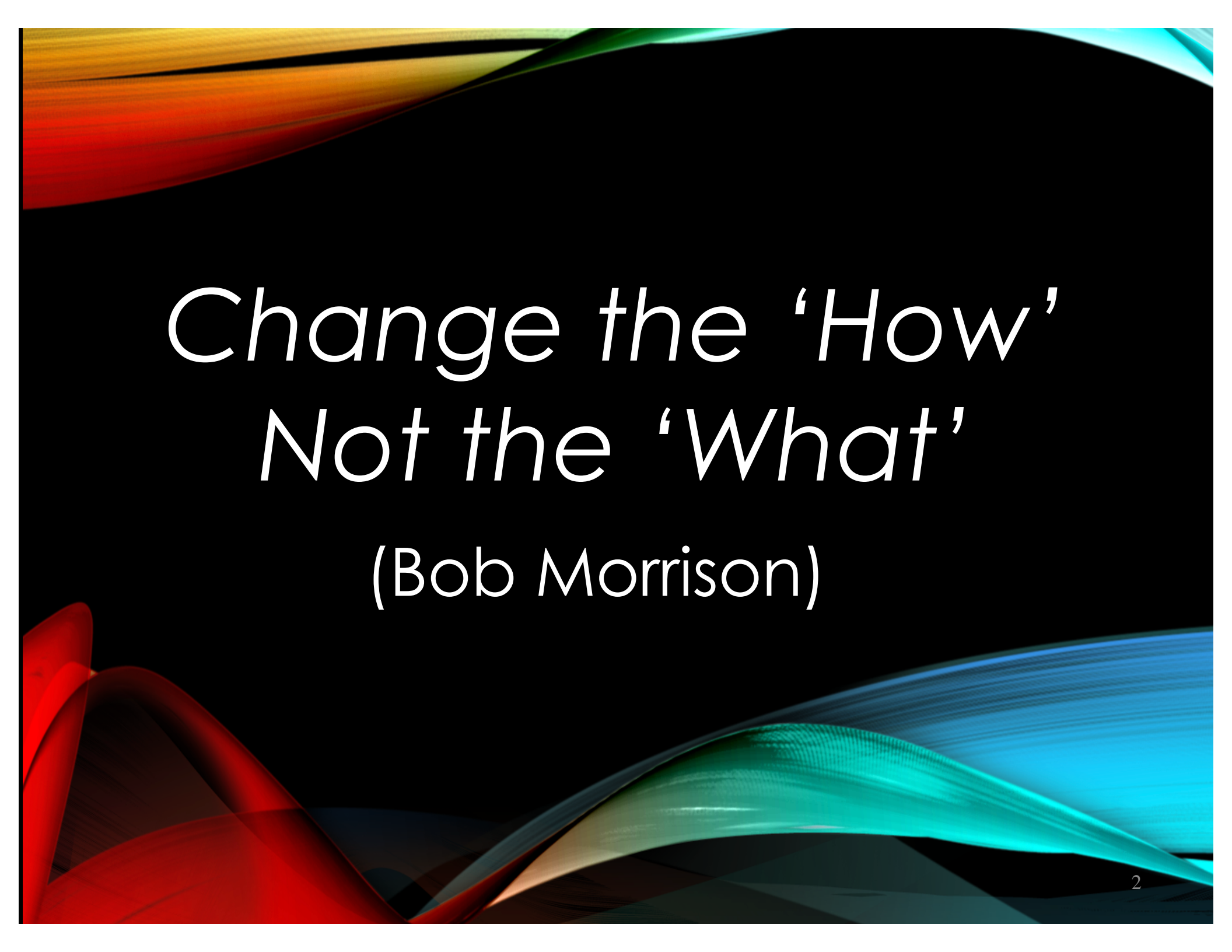


Recruitment and Retention Ideas & Strategies for 2020-21

Marcia Neel
AMRO After Hours
June 9, 2020





Change the 'How'
Not the 'What'

(Bob Morrison)



1. Challenge Current Students to Take Ownership



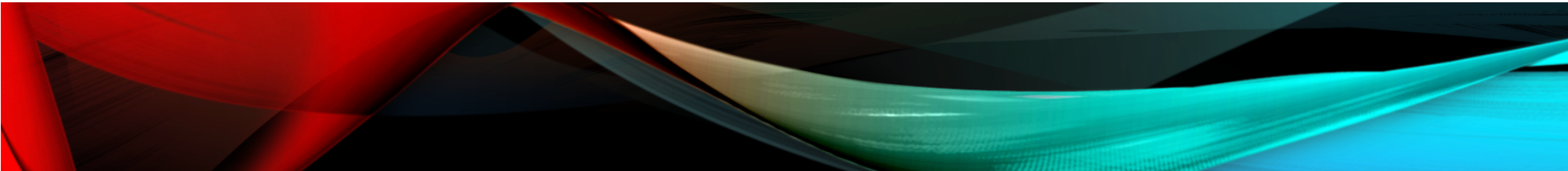
Assignment:

Create Fun Promo Videos About:
a. Students' Instruments

Example: Euphonium



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



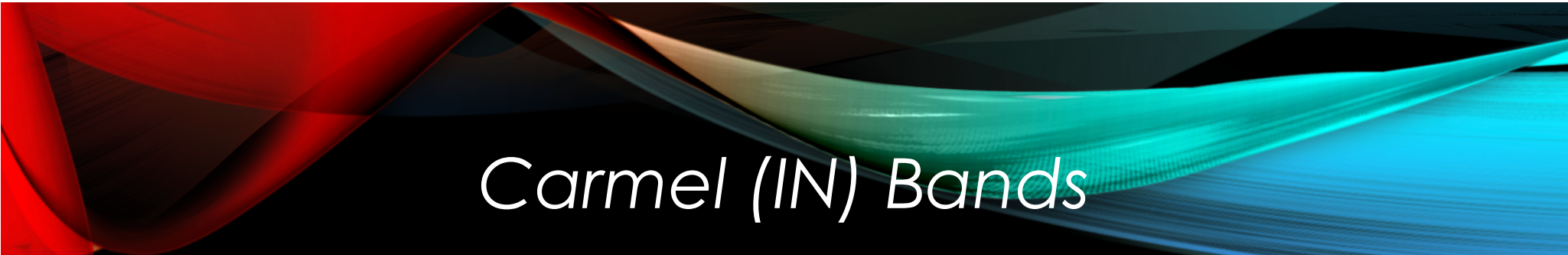
All Day Long (The Coronavirus Song) - Chloe Langford

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



Assignment:

Create Fun Promo Videos About:
b. The Family Aspect

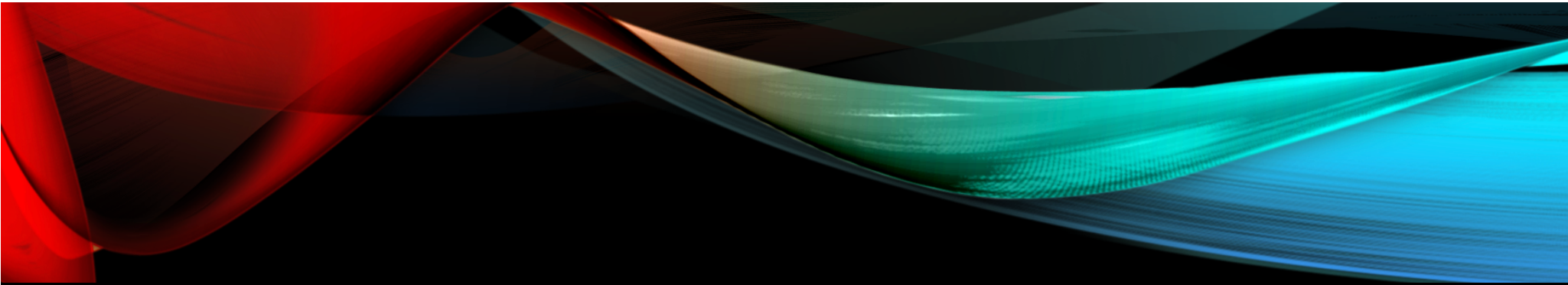


Carmel (IN) Bands



Family

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



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



Assignment:

Create Fun Promo Videos About:
c. The Signing Up Process



Pearson Ranch Middle School Band

2 hrs · 🌐

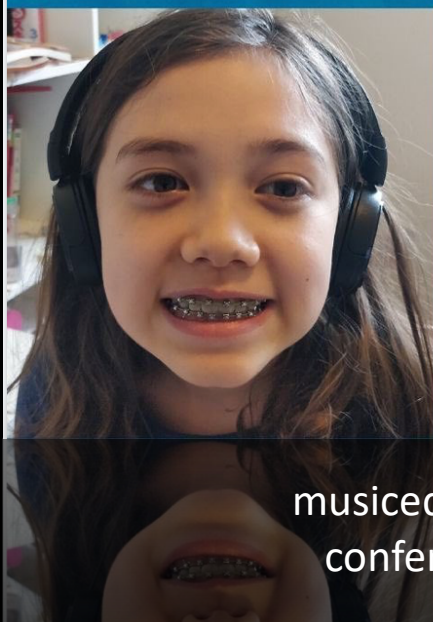


We are so excited to introduce our community to the newest members of our Band Family! Every weekday we will post a "New Member Spotlight". Say hello to our first new member: May B!

PEARSON RANCH BAND

New Member Spotlight

May B.



Elementary: Purple Sage

Favorite type of music: Electronic

Favorite Food: Oranges & Ice Cream!

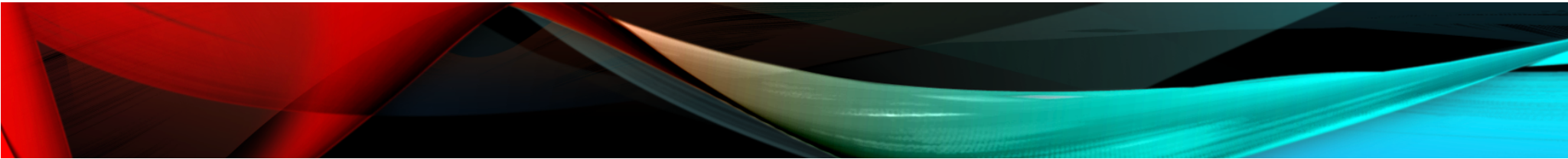
What are you looking forward to in
Middle School: Playing my
instrument with the rest of the
band family.

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

Signing Day

Elective Season

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



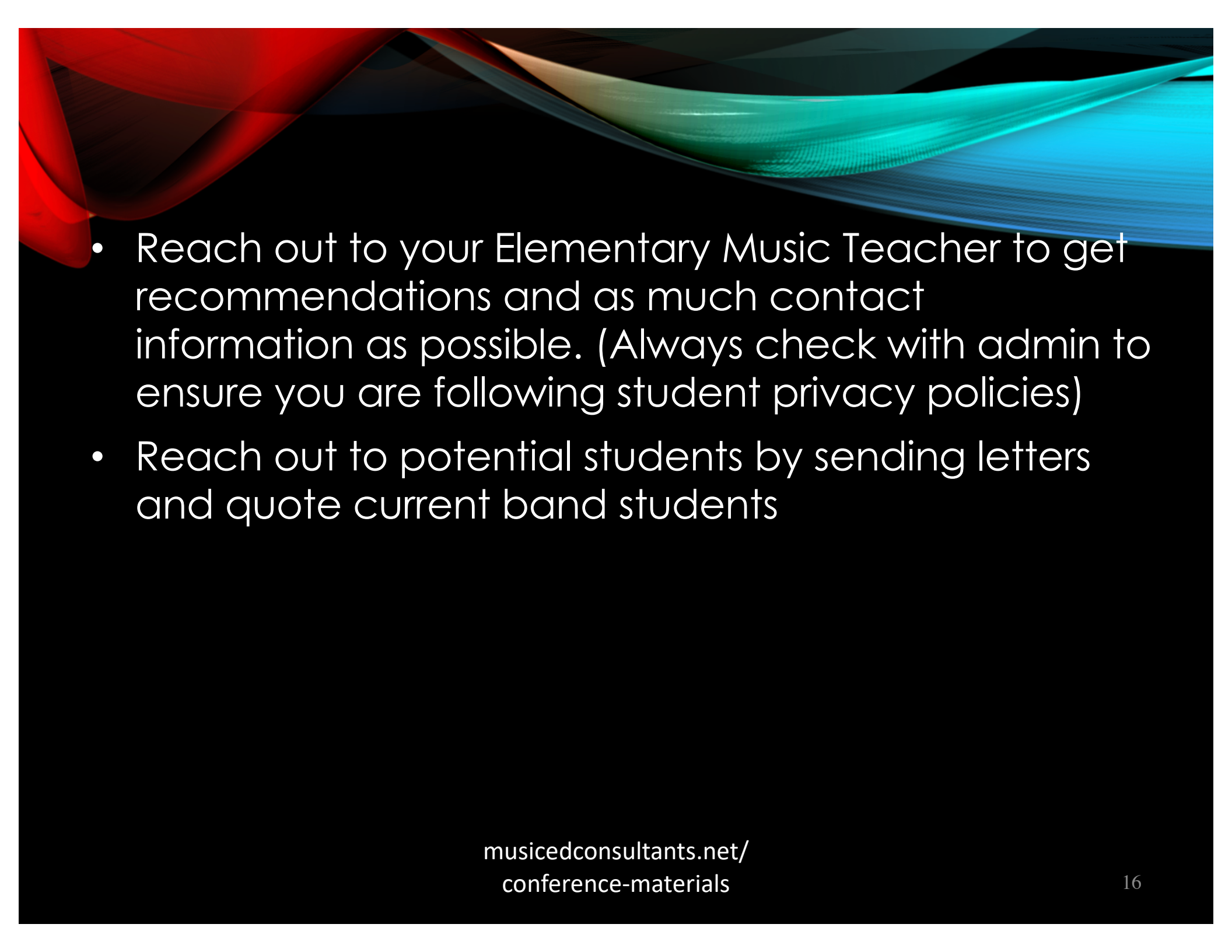
Signing Day 2020

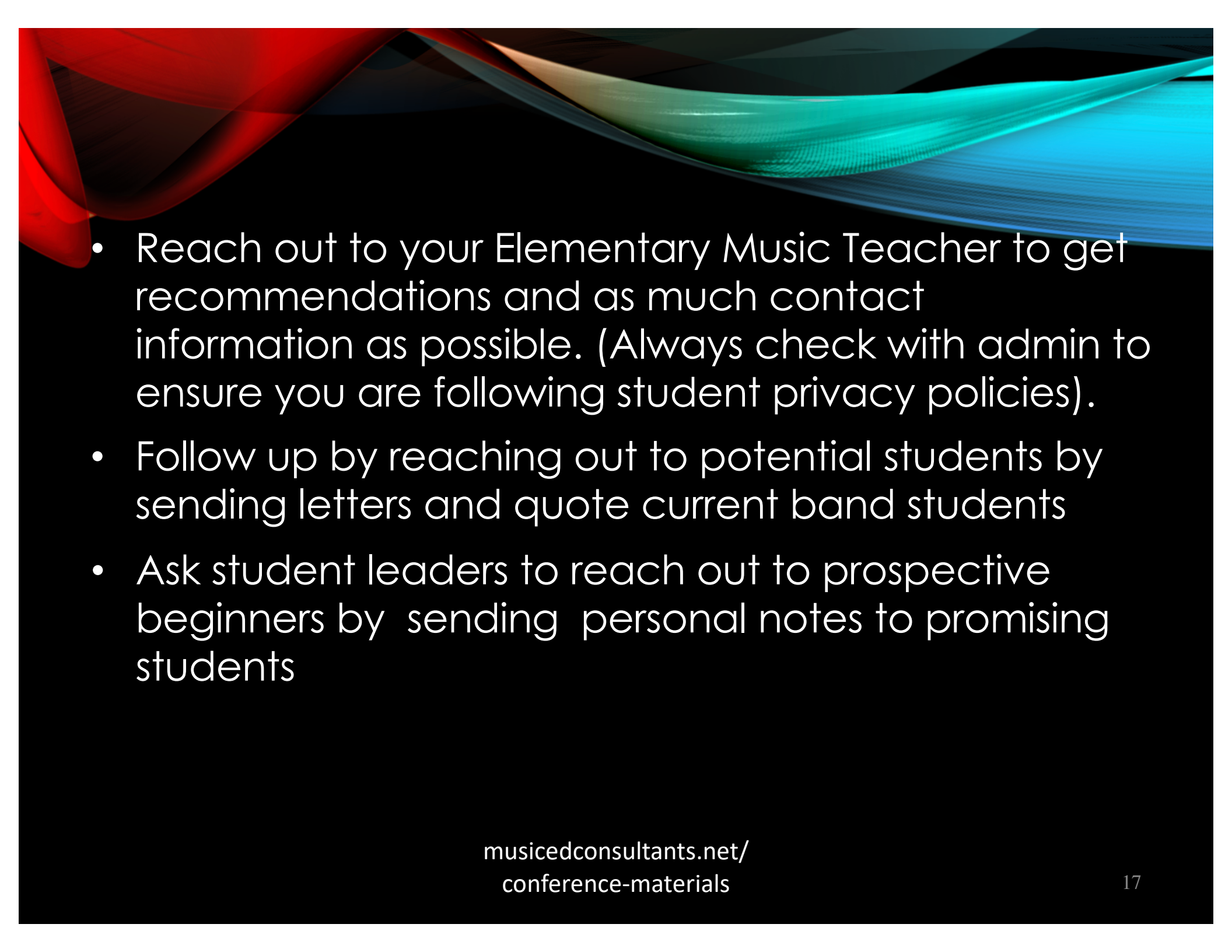


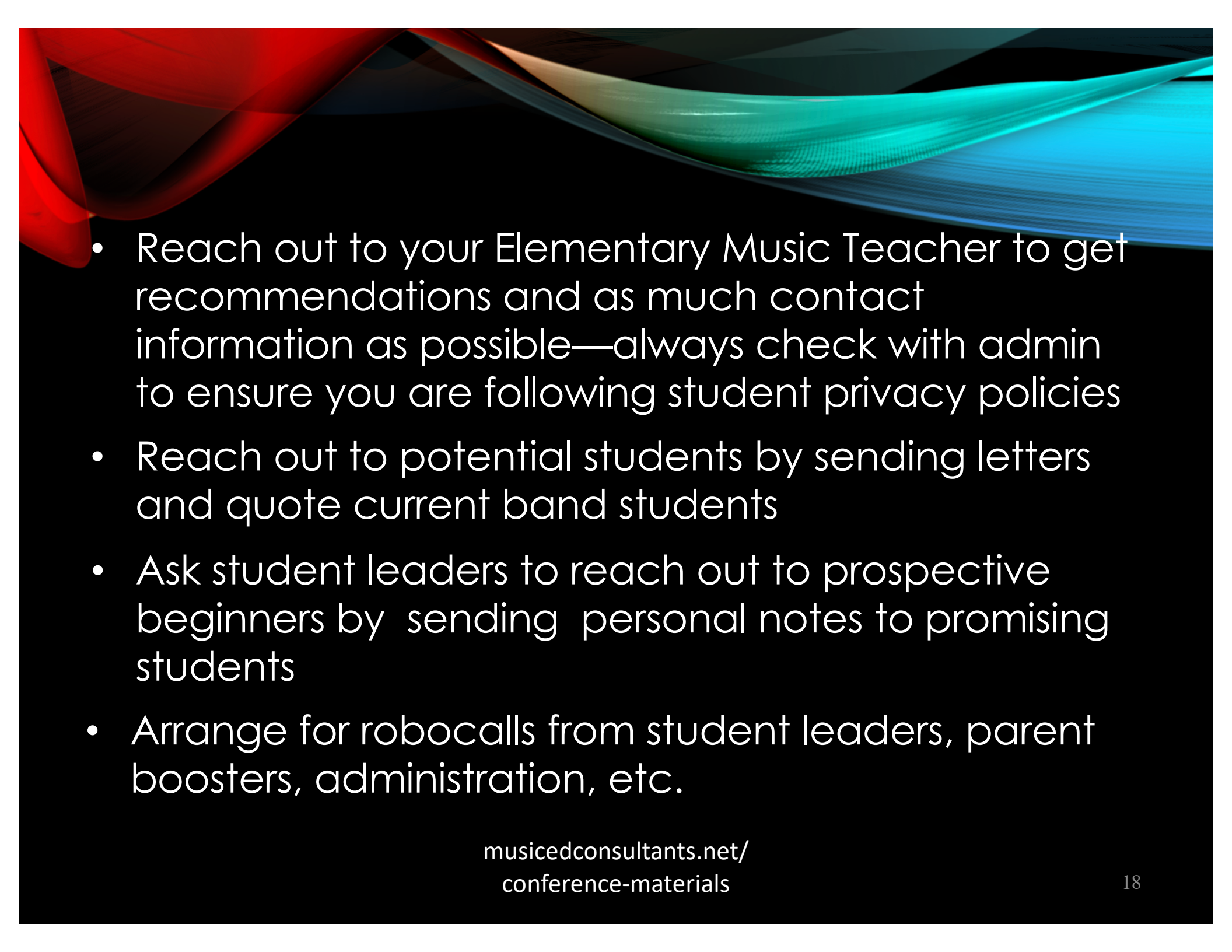


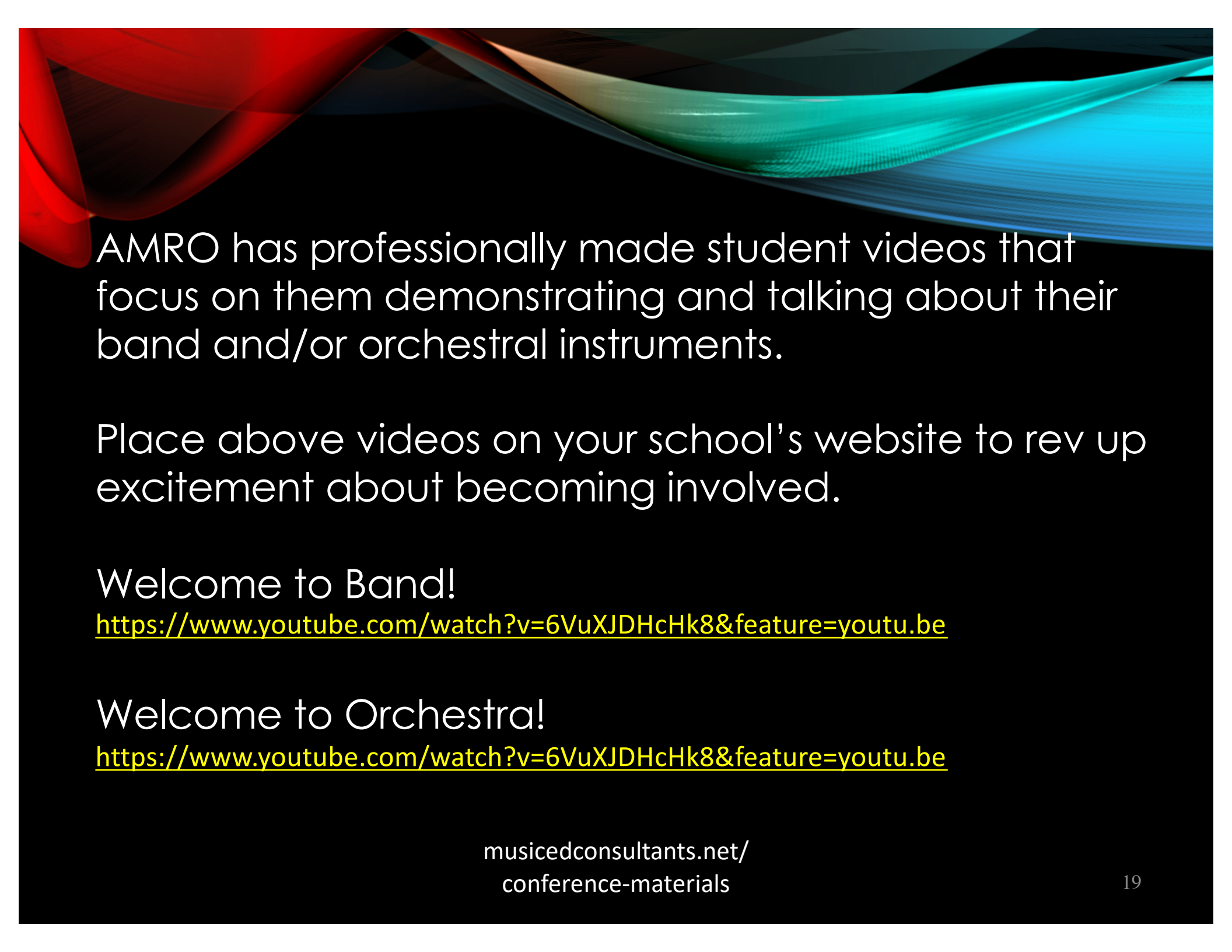
2. Outreach

- 
- Reach out to your Elementary Music Teacher to get recommendations and as much contact information as possible. (Always check with admin to ensure you are following student privacy policies).

- 
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 - Reach out to potential students by sending letters and quote current band students

- 
- Reach out to your Elementary Music Teacher to get recommendations and as much contact information as possible. (Always check with admin to ensure you are following student privacy policies).
 - Follow up by reaching out to potential students by sending letters and quote current band students
 - Ask student leaders to reach out to prospective beginners by sending personal notes to promising students

- 
- Reach out to your Elementary Music Teacher to get recommendations and as much contact information as possible—always check with admin to ensure you are following student privacy policies
 - Reach out to potential students by sending letters and quote current band students
 - 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.



AMRO has professionally made student videos that focus on them demonstrating and talking about their band and/or orchestral instruments.

Place above videos on your school's website to rev up excitement about becoming involved.

Welcome to Band!

<https://www.youtube.com/watch?v=6VuXJDHcHk8&feature=youtu.be>

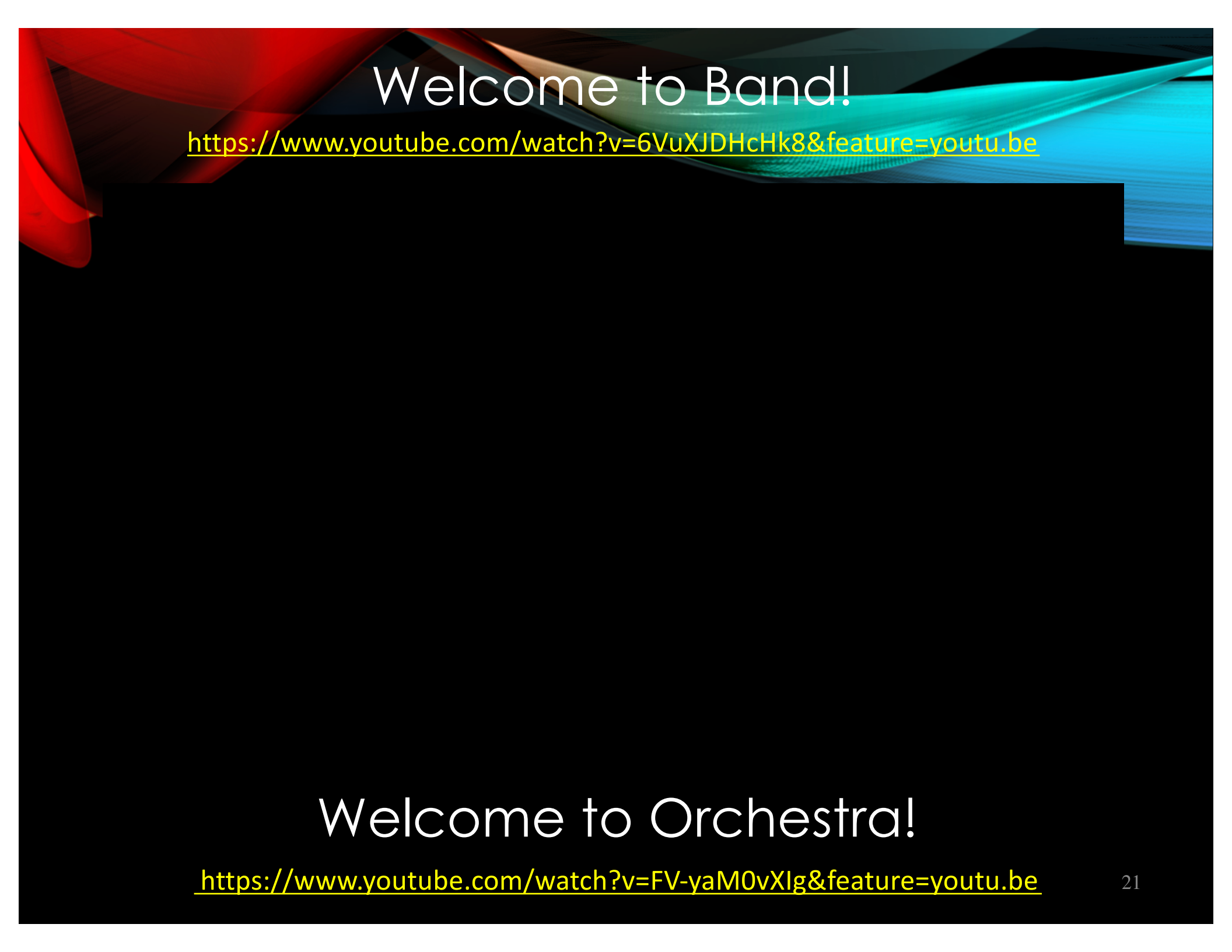
Welcome to Orchestra!

<https://www.youtube.com/watch?v=6VuXJDHcHk8&feature=youtu.be>

AMRO's Welcome to Band/Orchestra Videos



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



Welcome to Band!

<https://www.youtube.com/watch?v=6VuXJDHcHk8&feature=youtu.be>

Welcome to Orchestra!

<https://www.youtube.com/watch?v=FV-yaM0vXlg&feature=youtu.be>



3.

Limit the Variety of
Instruments Offered

Ideas for Instrument “Choosing” in place of Instrument “Testing”

For most instruments, hand size, arm length, lip size, and dental structure are the key factors involved in finding the right fit. Some of this might be able to get accomplished virtually.

An online Google Hangout would be very helpful. The students could also submit photos using common items as a size reference.

- A photo of a child's hand with a quarter in their palm can help a teacher judge finger length and finger pad size.
- Yard sticks are great for arm length.

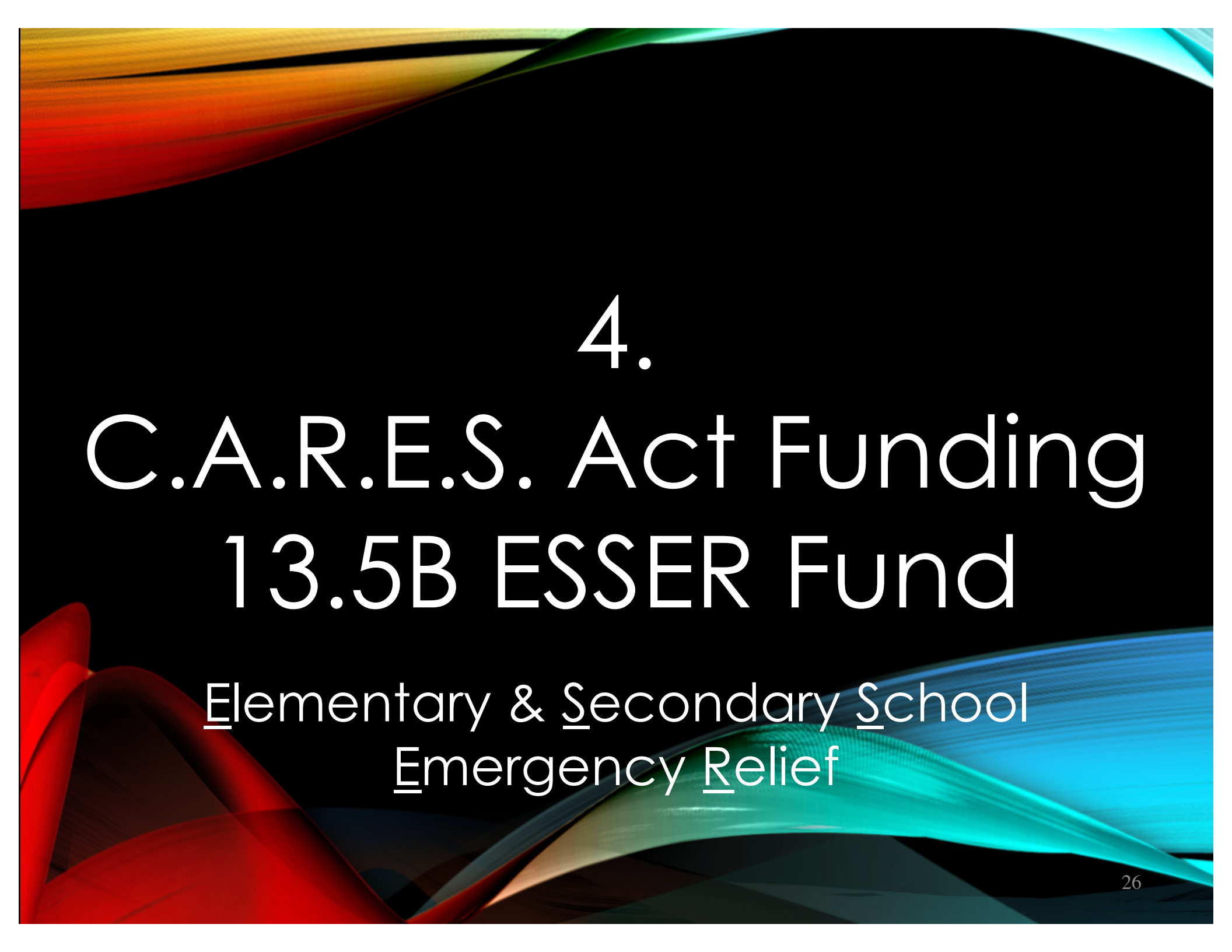


Ideas for Instrument “Choosing” in place of Instrument “Testing”

- Smile and repose face photos are helpful for lips and teeth.
- Sing back pitches, identify high and low pitches imitate (call and response) clapped rhythms
- Match the teacher’s modeling of brass mouthpiece
- Buzz high and low pitches
- Use a finger to demonstrate the clarinet or flute embouchure formation – including teeth placement, chin, etc. - proper tongue placement and other details of preparing to make an initial sound.



Remember:
This is not a perfect
science even in the best
of settings so be flexible—
students can be
transitioned as needed.



4.

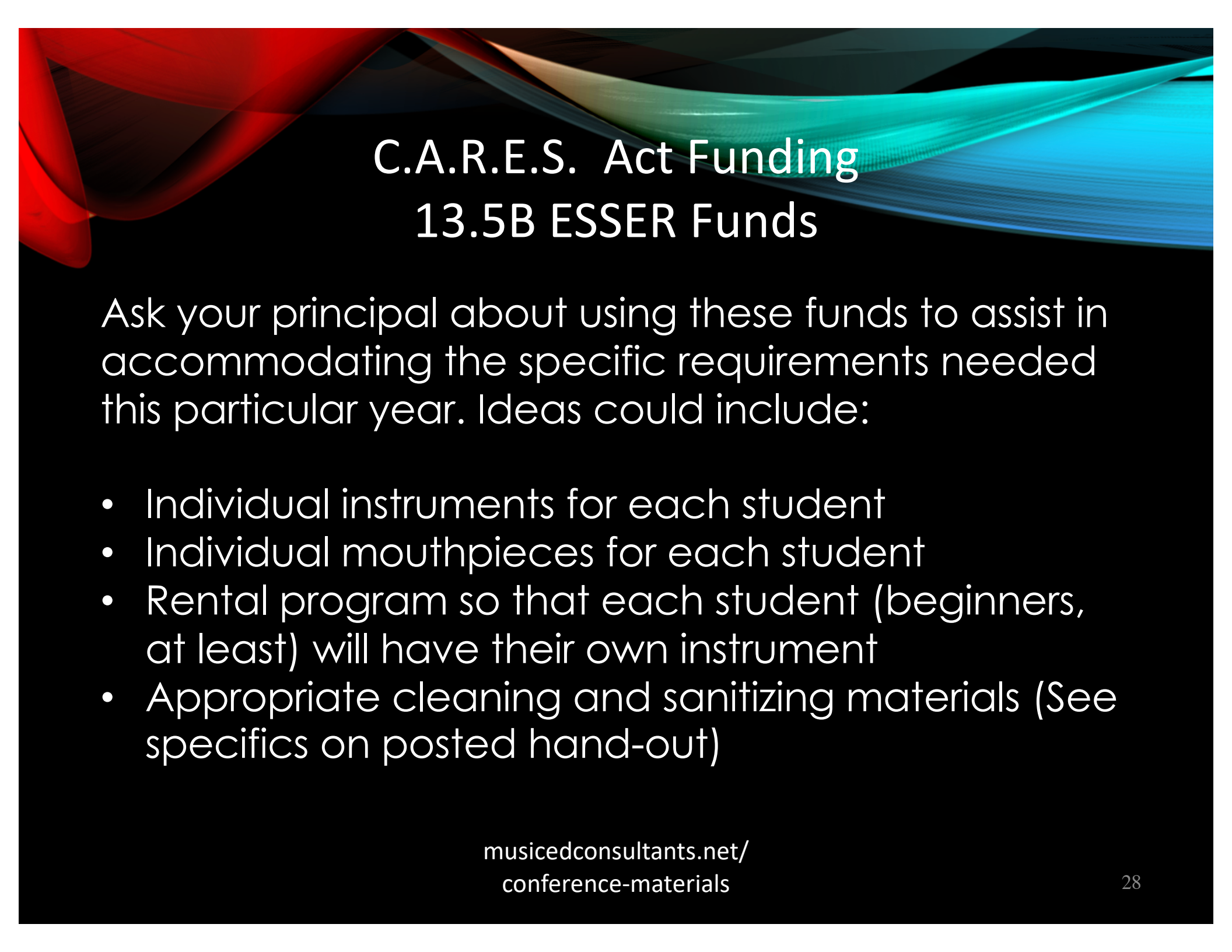
C.A.R.E.S. Act Funding 13.5B ESSER Fund

Elementary & Secondary School
Emergency Relief

C.A.R.E.S. Act Funding 13.5B ESSER Funds

<https://www.yamahaeducatorsuite.com/cares-act-funding>





C.A.R.E.S. Act Funding 13.5B ESSER Funds

Ask your principal about using these funds to assist in accommodating the specific requirements needed this particular year. Ideas could include:

- Individual instruments for each student
- Individual mouthpieces for each student
- Rental program so that each student (beginners, at least) will have their own instrument
- Appropriate cleaning and sanitizing materials (See specifics on posted hand-out)



5.

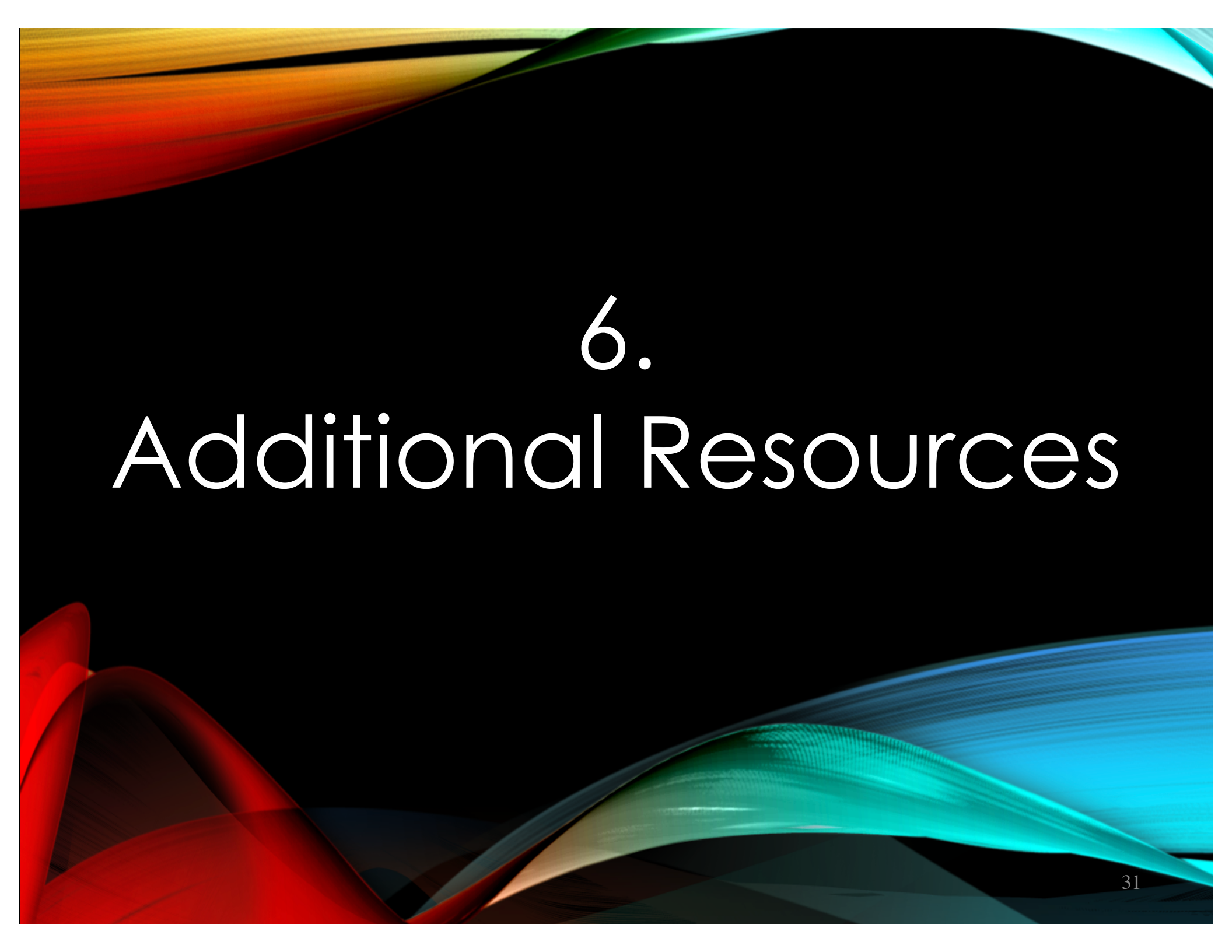
The Proper Mind Set: Being of Service



School Climate

Principals will welcome your ideas to help them rebuild school spirit

- 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!



6.

Additional Resources

Complimentary Recruitment & Retention Materials Available to Download from the **Music Achievement Council**

- First Performance National Day of Celebration--
Honor Your Beginners in the 6th-7th Week of School
- A Practical Guide for Recruitment and Retention
(with modifiable recruitment forms)
- Tips for Success for Music Educators of All Ages and
Experience Levels
- Bridging the Gap Between Middle School & High
School
- Complimentary Monthly Recruitment & Retention
Reminders by signing up at: msfq.org/guide

COVID-19 Resources

Collection of COVID-19 Reopening Resources from Music Education Professional Associations (HSBDNA, CBDNA, NFHS, NAMM Foundation, NAFME, ABA)
musicedconsultants.net/recommendations

[NAFME Social Emotional Pamphlet](#)

[CARES Act: DOE State Allocations Table](#)

[NAMM Foundation, NAFME, NFHS Instrument Cleaning Guidelines and Information](#)



Additional Resources

AMRO's Considerations for a Safe Return to the Instrumental Classroom

<https://bit.ly/AMROSafe>

Arts Education is Essential

<https://bit.ly/3cPpGsG>

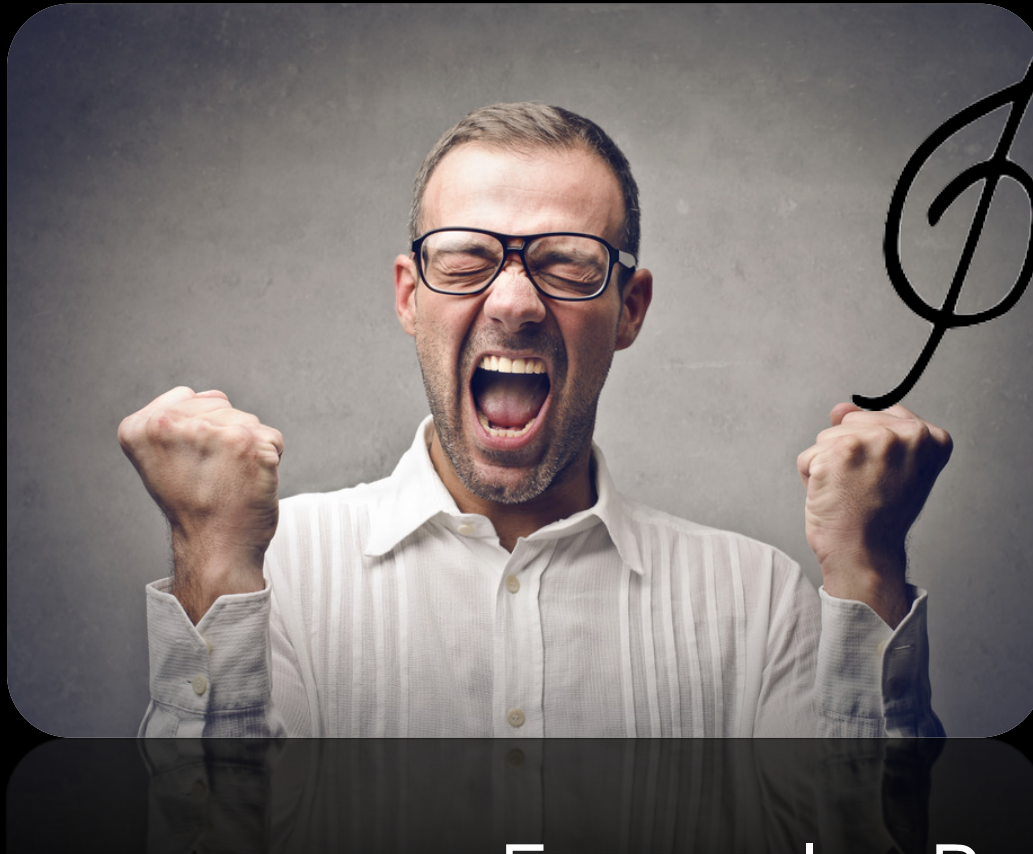
Online Teaching Resources from Yamaha Corporation

www.yamahaeducatorsuite.com

[Recruitment and Retention: Be Part of the Music](http://musicedconsultants.net/conference-materials)

musicedconsultants.net/
conference-materials

Your Enthusiasm is What Matters!

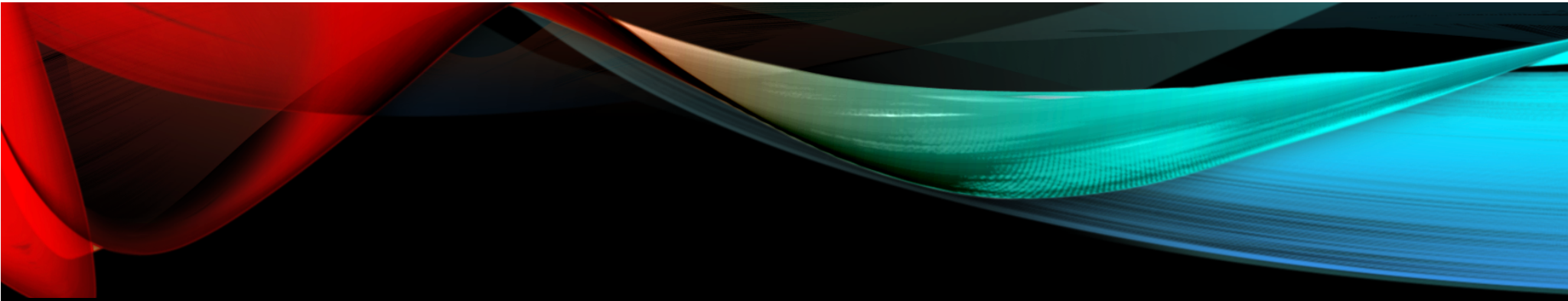


Example: Roma Bands



ROMA BAND FILMS

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



Thank You!



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