at the post-performance reception.
- Asking high school students to send a congratulatory note to a beginner who played a like-instrument being sure to write something like, “looking forward to seeing you in our high school band/orchestra!”

g. Certificate of Advancement for  
Student Participants





# h. Certificate of **Music Ed Leadership** for High School Student Participants



Response from LIVE SESSION at IMEC  
*Poll Everywhere* via Smart Phone

Parents, what one word would you use to describe  
your reaction to today's performance?

# Response from LIVE SESSION at IMEC

Parents, what one word would you use to describe your reaction to today's performance?

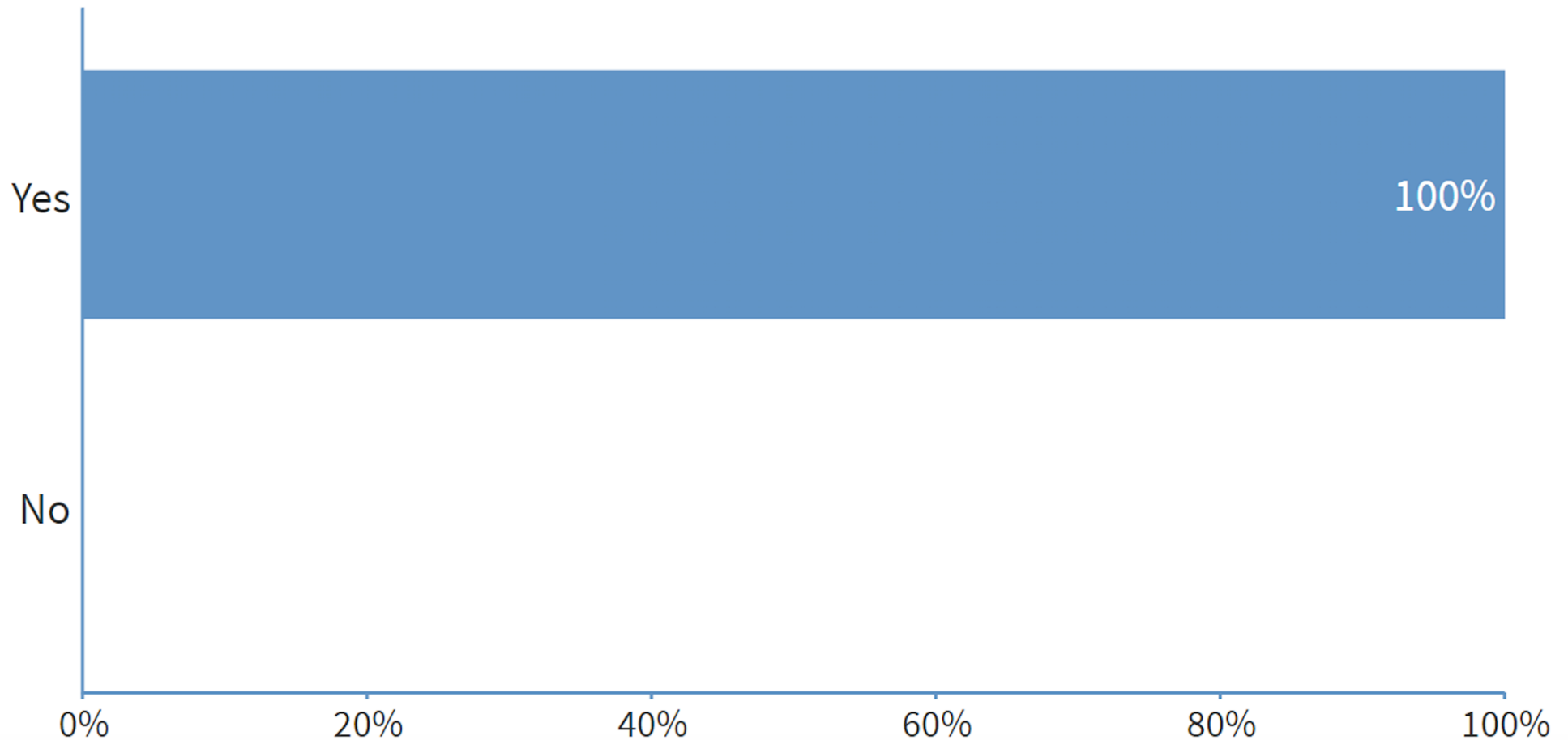


# Response from LIVE SESSION at IMEC

**Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?**

# Response from LIVE SESSION at IMEC

Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?



# It's all FREE to Download!

[nammfoundation.org/fpndoc](http://nammfoundation.org/fpndoc)



“Success”

Engage the Parents EARLY!

View Video here: [https://youtu.be/zeo\\_VwHdsDE](https://youtu.be/zeo_VwHdsDE)



[musicedconsultants.net/  
conference-materials](https://www.musicedconsultants.net/conference-materials)



2.  
Modeling



# *The S.M.A.R.T. Approach to Retention*

## *“Modeling”...What Research Tells Us*

- After family members, young teens emulate those they know best.
- Young teens also seek to maintain personal connections, friendships, or interactions with chosen role models who they often choose to imitate.

*Barna Group*

## “Modeling”



Middle school students **admire** their older music peers.

High school music students develop leadership skills by **mentoring** younger students.

## “Modeling”

Demonstrate what is in THEIR futures!

*High school students can help. . .*

- Teach Private Lessons
- Coach Sectionals
- Serve as Leaders for Elementary Music Events & MS Band Events



# “Modeling”

## *Free Summer Camp for Beginners Coached by High School Students*



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

## “Modeling”

Show that “We Care About You!”

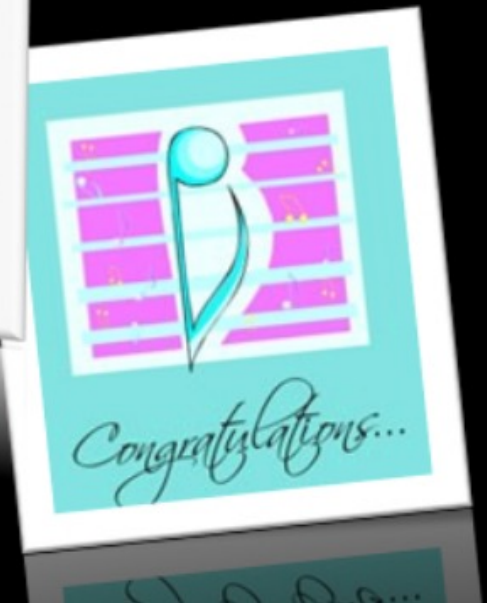
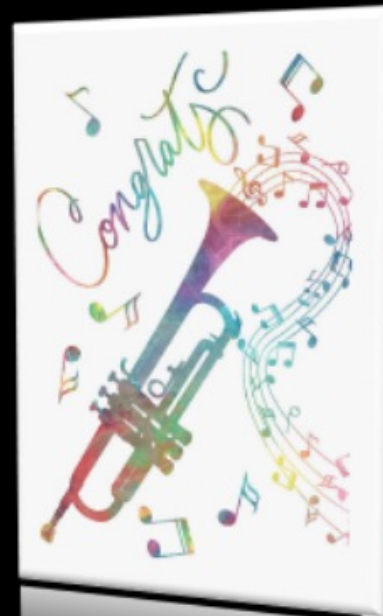
“Congratulations on your performance in the Winter Concert! You’ll enjoy next year’s performances even more!”



## “Modeling”

Show that “We Care About You!”

“Congratulations on your performance at Solo & Ensemble Festival. I played that piece when I started playing trumpet.”



# “Modeling”



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

# “Modeling”

Find a Way for your Beginners to hear and see Live Music  
*They have no idea their instrument/voice can do what they will hear!*



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)





# Carmel (IN) Bands



*Family*

[musicedconsultants.net/  
conference-materials](https://musicedconsultants.net/conference-materials)



3.  
Activities

# *Keeping “Activities” in Mind*

Students thrive from rewarding experiences.



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

## *Keeping “Activities” in Mind*

# The “2-Note” Partnership Halftime Show

View Video here: <https://youtu.be/I0JmBK-MF-A>



# The Partnership Halftime Show: *Pre-game “Activities”*

- a. Have your high school students host the middle school beginners for a pre-game pizza party.



# The Partnership Halftime Show: *Pre-game “Activities”*

- b. Have the beginner band/s sit with the HS band at the game and make it a “thing!”



# The Partnership Halftime Show: *Pre-game “Activities”*

- c. Have high school boosters host a beginner parent reception and invite BOTH principals to speak.



The Partnership Halftime Show:  
*Pre-game “Activities”*

- d. Provide VIP seating in the stands for beginner parents and treat them like GOLD because they ARE.





# “Activities”

## Organize a Service Project

Food Pantry Drive



Write Thank You Notes to  
their Former Music Teacher

# Musical Holiday Cards

View Video: <https://youtu.be/I0JmBK-MF-A>



[musicedconsultants.net/  
conference-materials](https://musicedconsultants.net/conference-materials)



Ask Current Students To:

Help Create Innovative Videos:  
“Signing Day”

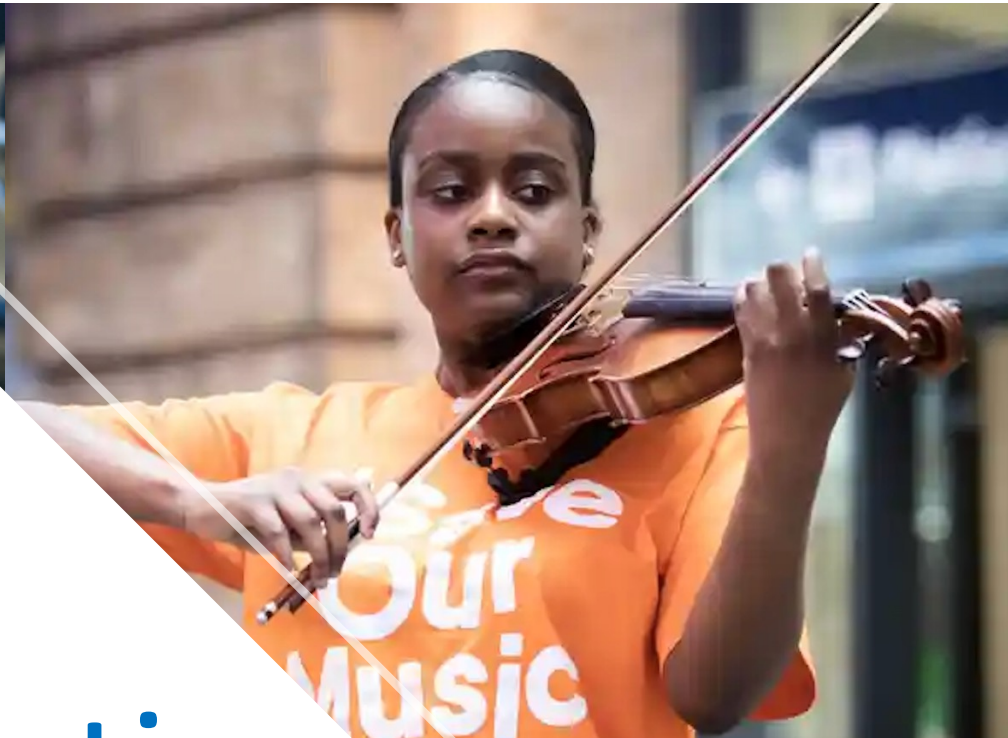
*Example: Clark County  
School District, Las Vegas (NV)*

## “Activities”

Involve Beginners in Signing Day for Next Year!

View Video: <https://youtu.be/J4bTw5uyiUY> View Video:





4.  
Reflection



# *Keeping “Reflection” in Mind*

**What am I really  
getting out of all  
of this?**



*Keeping “Reflection” in Mind*  
*Music Makes the Difference Because...*



Students need to realize how music-making **IMPACTS** their lives and **ENRICHES** them.





# “Reflection”

## Making New Friends



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

# Reflection

## Experiencing the Joy of Music-Making



[musicedconsultants.net/  
conference-materials](https://musicedconsultants.net/conference-materials)

# Reflection

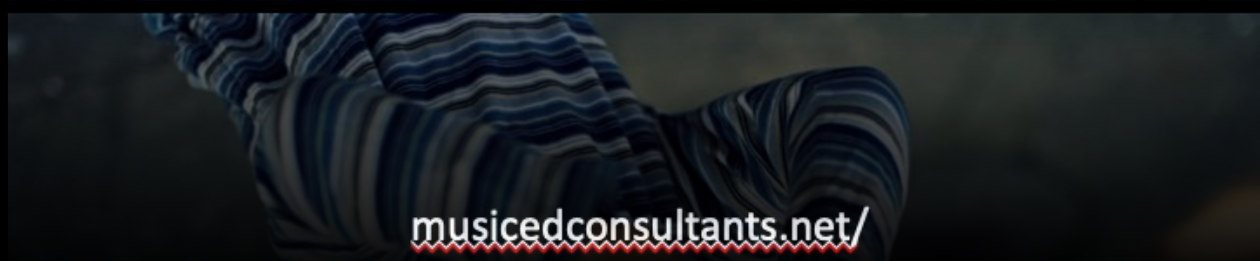
*It Gives Us a Unified Purpose!*



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

*“Reflection”*

It's Fun!



[musicedconsultants.net/  
conference-materials](http://musicedconsultants.net/conference-materials)

# Keeping Your New Recruits

Why Do Kids Stay? Let's Ask THEM!

View Video: [https://youtu.be/j\\_3KfZlctsl](https://youtu.be/j_3KfZlctsl)

1 3 Reasons  
Why You  
Should Stay  
in  
Band



5.

Trust



## *Engendering “Trust”*

Maintaining **Integrity** and **Confidence** by keeping our word and following through on promises made.

Communicating our **Vision** and **Values** so that everyone understands our purpose and core beliefs. Why teach music?

Showing **Respect** and demonstrating **Compassion** through servant leadership

## *It's More than Just Music*

Provide **recognition** and **reinforcement** because it bolsters confidence.

Build **appreciation** for the ensemble because it builds trust.

Make music because it helps us to realize a **more fulfilling** life.





# The *S.M.A.R.T.* Approach to Retention

Success

Modeling

Activities

Reflection

Trust

# Additional Resources



[MSFQ.org/guide](https://MSFQ.org/guide)

Receive FREE  
student  
recruiting,  
retention,  
advocacy, and  
teacher support  
tips monthly



# Choose to Teach Short, Inspirational Words of Wisdom

View Video: <https://youtu.be/BTfhkFr5B3E>



*Eric Whitacre*  
Composer

# Keep it Simple and Have Fun Teaching!

View video at: <https://youtu.be/K10WbOT910M>

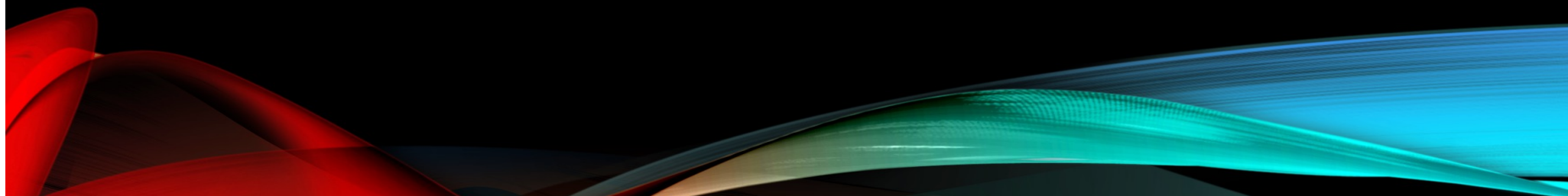


Rich Gordon, Band Director  
Sycamore MS, Anaheim CA

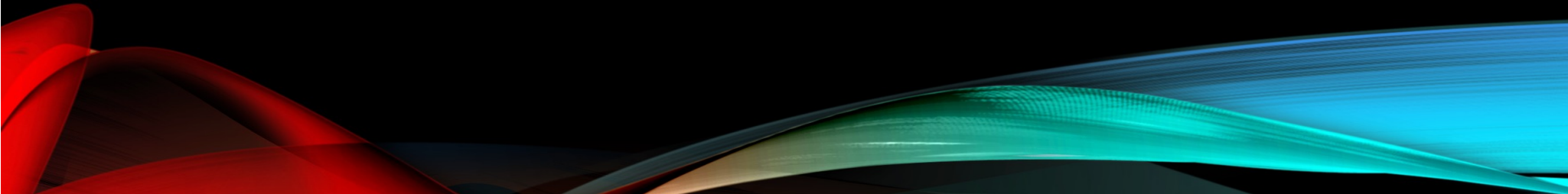
[musicedconsultants.net/  
conference-materials](https://www.musicedconsultants.net/conference-materials)

# A Message from the Foothill HS Band

View Video: <https://youtu.be/MMdHJHX7Xa4>



# Your Enthusiasm Matters!



# Thank You!



Contact Information:

Marcia Neel

[marcia@musicedconsultants.net](mailto:marcia@musicedconsultants.net)

Will be posted:

[musicedconsultants.net/](http://musicedconsultants.net/greenvillecs)

[greenvillecs](http://greenvillecs)

