

2016 Music Education Days

January 23, 2015 2:30 PM Room Avila AB

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

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The Music Achievement Council



www.musicachievementcouncil.org

Today's Session

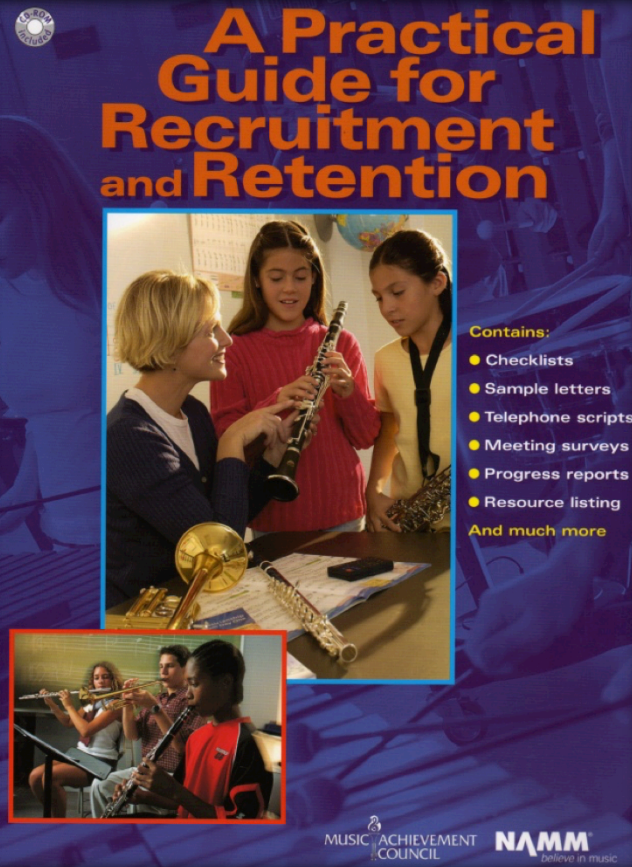


Tips for **Recruiting**
Students

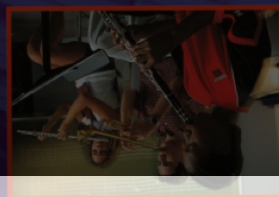
Tips for **Retaining**
Students

**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. . .*



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!

SMILE!

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

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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 #1 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



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**



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They don't know what NORMAL is!

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



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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!



Keeping Your New Recruits



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Keeping Your New Recruits

Why Do Kids Stay? Let's Ask *THEM*!



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Retention: Keys to Success

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



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Actions That Help Retain Students

Developing group **pride**

Improving **communication**
with parents

Evaluating yourself
continually “**What else?**”

Understanding each student
as an individual

Being **positive** and
enthusiastic

Providing engaging lessons
consistently



Common Reasons for Drop-outs?

- The first disappointment



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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*

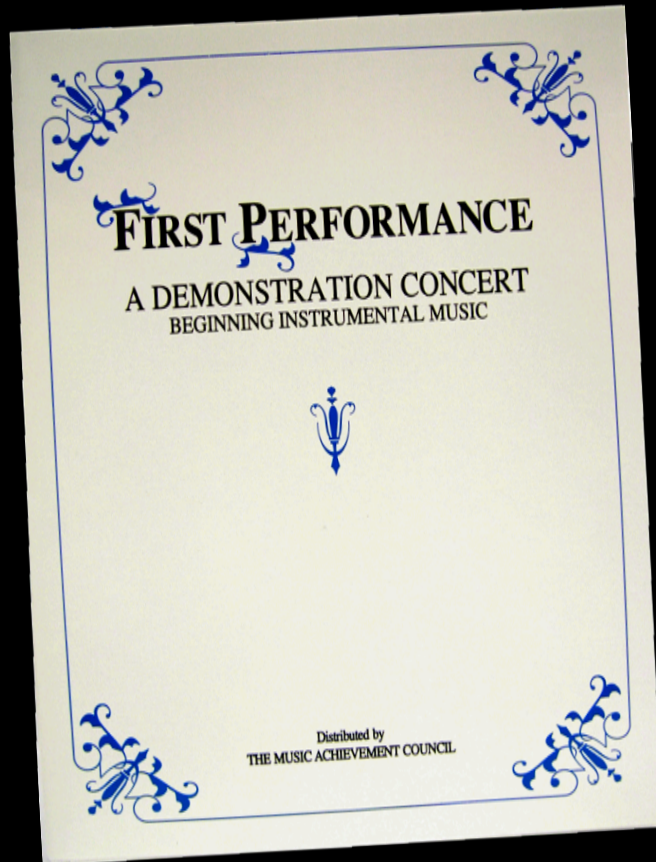
**Why Should Students Continue?
Tell Your OWN Story:**

What If ...

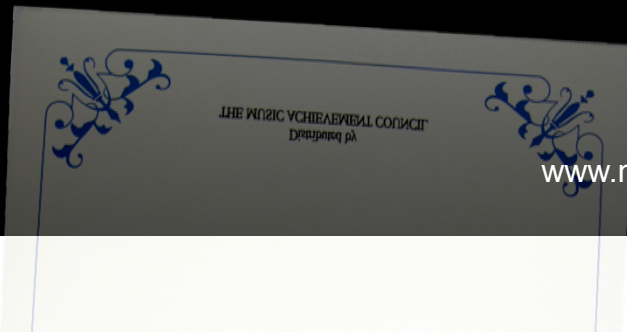
- Students saw immediate success?
- Parents heard their kids play their first performance just weeks after they started?
- Learning to play was **really** fun?



First Performance Concert!

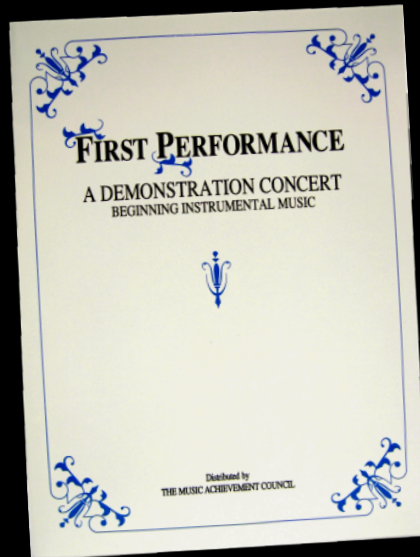


A scripted
demonstration of
what your students
have learned



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*First Performance **Demonstration Concert*** *for Band or Orchestra*



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

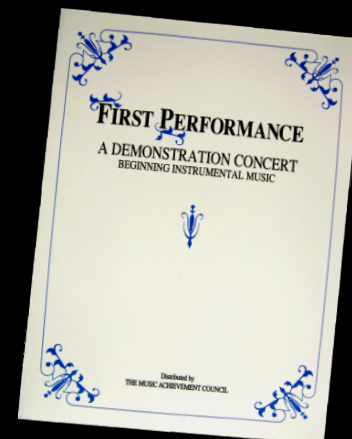
*May be the best
performance in terms of
excitement and audience!*



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

 **@MusicAchCouncil**



Got SMART Phone?

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



Thanks to these Quality Companies!
www.musicachievementcouncil.org



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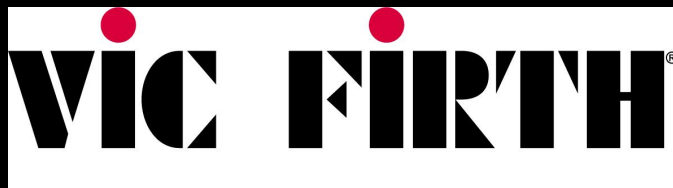
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