

2015 PCMEA

November 14, 2015



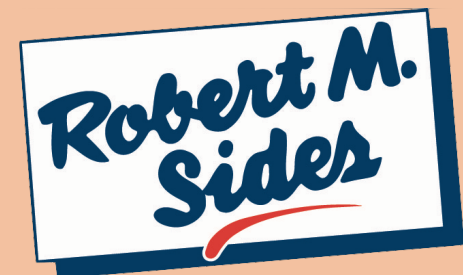
*You CAN Successfully Recruit and Retain
Even MORE Music Students!*

Marcia Neel

PENNSSTATE
SCHOOL MUSIC

UPAC

University Park
Allocation
Committee



Family Music Centers
Peter Sides

Today's Session

WE WANT YOU!



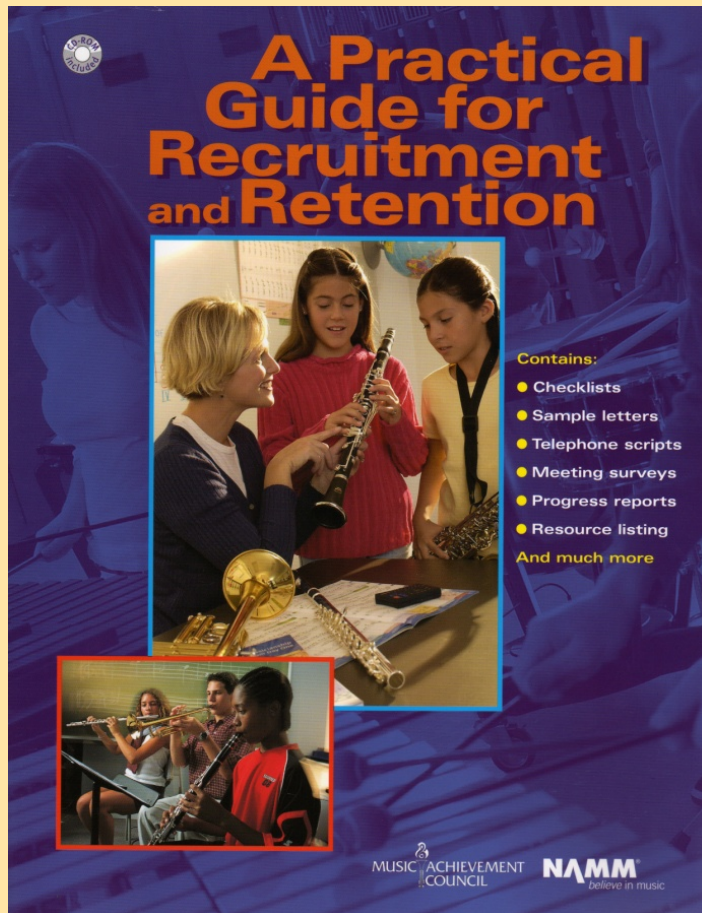
Tips for **Recruiting**
Students

Tips for **Retaining**
Students

First Performance
Program

Materials Available for You to Use...

A Year-Round Planner



- ❑ 12 pages of proven methods
- ❑ 10 pages of sample forms
- ❑ Guidelines for directors

Fundamental Beliefs of Effective Recruiters:



- ❑ Every student will be interested
- ❑ All students will have an equal opportunity to succeed
- ❑ Music is an integral part of their total education
- ❑ Every student is eagerly welcome-- regardless of talent or ability
- ❑ Students want to play because it looks like fun

Key Steps in Recruiting:

Attracting Students. . .



- ❑ Foster student interest through visibility
- ❑ Inform parents of benefits of music
- ❑ Build and nurture support among administration & classroom teachers

Key Steps in Recruiting

Recruiting is a **YEAR-ROUND** process including:

- ☐ Regular visits with feeder programs/teachers
- ☐ Effective PR: Bulletin boards, school newsletters, PTA announcements, concert programs, school announcements
- ☐ Mass concerts with feeder programs including recorder classes
- ☐ Recruitment meetings with students and parents—**REACH OUT!**
- ☐ Instrument demos/petting zoos
- ☐ Follow-ups – **SHOW UP FOR EVERYTHING!**



Key Steps in Recruiting:

Engage Students Early. . .



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Key Steps in Recruiting:

What's Really Important. . .



- ❑ Ensure **HIGH** quality and fulfillment
- ❑ Your **ENTHUSIASM** matters
- ❑ Be friendly, approachable
- ❑ Students have big dreams of success—give it to them!
- ❑ It's never too early to recruit
- ❑ Learning can be FUN!

Key Steps in Recruiting: *Plan Way Ahead*



Recruitment Meeting with Student Checklist

Use this as a checklist of points you should cover in your style. Your music dealer can be of great assistance in this process.

Opening

- Introduce yourself and establish rapport
- Describe the reasons for joining. Highlight the fun, but explain there is work involved in learning an instrument — but not as much as they may think
- Get students actively involved: Clap call and response rhythms, questions about instruments

Demonstration

- Show each instrument — ask its name and family
- Play recruitment DVD
- Explain how sound is produced and how pitches are changed
- Demonstrate each instrument, and avoid reinforcing stereotypes (girls play flute, etc.)

Instrument Try Out

- Discuss the need for balanced instrumentation
- Have students try instruments and indicate first and second instrument choice

Survey

- Explain the survey in simple terms
- Give the survey

Closing

- Collect surveys, and correct them
- Distribute materials for students to take home to parents — you may wish to mail and e-mail this information as well
- Thank students for their time, attention, interest and good behavior
- Develop recruiting priority list coordinating student assessments, interest and instrument preference
- Thank classroom teachers for their valuable time and help in the recruiting process
- Contact parents and students who have been recommended by other teachers but who have not shown interest; continue your recruiting campaign

Presentation Day

Can be: Musical Aptitude Survey
Instrument Try-out



- Best in classroom setting
- Show up unannounced
- Never ask, “how many want to be in the band, choir, orchestra. . .”

Instead, ask for a show of hands “how many of you want to try an instrument?”

- Keep presentation short (30 minutes)
- **BE ENTHUSIASTIC!!!!**

Follow-up idea from: Jeff Scott and Emily Wilkinson

“Congratulations!
You have been chosen to
play (insert instrument)
in the (name of school) band!”



Giving a “Golden Invitation” to band makes
them feel special!”

Engage Parent Support



- **Recruitment Letters**
 - Keep them simple, upbeat and informational
 - Emphasize rewards, details, your expectations
 - RSVP form
- **Initial Meeting**
 - Involve current parents
 - Explain rental program
 - Provide advocacy materials
- **Best Ambassador is an Excited Child**

Teach the Parents Too. . .

They don't know what **NORMAL** is!

- Teach PARENTS how to support their child's practicing



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- Encourage PARENTS to play an active role in the learning process and to become involved



Teach the Parents Too...

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- Teach PARENTS how to support their child's practicing
- Give PARENTS ideas of how to keep their children motivated
- Encourage PARENTS to play an active role in the learning process and to become involved
- Communicate with Parents REGULARLY to keep them engaged



Engage Parent Support...*Directly!*
The Parent Band – REALLY FUN!



Increase Your Base

**Add NEW Students
(and Offerings) to
your school's
comprehensive
Music Ed Program**

PA Ave Growth

Latinos Over 18 = 4.6%

PA Ave Growth

Latinos Under 18 = 9.3%

**PA's Hispanic population grew by
82.6% between 2000 and 2010***

18 years and over		Under 18 years	
Number	Percent	Number	Percent
9,910,224	100.0	2,792,155	100.0
9,794,384	98.8	2,670,160	95.6
8,314,232	83.9	2,092,056	74.9
992,798	10.0	384,891	13.8
19,568	0.2	7,275	0.3
266,482	2.7	82,606	3.0
2,719	0.0	934	0.0
19,185	2.0	102,398	3.7
11,140	1.2	121,995	4.4
Latinos			
459,421	4.6	260,239	9.3

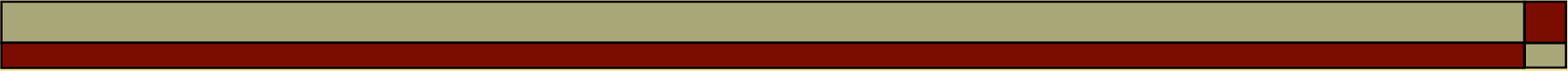
***ProximityOne.com**

**Table 1. Hispanic or Latino Population Change,
Pennsylvania Counties, 2000-2010**

Geographic Area	2010		2000		2000-2010	
	Total Population	Hispanic or Latino	Total Population	Hispanic or Latino	Numeric Change	Percent Change
Washington	207,820	2,366	202,897	1,170	1,196	102.2%
Warren	41,815	305	43,863	151	154	102.0%
Chester	498,886	32,503	433,501	16,126	16,377	101.6%
Susquehanna	43,356	564	42,238	285	279	97.9%
Delaware	558,979	16,537	550,864	8,368	8,169	97.6%
Perry	45,969	588	43,602	301	287	95.3%
Lycoming	116,111	1,559	120,044	799	760	95.1%
Montour	18,267	324	18,236	167	157	94.0%
Bucks	625,249	26,782	597,635	14,005	12,777	91.2%
Butler	183,862	1,941	174,083	1,016	925	91.0%
Fayette	136,606	1,049	148,644	564	485	86.0%
Blair	127,089	1,230	129,144	662	568	85.8%
Berks	411,442	67,355	373,638	36,357	30,998	85.3%
Adams	101,407	6,115	91,292	3,323	2,792	84.0%

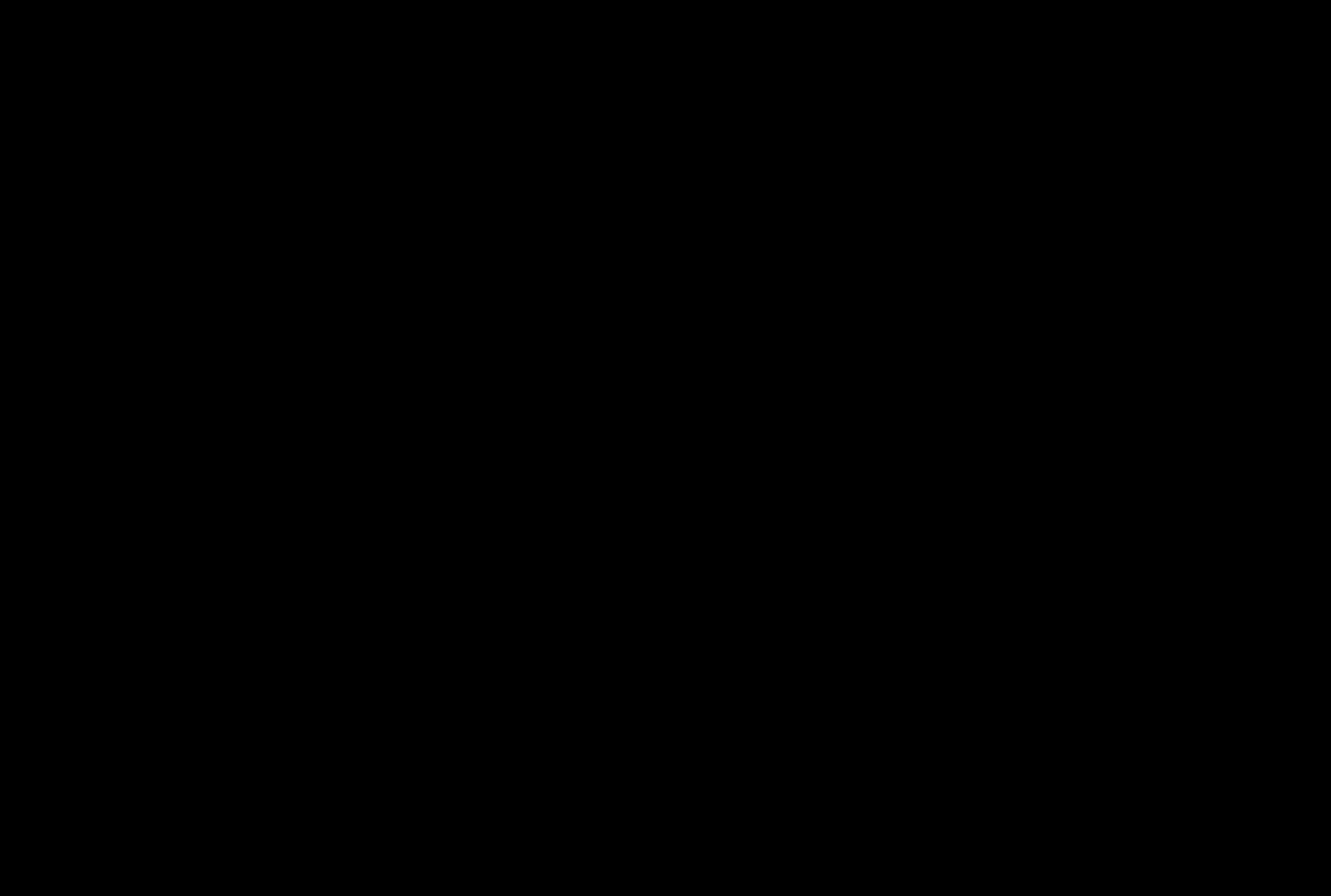
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Dauphin	268,100	18,795	251,798	10,404	8,391	80.7%
Snyder	39,702	657	37,546	368	289	78.5%
Bradford	62,622	702	62,761	398	304	76.4%
Lawrence	91,108	931	94,643	529	402	76.0%
Potter	17,457	181	18,080	103	78	75.7%
Northampton	297,735	31,179	267,066	17,868	13,311	74.5%
Bedford	49,762	450	49,984	263	187	71.1%
Allegheny	1,223,348	19,070	1,281,666	11,166	7,904	70.8%
Westmoreland	365,169	3,179	369,993	1,869	1,310	70.1%
Juniata	24,636	623	22,821	369	254	68.8%
Lancaster	519,445	44,930	470,658	26,742	18,188	68.0%
Centre	153,990	3,690	135,758	2,243	1,447	64.5%
Venango	54,984	478	57,565	298	180	60.4%
Somerset	77,742	840	80,023	532	308	57.9%
McKean	43,450	757	45,936	485	272	56.1%
Mercer	116,638	1,248	120,293	803	445	55.4%
Erie	280,566	9,518	280,843	6,126	3,392	55.4%
Crawford	88,765	823	90,366	537	286	53.3%
Beaver	170,539	1,998	181,412	1,315	683	51.9%
Cambria	143,679	2,006	152,598	1,352	654	48.4%
Jefferson	45,200	275	45,932	188	87	46.3%
Philadelphia	1,526,006	187,611	1,517,550	128,928	58,683	45.5%
Union	44,947	2,346	41,624	1,622	724	44.6%



¡Mariachi!

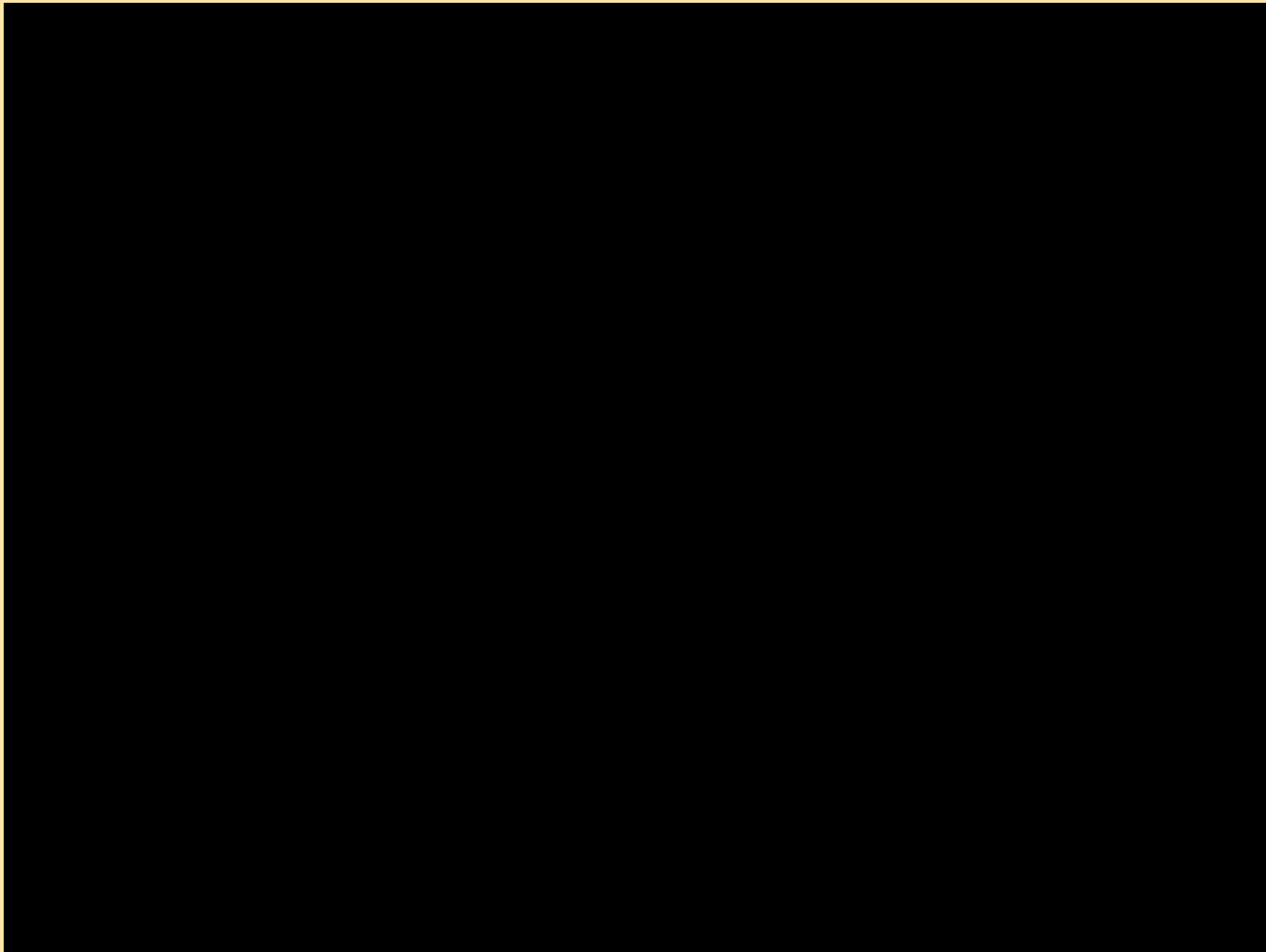
Bailey MS Mariachi Program: Year 2



Keeping Your New Recruits

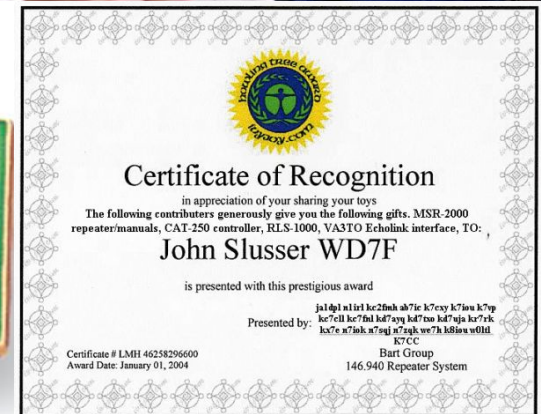


Keeping Your New Recruits. . .
Why Do Kids Stay? Let's Ask *THEM!*



Retention: Keys to Success

- Provide a **satisfying experience** from the day they receive their instruments
- Build **appreciation** for the ensemble
- Give **recognition** and **reinforcement**



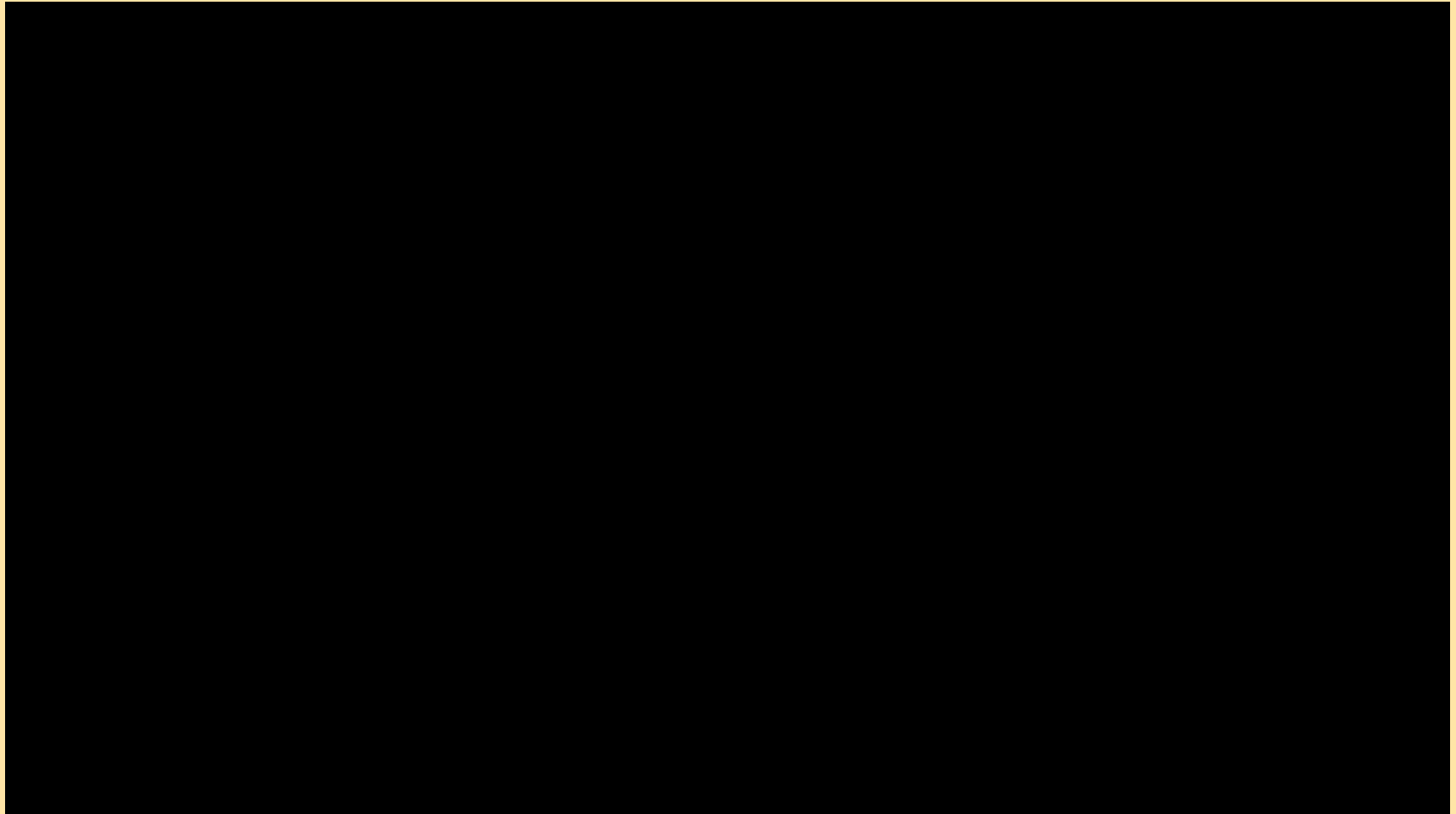
Actions That Help Retain Students

- ❑ Developing group pride
- ❑ Improving communication with parents
- ❑ Evaluating yourself on a continual basis – “What else?”
- ❑ Understanding each student as an individual
- ❑ Being positive and **enthusiastic**
- ❑ Providing engaging lessons **consistently**



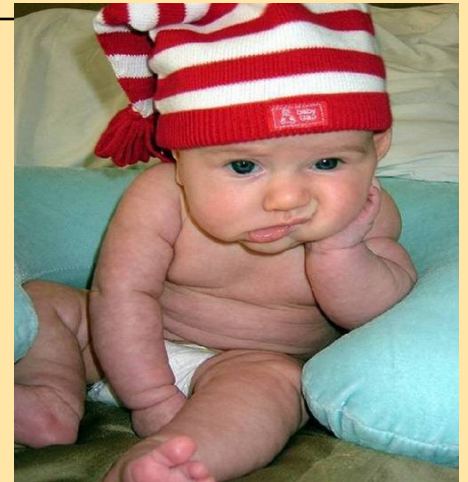
Why Should Students Continue?

Tell Your OWN Story:



Common Reasons for Drop-outs?

- ❑ The first disappointment
- ❑ Lost interest
- ❑ Didn't like the teacher
- ❑ Conflicts



What Can You Do?



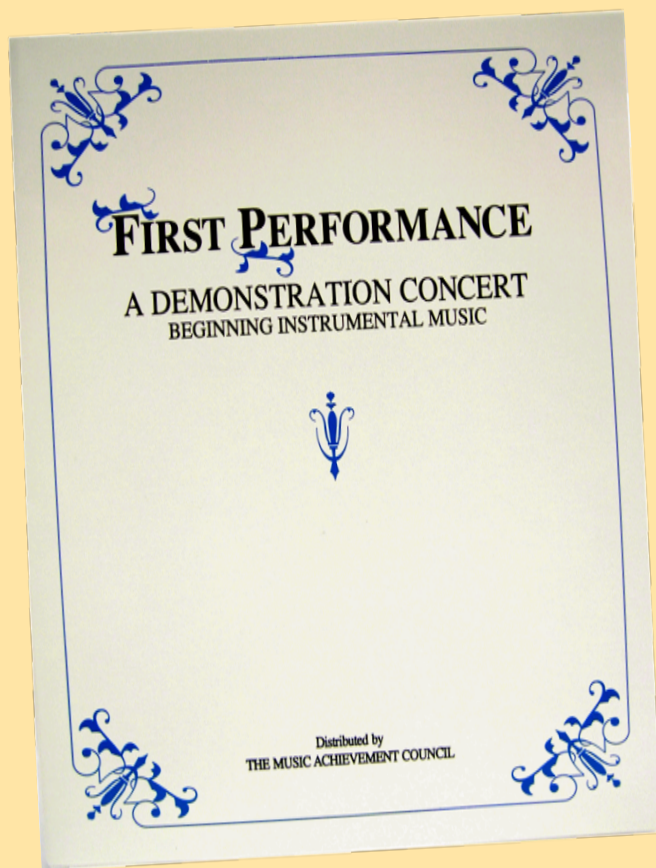
- Talk to the student
 - Probe for real reason they want to quit
 - Show interest
- Check their instrument
- Talk with the parents
- *Iowa Bandmasters Exit Survey online*

What If ...

- ❑ Students saw immediate success?
- ❑ Parents heard their kids play their first performance just weeks after they started?
- ❑ Learning to play was really fun?

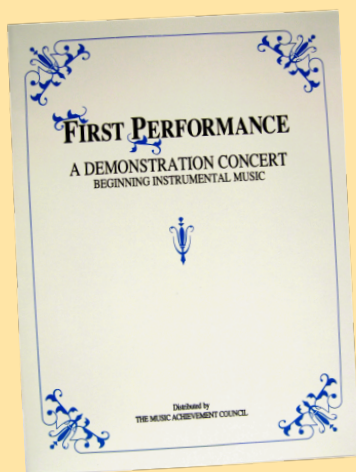


First Performance Concert!



A scripted
demonstration of
what your students
have learned

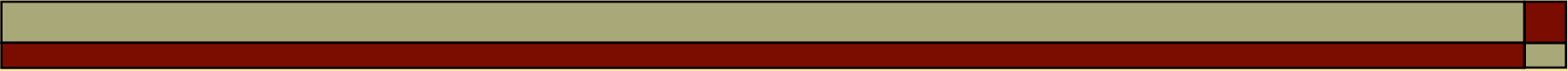
First Performance Demonstration Concert for Band or Orchestra



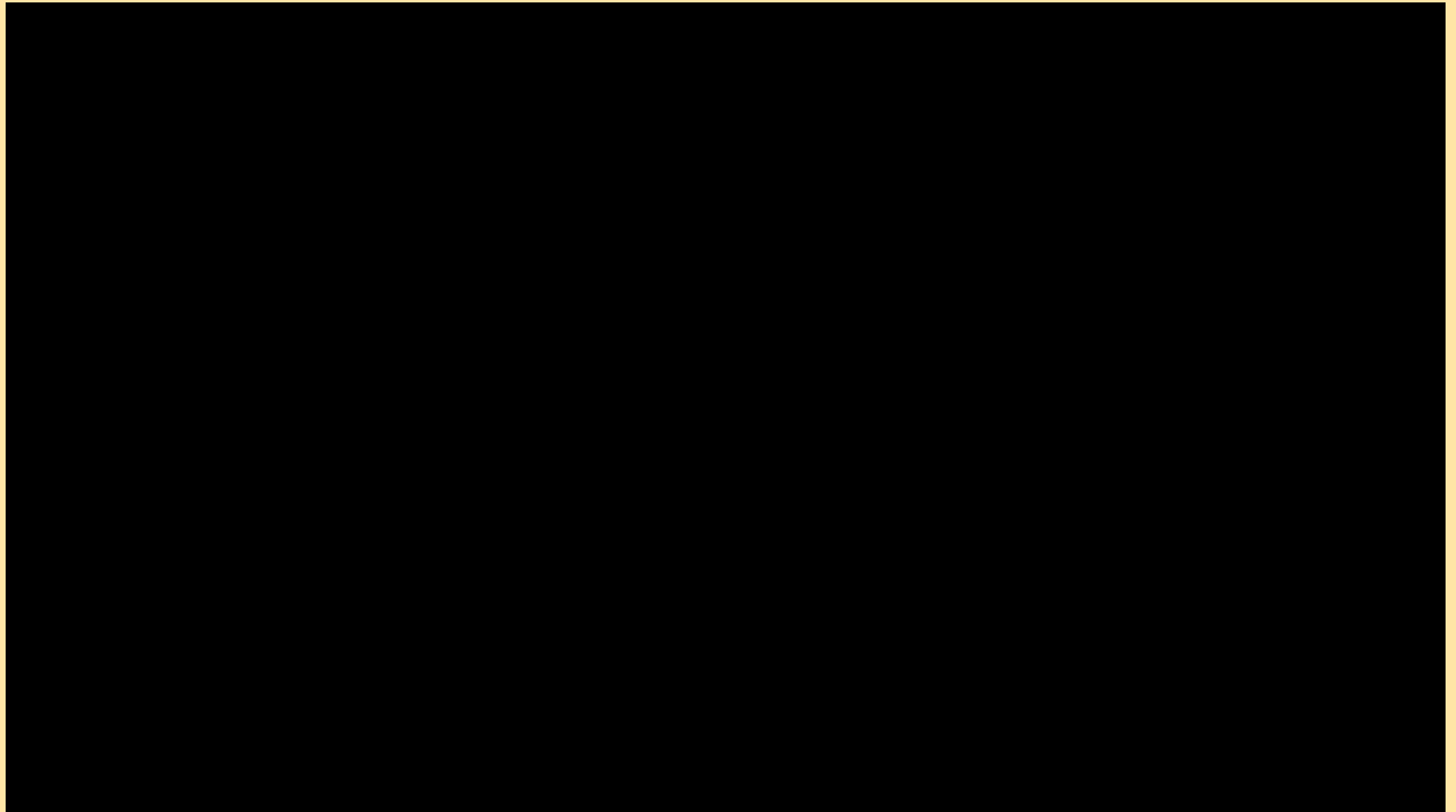
- ❑ Schedule 6-8 weeks after the first class
- ❑ Complete “turn-key” package

*May be the best
performance in terms of
excitement and audience!*





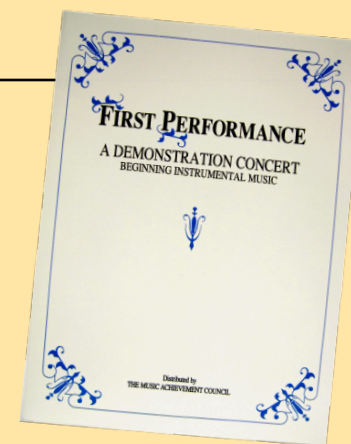
First Performance Demonstration



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Why Does *First Performance* Work?

- The timing of the performance
 - Parents want to hear their kids play
 - Student interest soars and they learn to love performing
- Students practice more prior to a performance
- It works with any group ... any schedule ... any situation ... and any method book
- The audience will be large ... enthusiastic ... and will arrive early -- lots of quality time with those who care most about the outcome -- *the parents!*



Parents will be amazed ... most have no idea how much their child has learned based on what they hear at home!



Students enjoy the satisfaction of a performance after good preparation – the process starts early



- ❑ Many schools have the principal serve as the narrator -- ***GREAT PR!***
- ❑ The sound of applause is infectious



Put the Date on Your Calendar!
Schedule *First Performance* NOW!



M.A.C. Wants to Help. . .

Check Out Our Online Resources

www.musicachievementcouncil.org

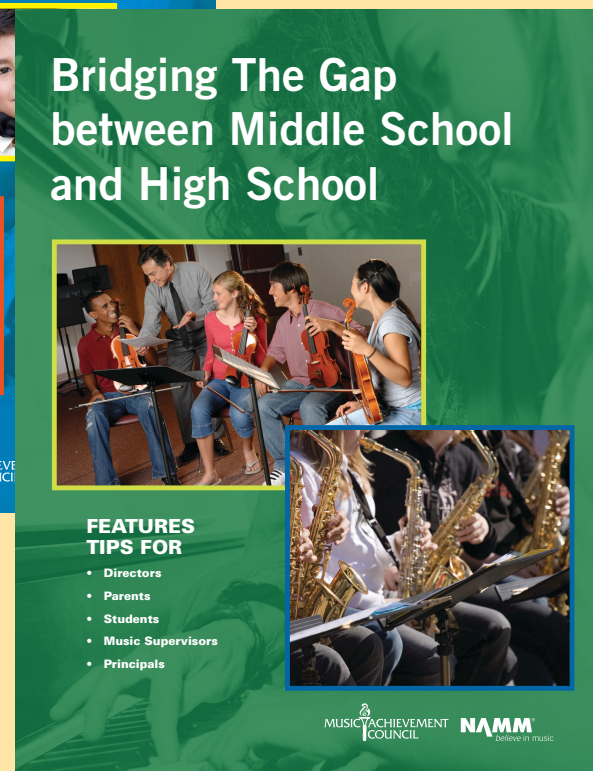
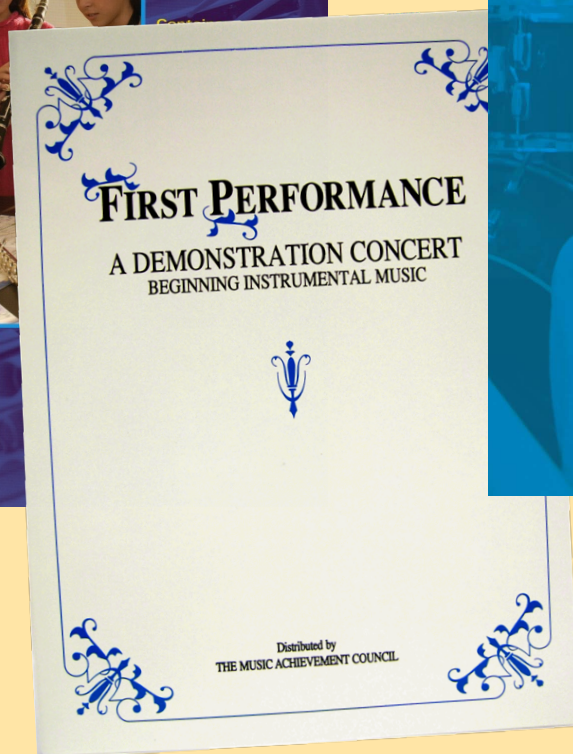
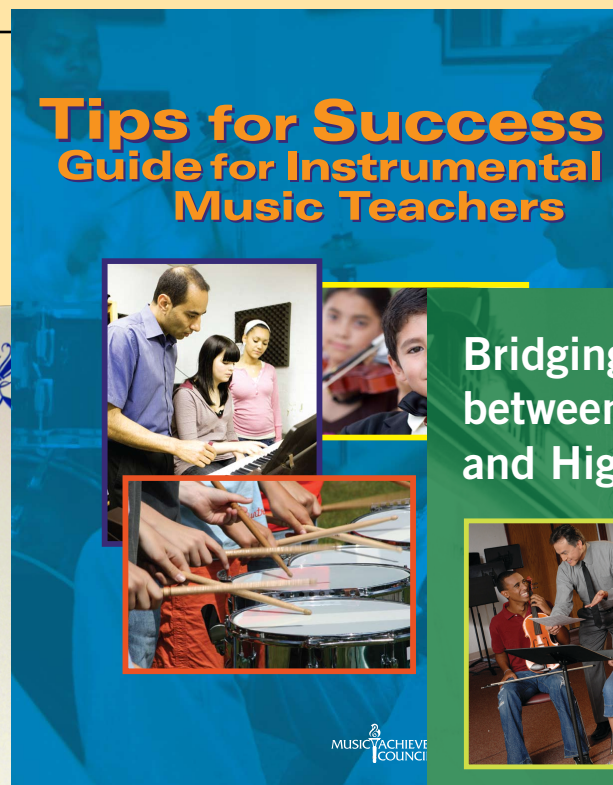
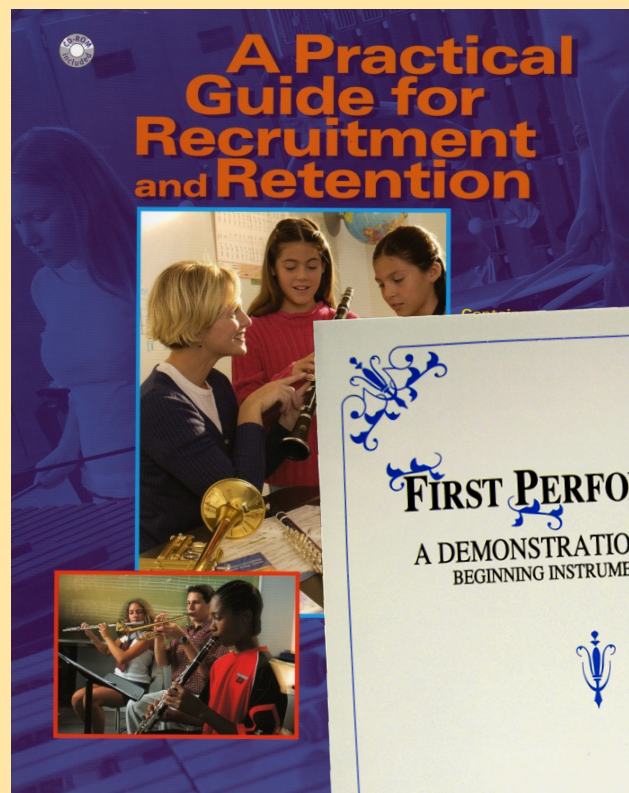


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Got SMART Phone?



FEATURES TIPS FOR

- Directors
- Parents
- Students
- Music Supervisors
- Principals

MUSIC ACHIEVEMENT
COUNCIL

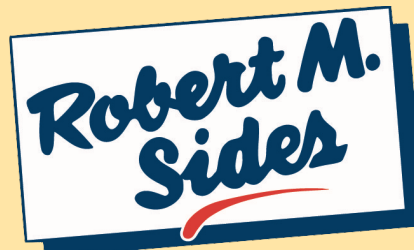
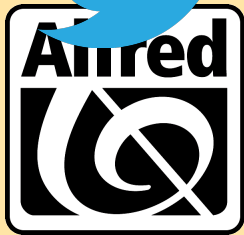
NAMM
National Association of Music Merchants

Thanks to These Quality Companies!

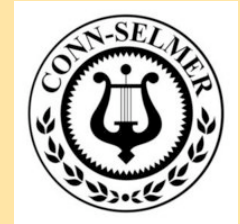


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Family Music Centers

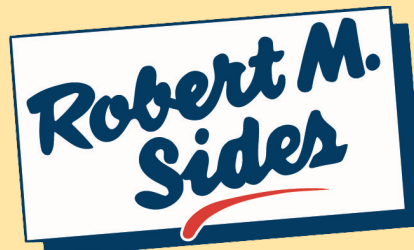
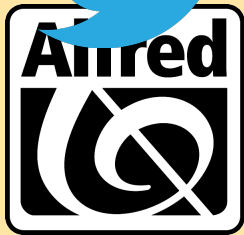


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