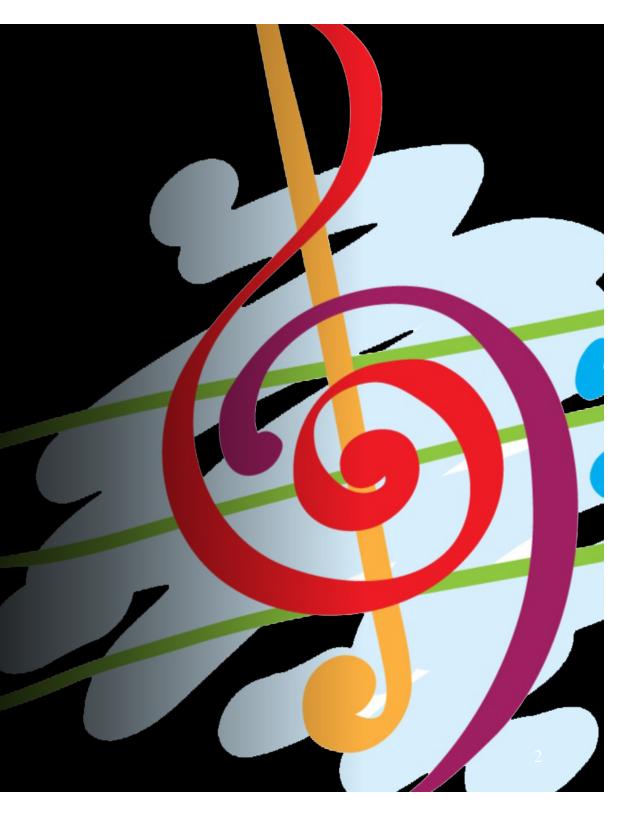
Recruitment and Retention Ideas & Strategies for 2021-22

Marcia Neel March 26, 2021

***YAMAHA**



Change the 'How' Not the 'What'

(Bob Morrison)

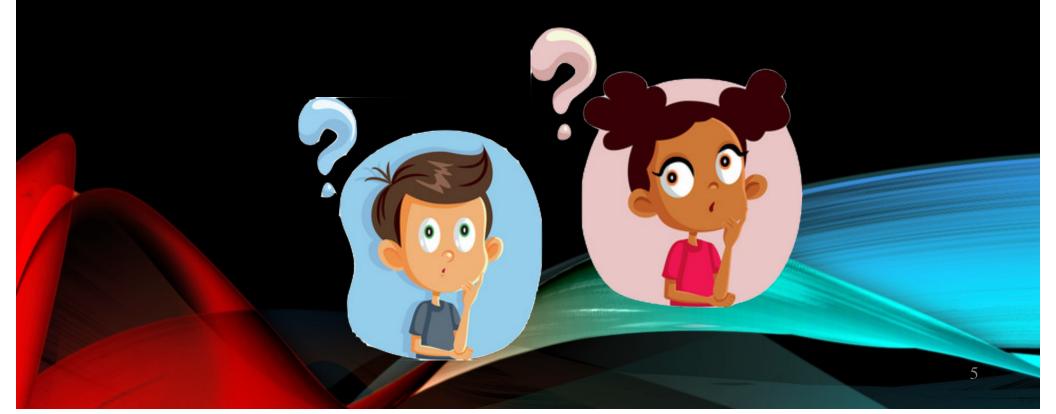
Meet with Your Principal Set Your Schedule and have Options Ready! Be Prepared & Flexible!

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 Accommodate students who were unable to enroll in beginning level classes this past year.
 Where do they go?



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- Accommodate students who were beginners this past year but who may be considerably behind.
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- Accommodate students who were returning students this past year but who may be considerably behind.

2.

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

Take Cookies!



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

Beginning 6th Grade Brass Beginning 6th Grade Winds and Percussion Intermediate Jazz Band

Advanced 8th Grade Band

Advanced Jazzers

7th and 8th Grade Intermediate Band

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- Provide Class Lists



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- Be organized and timely
- Be Pro-Active: Check-in every Friday, etc.

3.

Testamonials Challenge Current Students to Take Ownership

Ask Current Students To:

Create Fun Promo Videos About: a. Their Instrument

Example: Euphonium

Example: Euphonium







musicedconsultants.net/conference-materials

https://youtu.be/SJM-u6IABGQ

All Day Long (The Coronavirus Song) - Chloe Langford

musicedconsultants.net/conference-materials

Ask Current Students To:

Create Fun Promo Videos About: b. The Music Family

Example: Carmel (IN) Bands



musicedconsultants.net/ conference-materials

Carmel Bands https://youtu.be/osg_Ubowlhw

Ask Current Students To:

Help Create Innovative Videos: c. "Signing Day"

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



musicedconsultants.net/conference-materials

https://youtu.be/J4bTw5uyiUY

Signing Day 2020



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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{ JUST A NOTE !

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- 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.

Welcome to Band/Orchestra Videos



musicedconsultants.net/conference-materials

Welcome to Band/Orchestra Videos

Band: https://youtu.be/qU3QXHg9i40

Orch: https://youtu.be/ahdy4NFT9Eg

5.

The Proper Mind Set: Being of Service

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

 Lead a team-building event (drum circle?) at the first faculty/staff meeting

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- Plan a welcome back pep assembly for the students

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- Greet returning students with a "Welcome Back Boulevard" lined with your drummers playing spirited cadences at the front entrance.

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- Other ideas? Please share!

6. Retention

The S.M.A.R.T. Approach to Retaining Beginners

Keep "Success" in Mind

Keep "Modeling" in Mind

Keep "Activities" in Mind

Keep "Reflection" in Mind

Keep the "Total" Picture in Mind



Keeping "Success" in Mind



Beginners want to be successful.

<u>Parents</u> want their kids to be successful.

You want your kids to be successful.

If you want to learn something. . .teach it! Success = The Parent Band



If you want to learn something. . .teach it! Success = The Parent Band

https://youtu.be/zeo_VwHdsDE



Keeping "Modeling" in Mind



Elementary school students want to emulate middle schoolers.

Middle school students admire high school students.

High school students develop leadership by mentoring younger students.

Keeping "Modeling" in Mind

https://www.youtube.com/watch?v=m7SzlaOMTp4



Keeping "Activities" in Mind

Students thrive from rewarding experiences.



First Performance National Day of Celebration musicachievementcouncil.org/fpndoc

View trailer here: https://youtu.be/JgDJnFv7RkE



First Performance National Day of Celebration

www.musicachievementcouncil.org/fpndoc



Response from LIVE at the 2017 Midwest Clinic Use: Poll Everywhere App for Instant Feedback

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

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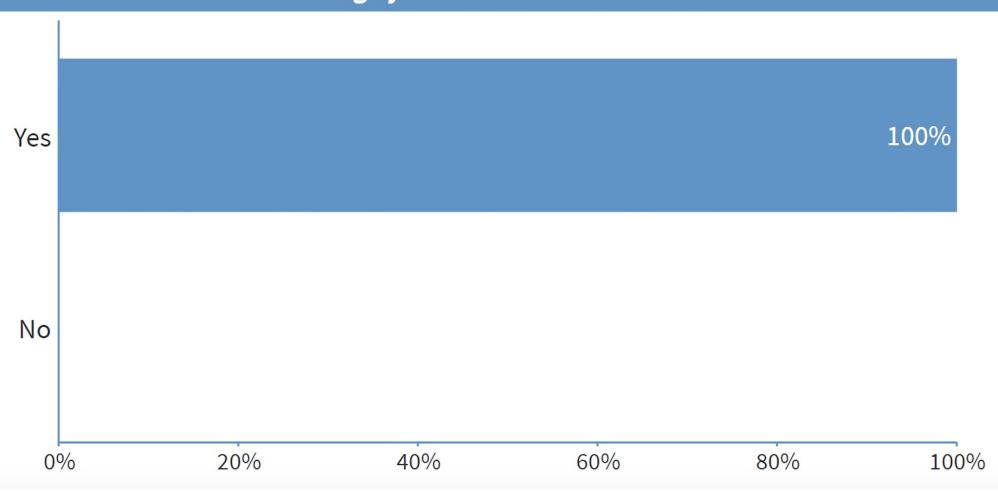


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Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?

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Keeping "Reflection" in Mind



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



Music Makes the Difference Because...

Reflection Activities Make a Difference



What Am I Really Getting Out of All of This? Making New Friends!





What Am I Really Getting Out of All of This? Experiencing the Joy of Music-Making!

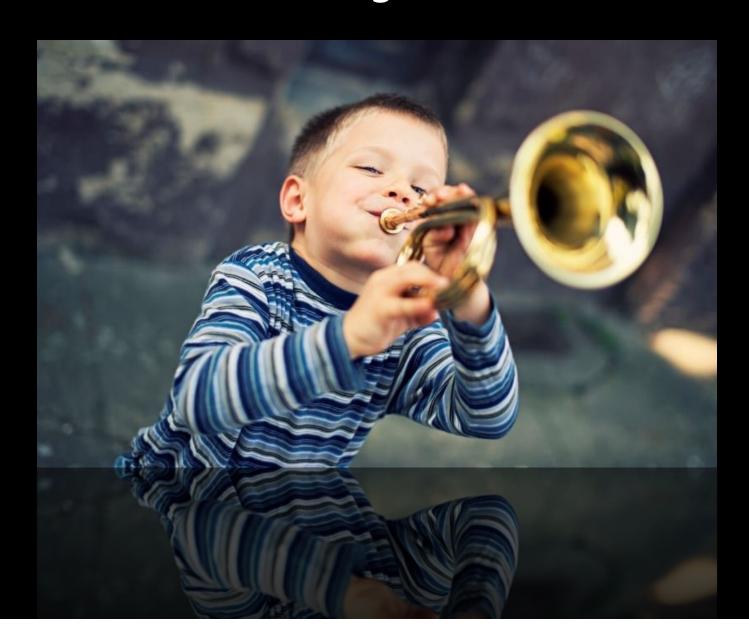




What Am I Really Getting Out of All of This? Working with Others for a Unified Purpose!



What Am I Really Getting Out of All of This? Having Fun!





Keeping the "Total" Picture in Mind HOW...

Provide recognition and reinforcement because it bolsters confidence.



Keeping the "Total" Picture in Mind HOW...

Provide recognition and reinforcement because it bolsters confidence.

Build appreciation for the ensemble because it builds trust.



Keeping the "Total" Picture in Mind HOW...and <u>WHY!</u>

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 Retaining <u>Beginners</u>

Keep "Success" in Mind

Keep "Modeling" in Mind

Keep "Activities" in Mind

Keep "Reflection" in Mind

Keep the "Total" Picture in Mind



7. Additional Resources

Post-Pandemic Planning Guide

msfq.org/guide



yamahaeducatorsuite.com/ post-pandemic-planning-guide

Keep it Simple and Have Fun Teaching!



Rich Gordon, Band Director Sycamore MS, Anaheim CA

> musicedconsultants.net/ conference-materials

"Success" http://bit.ly/MrGordonBand



Rich Gordon, Band Director Sycamore MS, Anaheim CA

> musicedconsultants.net/ conference-materials

Your Enthusiasm is What Matters!





