



Eastern Division

April 10, 2015

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

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Today's Session

WE WANT YOU!



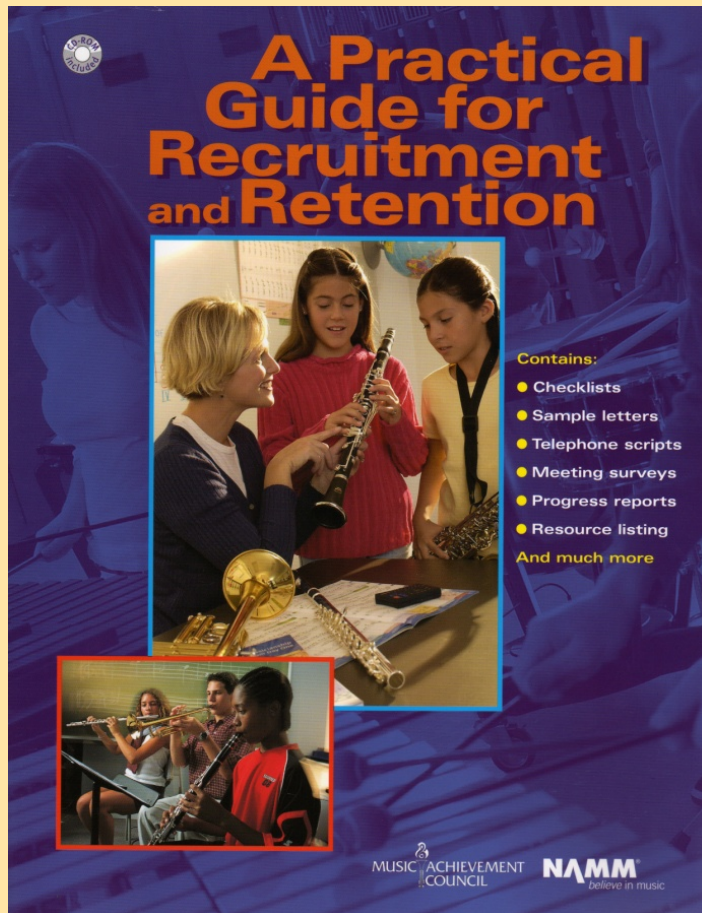
Tips for **Recruiting**
Students

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. . .



www.musicachievementcouncil.org

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

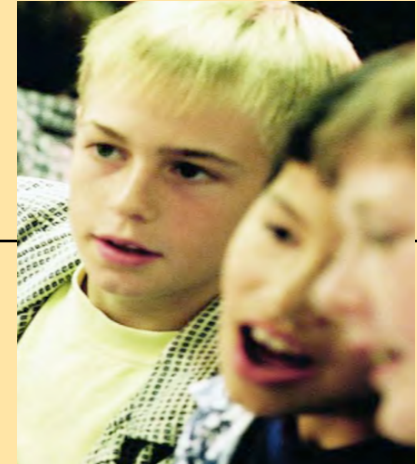
- Explain the survey in simple terms
- Give the survey

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 & Emily Wilkinson, ALMEA

“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!”

Follow-up idea from: Chris Crone, PAMEA



□ “And let me say. . .

when you make the time to have each 4th grader touch, hold, and play three instruments of their choice and then send a personal letter home with each student letting the parents know which instrument their child had success on. . .your instrumental numbers go through the roof!”

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...

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

- 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!



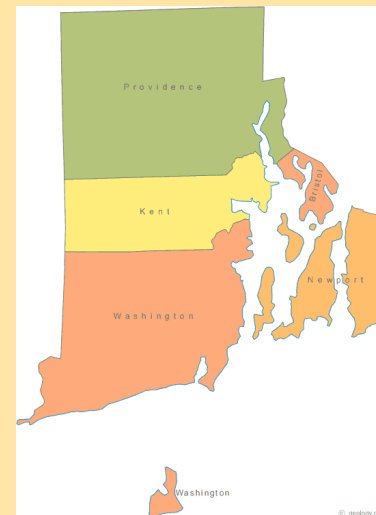
Increase Your Base!



August 31, 2013

Rhode Island's Hispanic population has seen explosive growth in the last four decades:

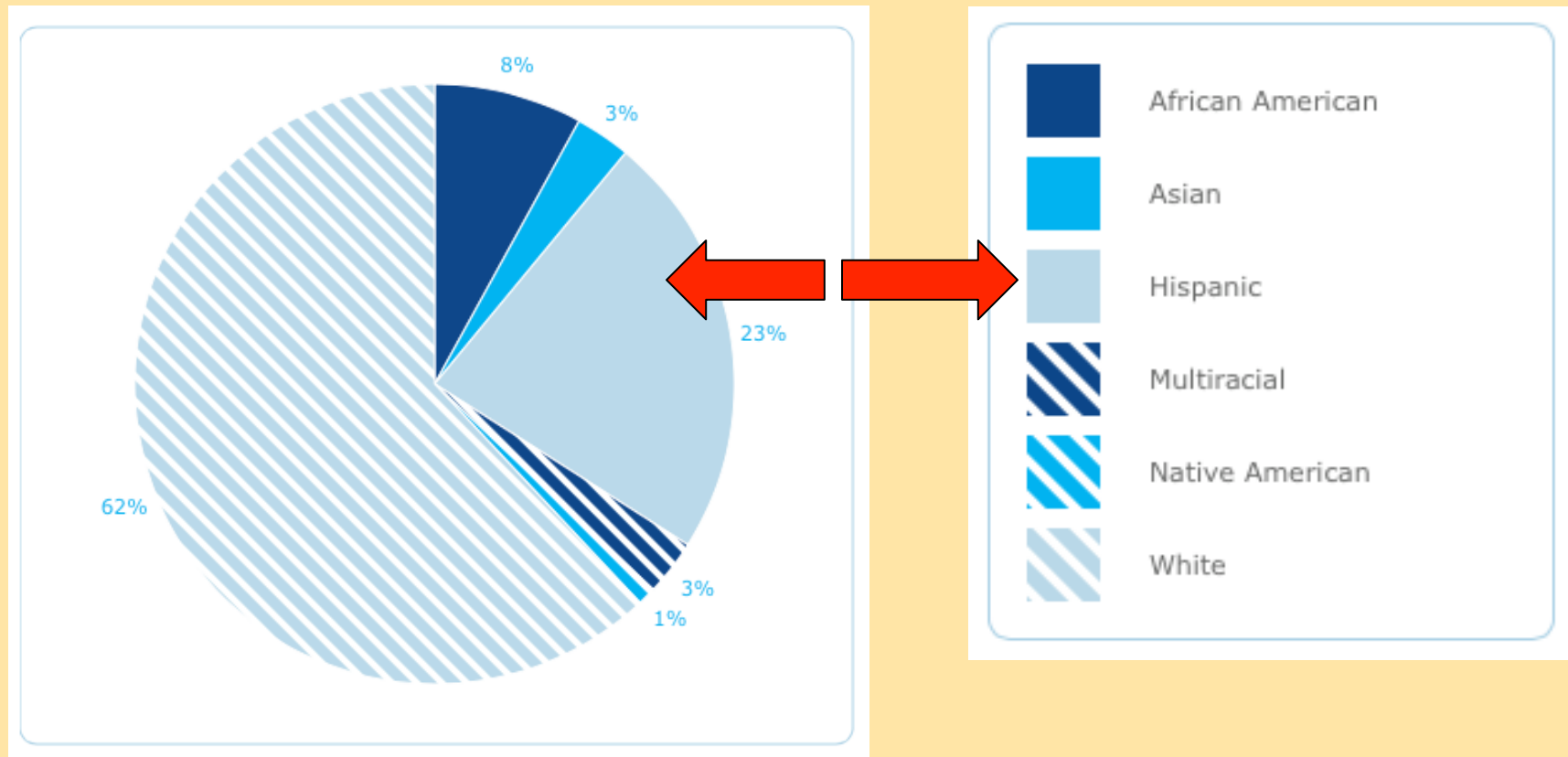
1970	5,596
1980	19,707
1990	43,932
2000	90,820
2010	130,655



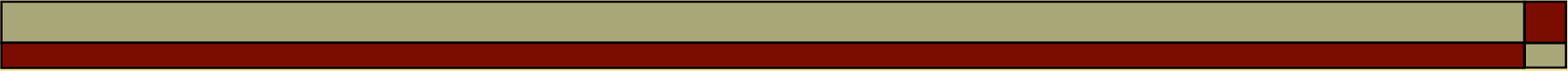
By 2010, Hispanic growth concentrated in Central Falls made Rhode Island's smallest city the first community in the state to have a Hispanic majority.

Increase Your Base

Rhode Island Student Population is 23% Hispanic

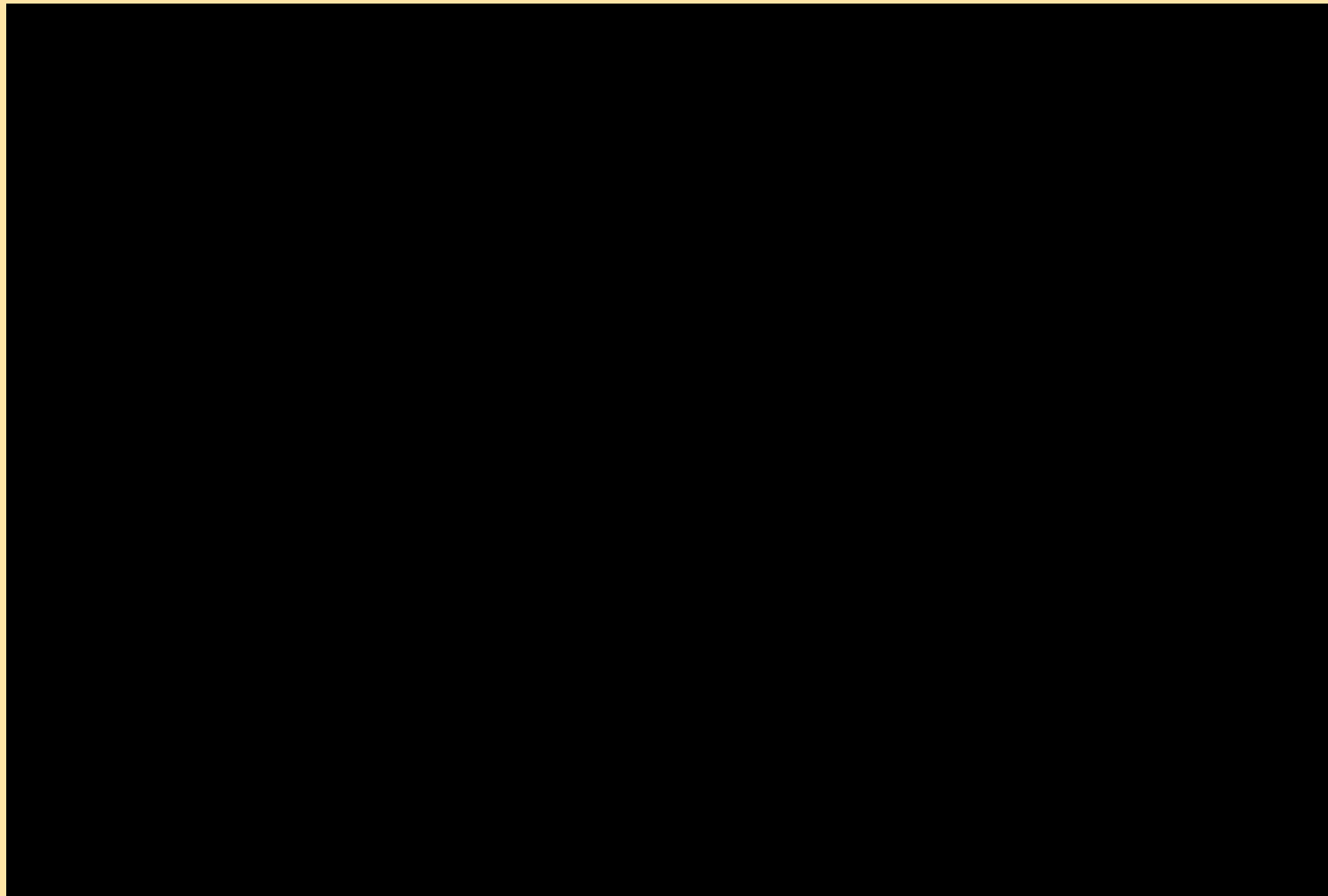


<http://infoworks.ride.ri.gov/state/ri>



¡Mariachi!

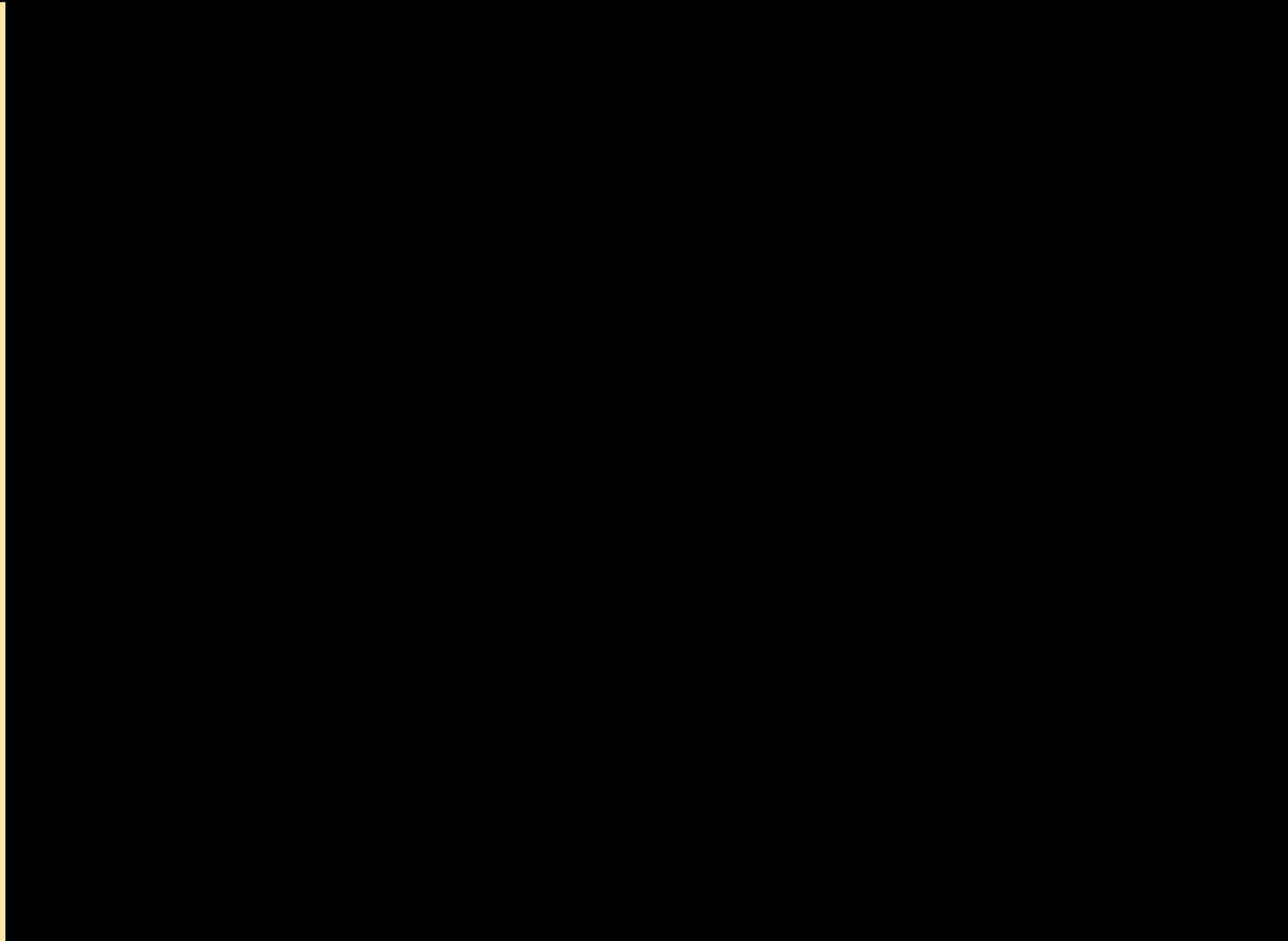
Bailey MS Mariachi Program: Year 2



Keeping Your New Recruits

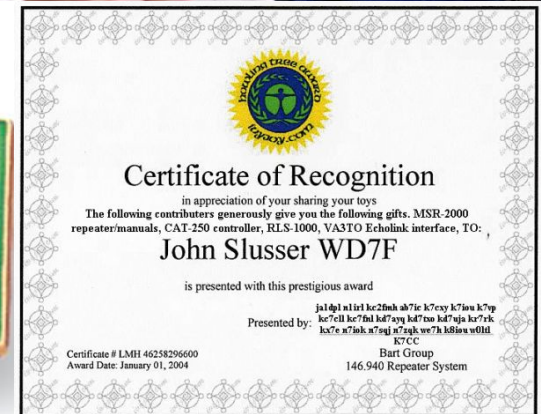


Keeping Your New Recruits. . .
Why Do Kids Stay? Let's Ask *THEM!*



Retention: Keys to Success

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



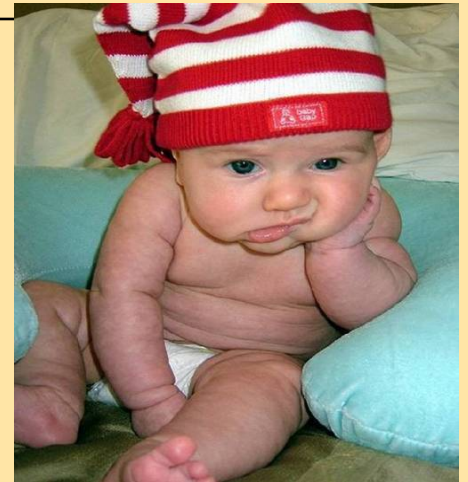
Actions That Help Retain Students

- ❑ 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**



Common Reasons for Drop-outs?

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



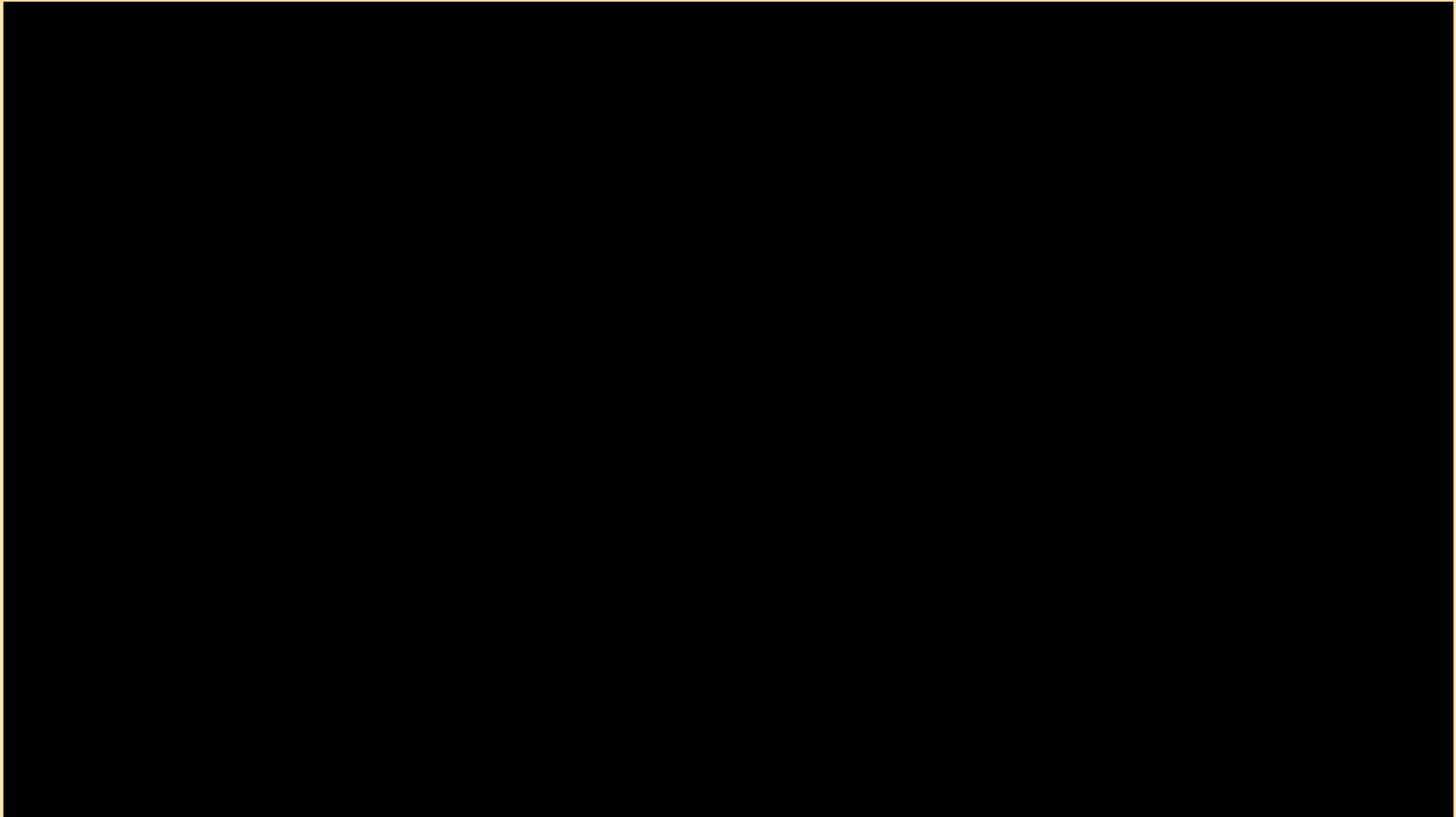
What Can You Do?



- 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*

Why Should Students Continue?

Tell Your OWN Story:

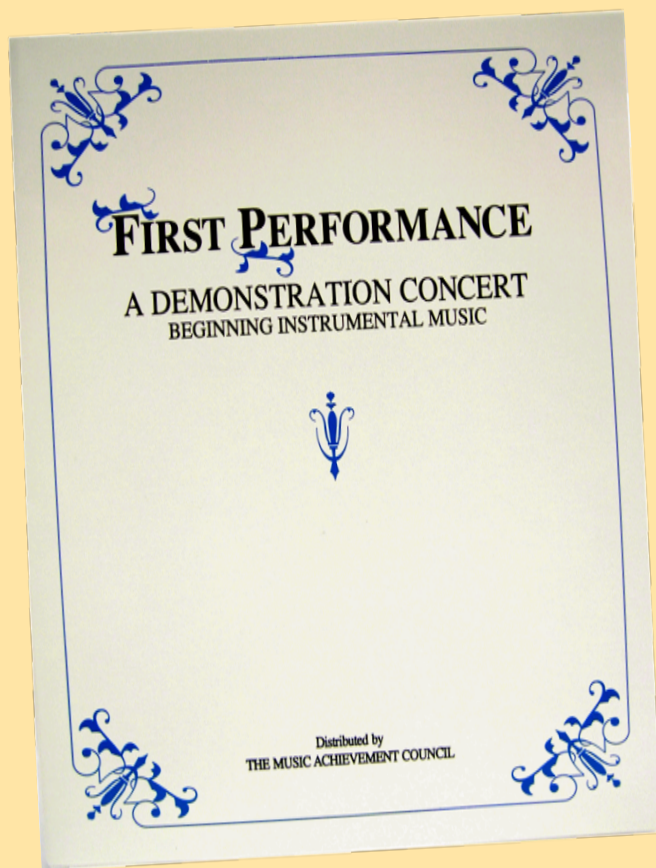


What If ...

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

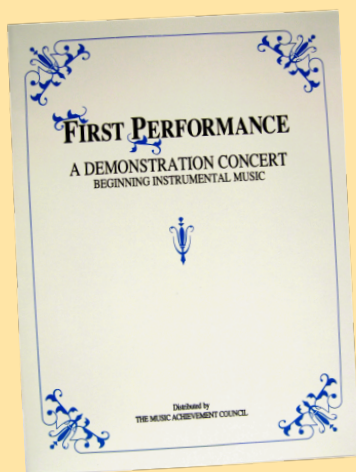


First Performance Concert!



A scripted
demonstration of
what your students
have learned

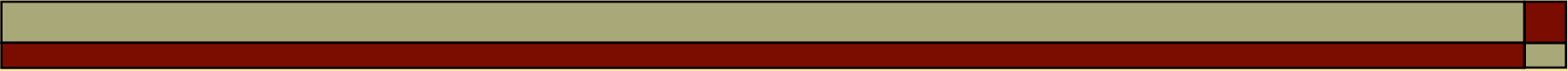
First Performance Demonstration Concert for Band or Orchestra



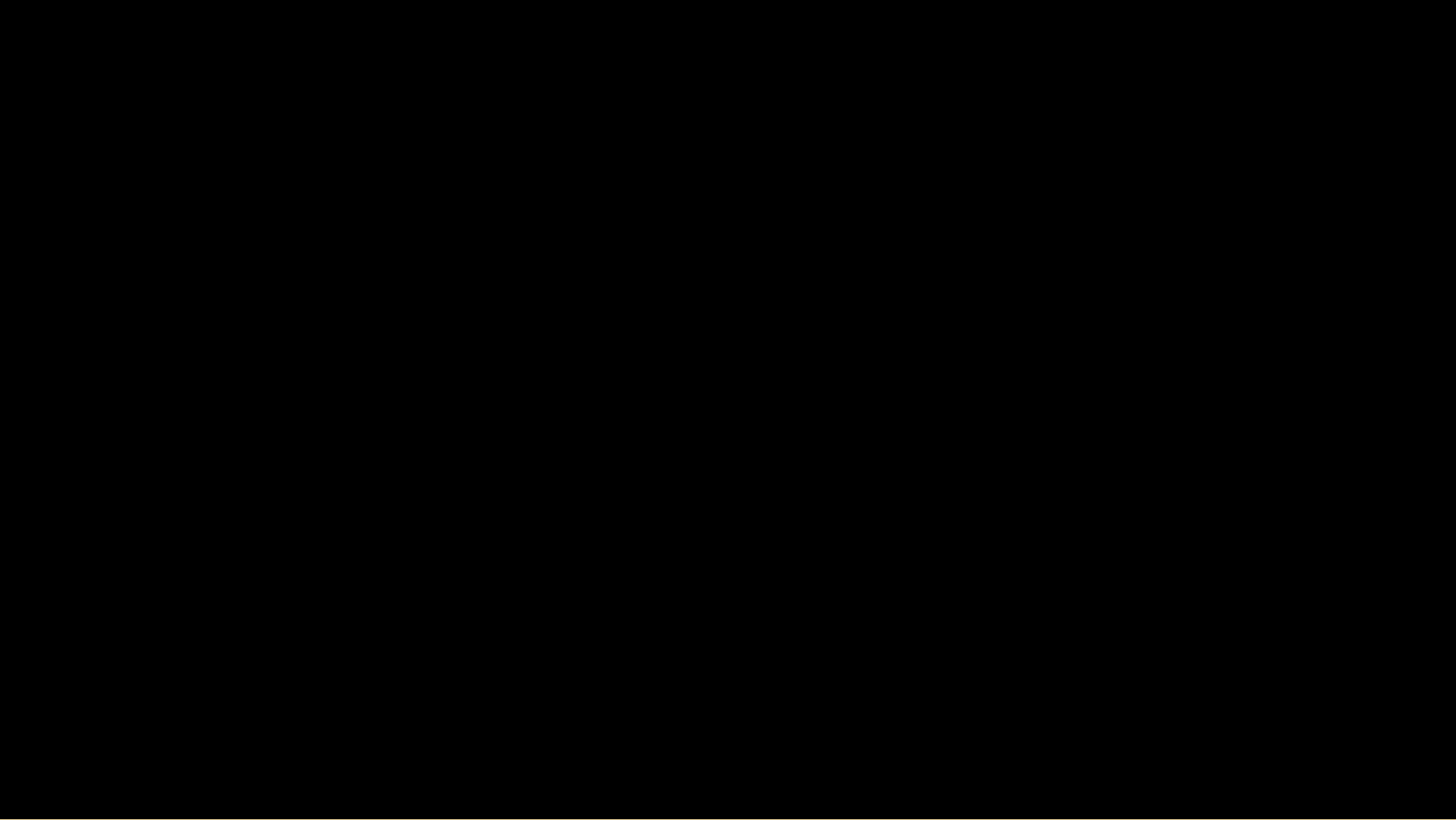
- ❑ Schedule 6-8 weeks after the first class
- ❑ Complete “turn-key” package

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



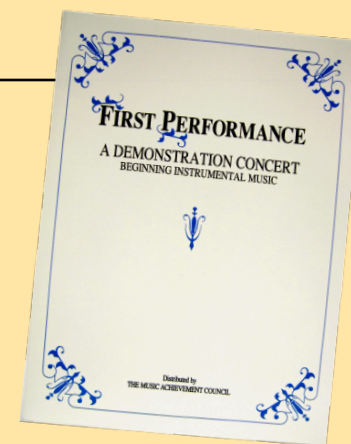


First Performance Demonstration



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

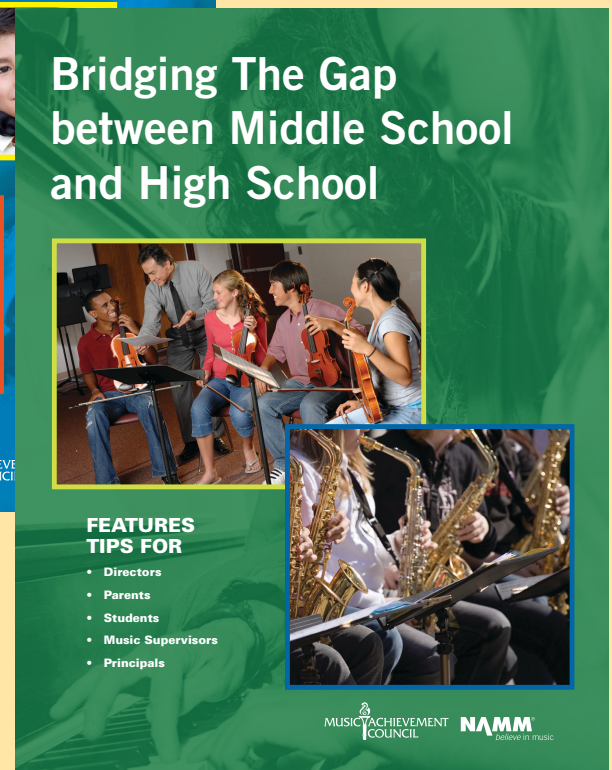
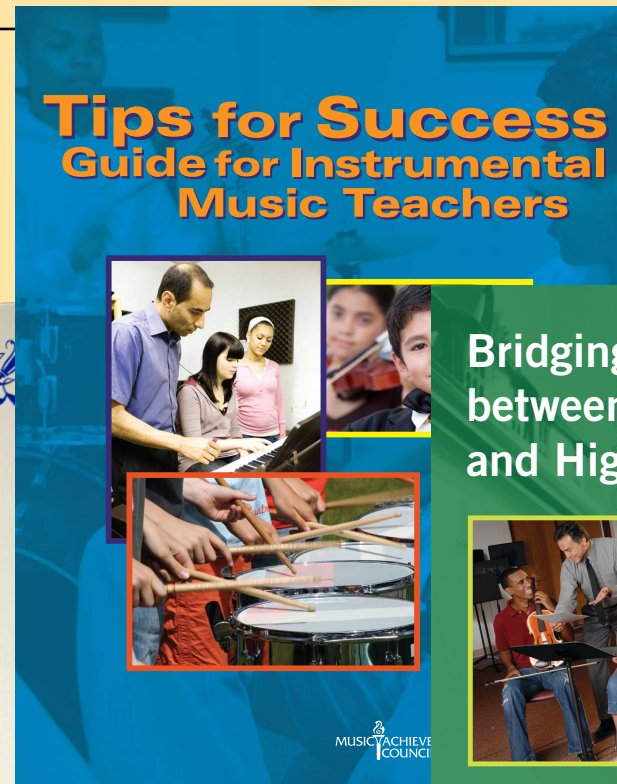
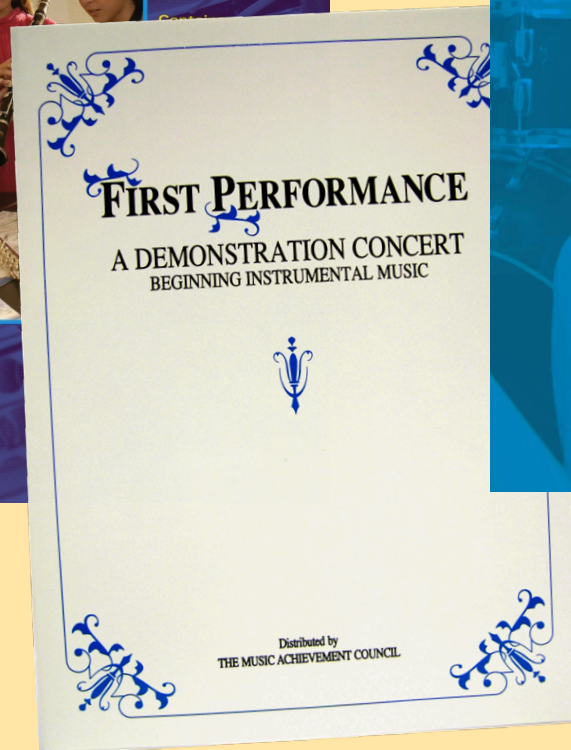
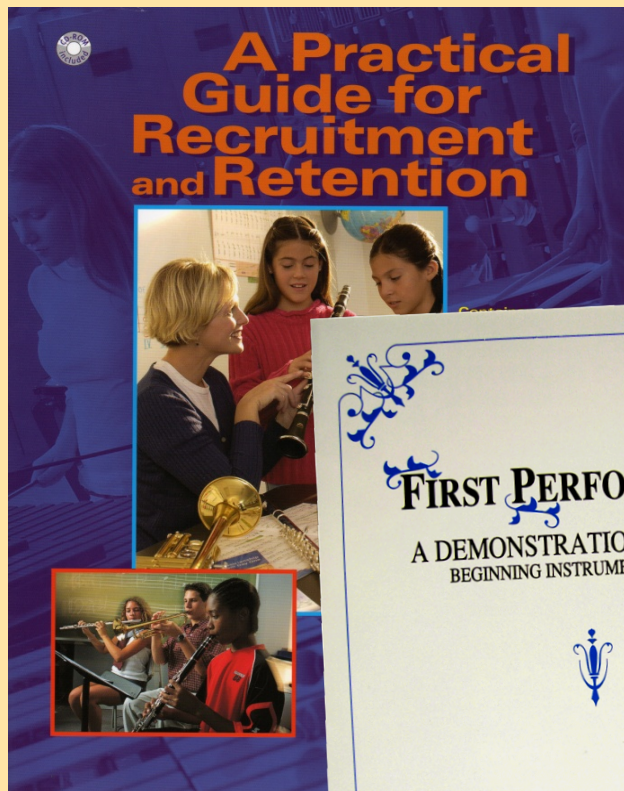


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Got SMART Phone?

<http://www.musicedconsultants.net/conference-materials>



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