

Recruitment and Retention Ideas & Strategies for 2021-22

Marcia Neel
March 26, 2021





Change the 'How'
Not the 'What'

(Bob Morrison)

1.

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Your Schedule Should:

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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!



Help Your Counselors Help YOU!

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

Beginning 6th Grade Brass
and Percussion

Beginning 6th Grade Winds

Intermediate Jazz Band

Advanced 8th Grade Band

Advanced Jazzers

7th and 8th Grade Intermediate Band

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





3.

Testimonials
Challenge Current
Students to
Take Ownership

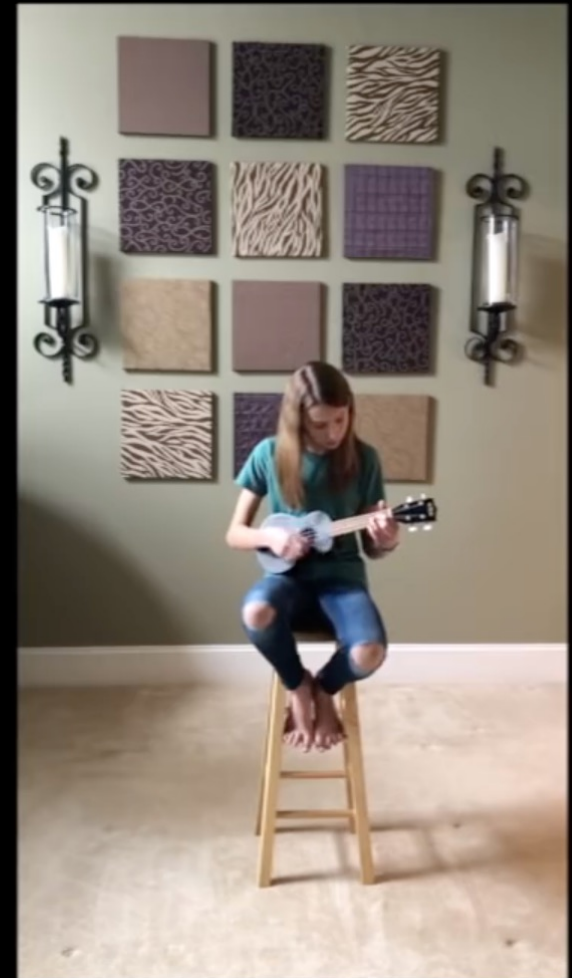


Ask Current Students To:

Create Fun Promo Videos About:
a. Their Instrument

Example: Euphonium

Example: Euphonium



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



<https://youtu.be/SJM-u6IABGQ>

All Day Long (The Coronavirus Song) - Chloe Langford

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



Ask Current Students To:

Create Fun Promo Videos About:
b. The Music Family

Example: Carmel (IN) Bands



Carmel (IN) Bands



Family

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

Signing Day

Elective Season

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



<https://youtu.be/J4bTw5uyiUY>

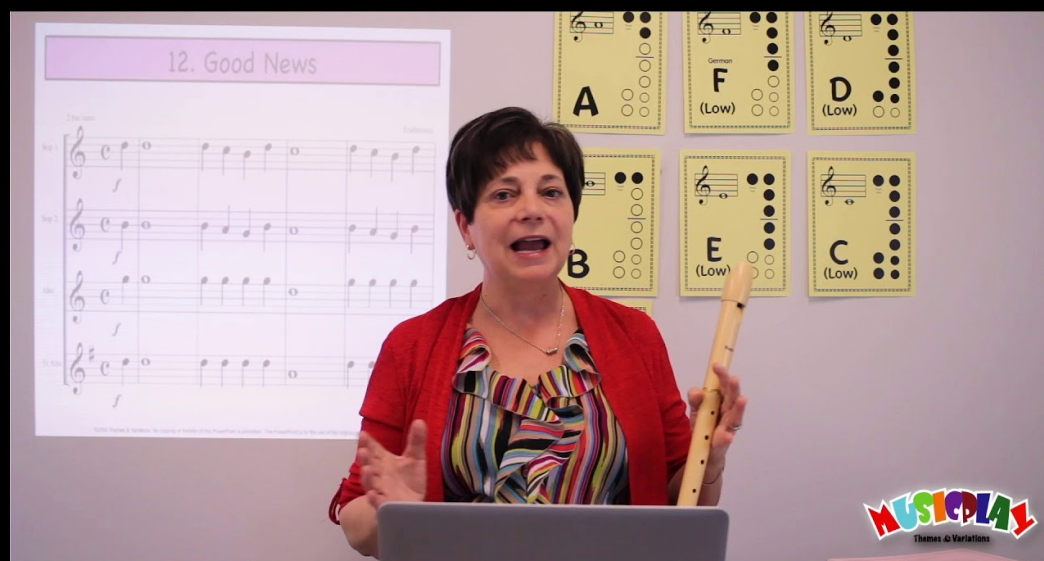
Signing Day 2020





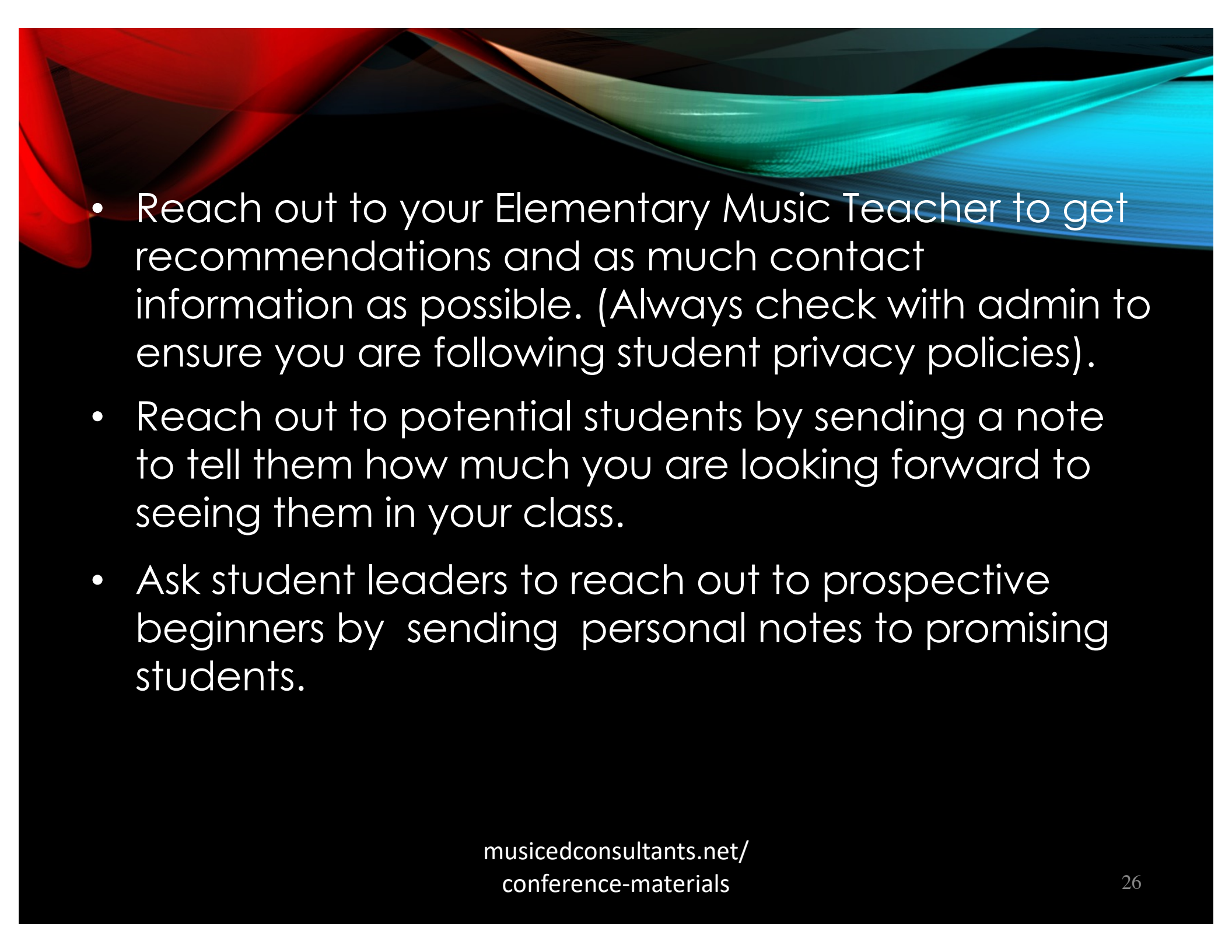
4. Outreach

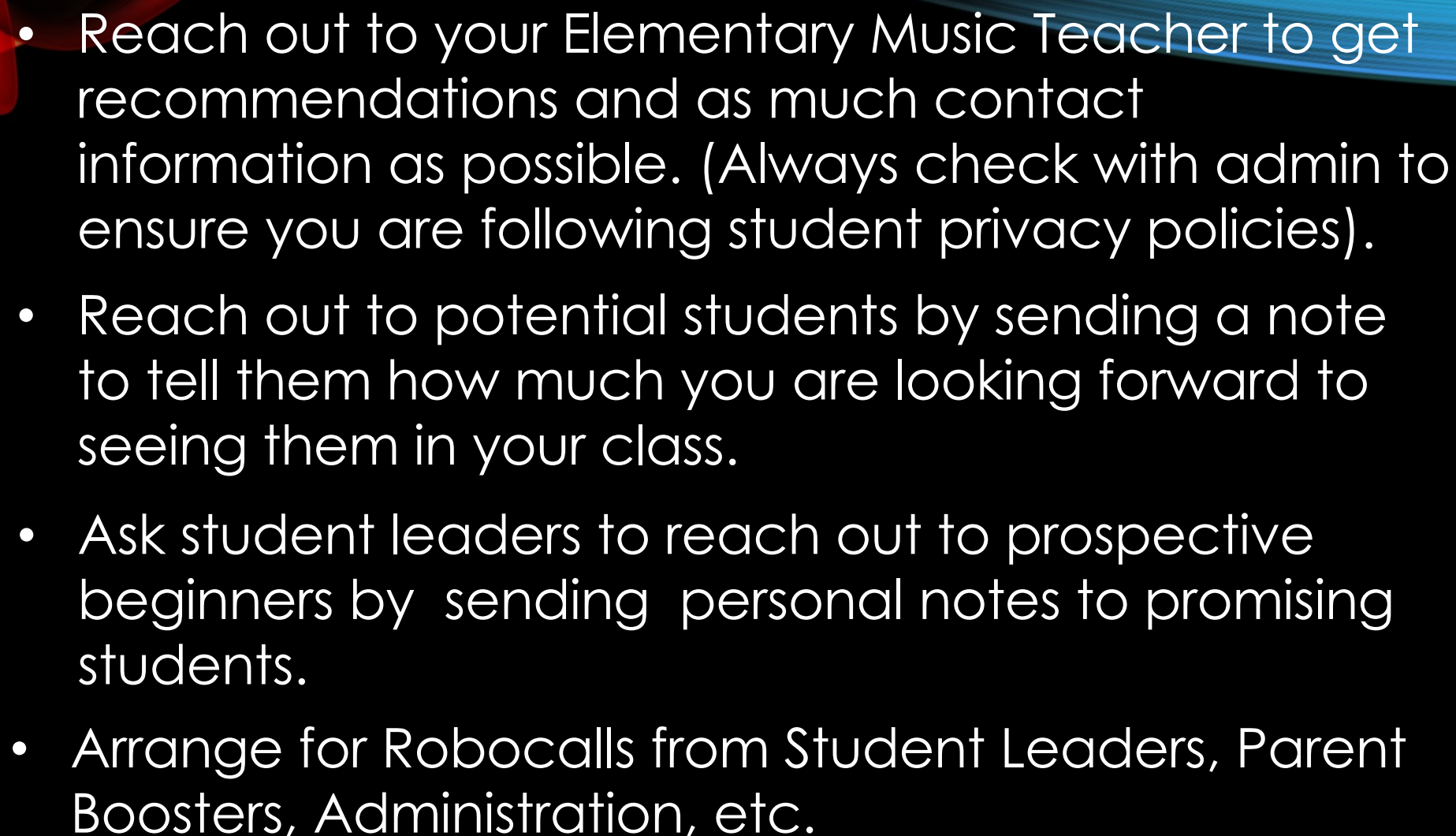
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 - Ask student leaders to reach out to prospective beginners by sending personal notes to promising students.
 - Arrange for Robocalls from Student Leaders, Parent Boosters, Administration, etc.

Welcome to Band/Orchestra Videos



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



School Climate

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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.

Parents 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



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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

Text



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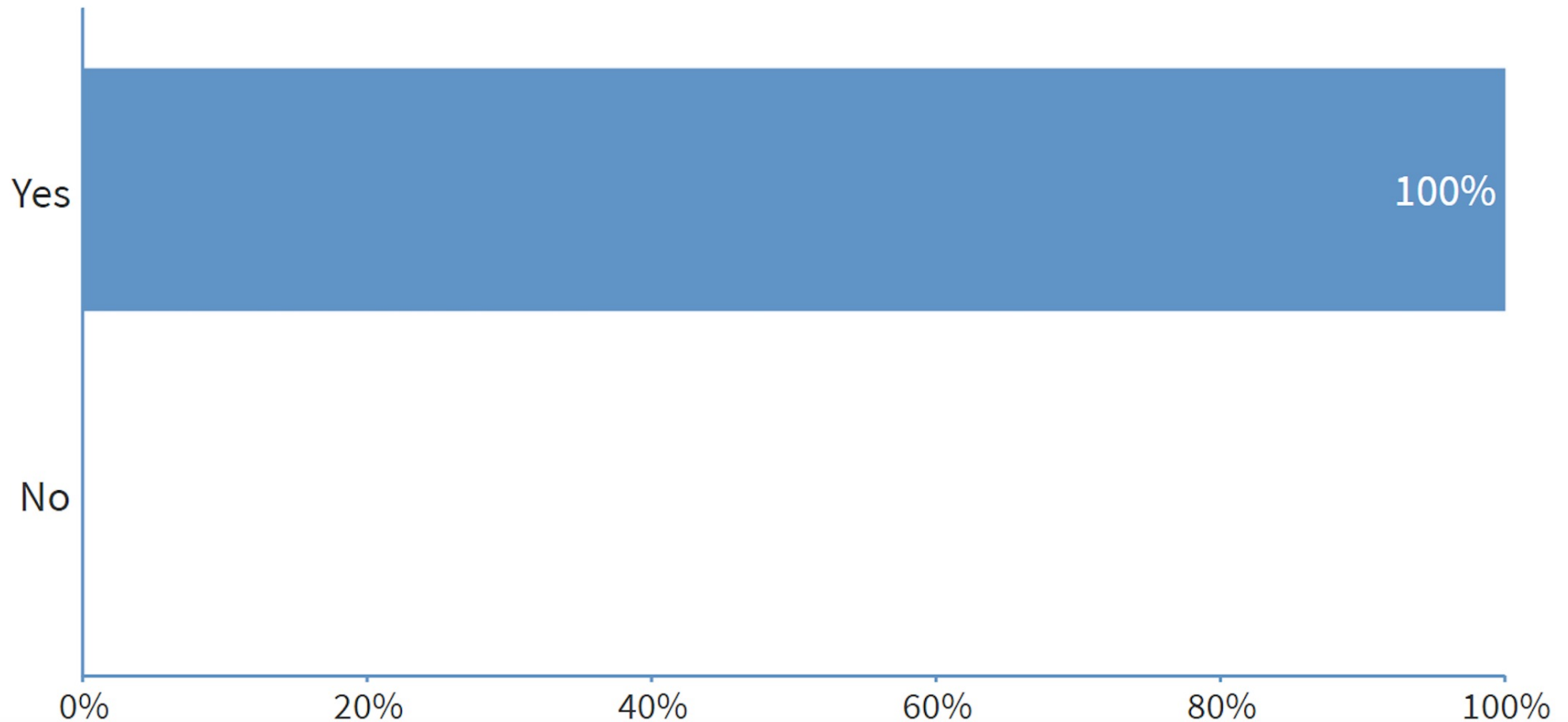
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Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?

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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?



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 WHY!

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.



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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](https://yamahaeducatorsuite.com/post-pandemic-planning-guide)

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

Keep it Simple and Have Fun Teaching!



Rich Gordon, Band Director
Sycamore MS, Anaheim CA

[musicedconsultants.net/
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"Success"

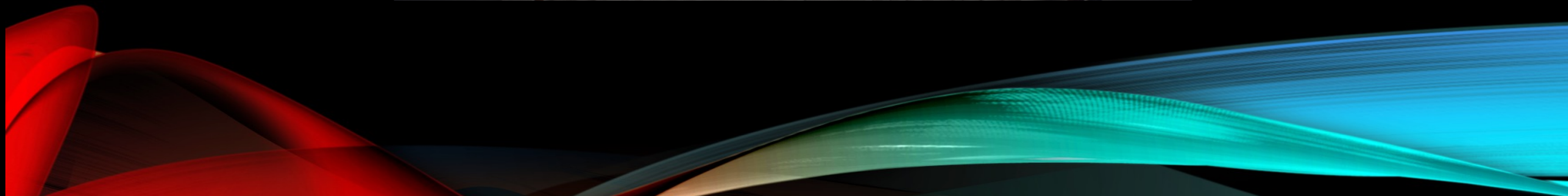
<http://bit.ly/MrGordonBand>



Rich Gordon, Band Director
Sycamore MS, Anaheim CA

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Your Enthusiasm is What Matters!



Thank You!

Posted:
[musicedconsultants.net/
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