

Recruitment and Retention Ideas & Strategies for 2020-21


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Heid Music
June 25, 2020





Change the 'How'
Not the 'What'

(Bob Morrison)



1. Challenge Current Students to Take Ownership



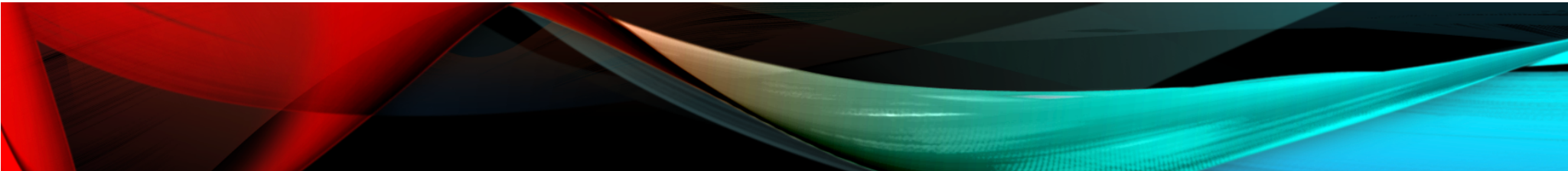
Assignment:

Create Fun Promo Videos About:
a. Students' Instruments

Example: Euphonium



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All Day Long (The Coronavirus Song) - Chloe Langford

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Assignment:

Create Fun Promo Videos About:
b. The Family Aspect

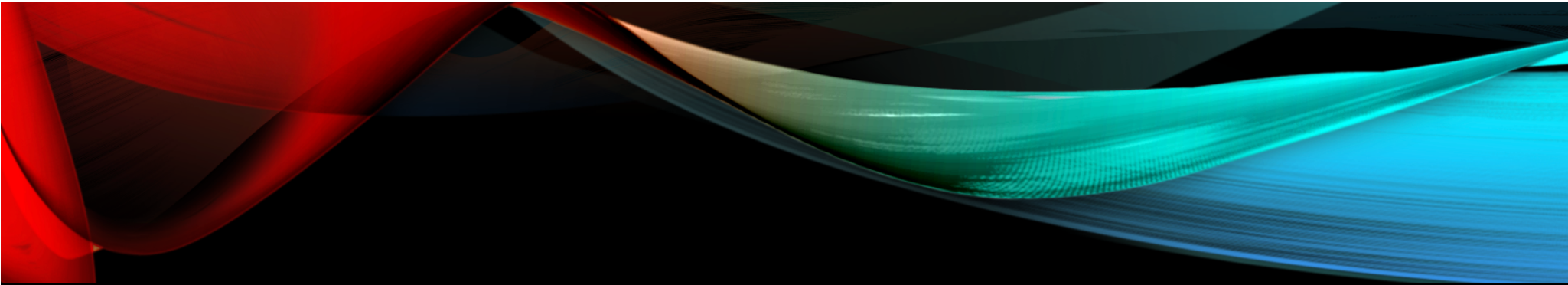


Carmel (IN) Bands



Family

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Assignment:

Create Fun Promos About:
c. The Signing Up Process



Pearson Ranch Middle School Band

2 hrs · 🌐

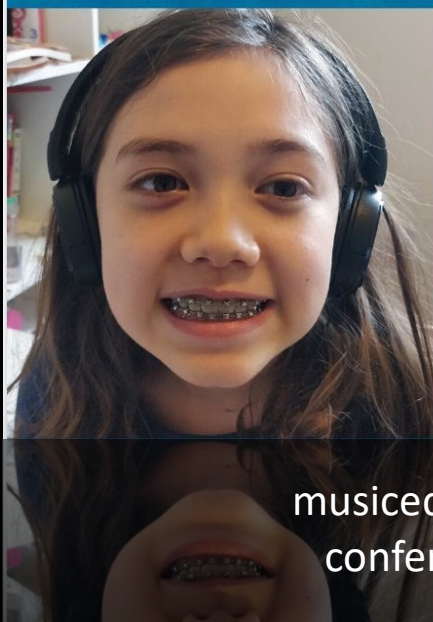


We are so excited to introduce our community to the newest members of our Band Family! Every weekday we will post a "New Member Spotlight". Say hello to our first new member: May B!

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.

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Signing Day

Elective Season

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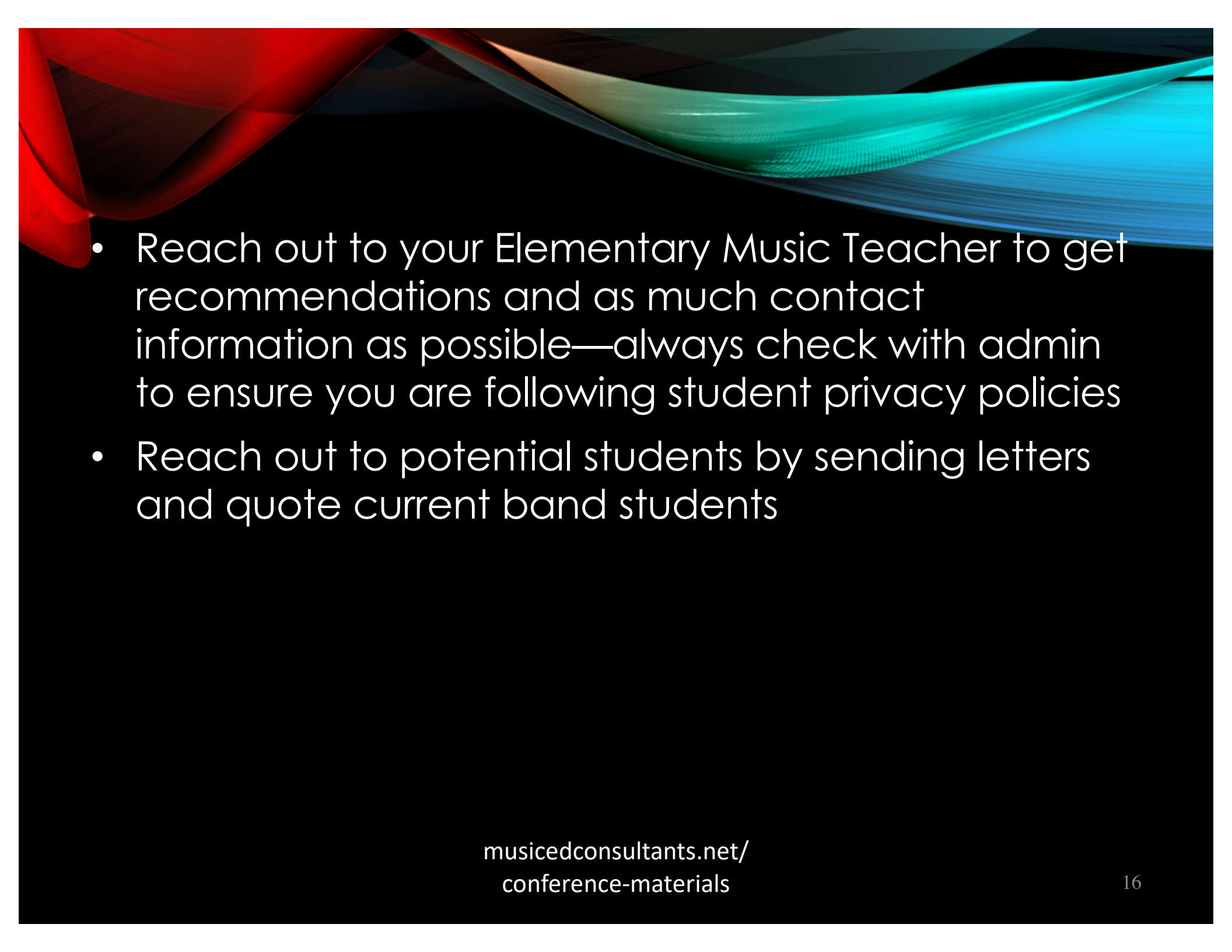
Signing Day 2020

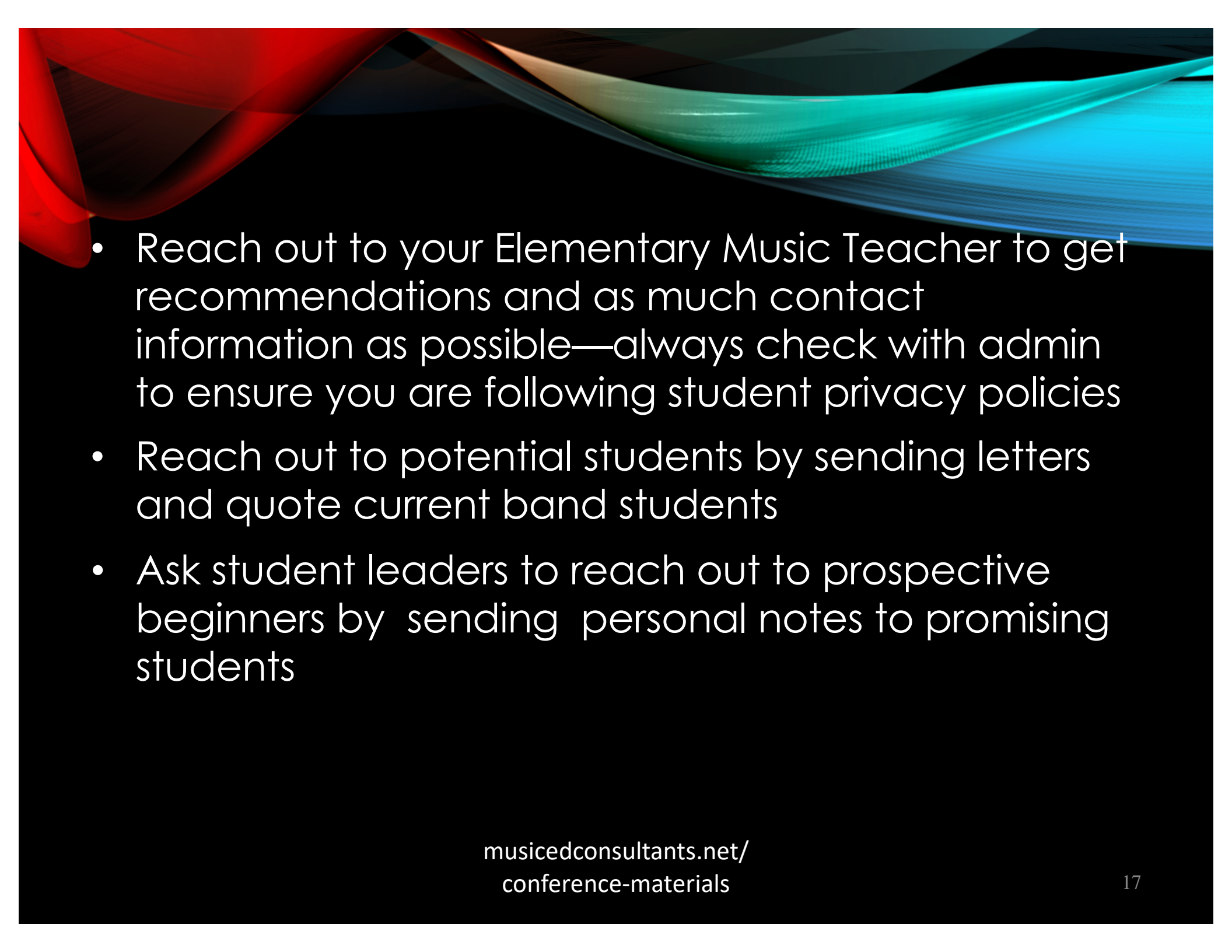


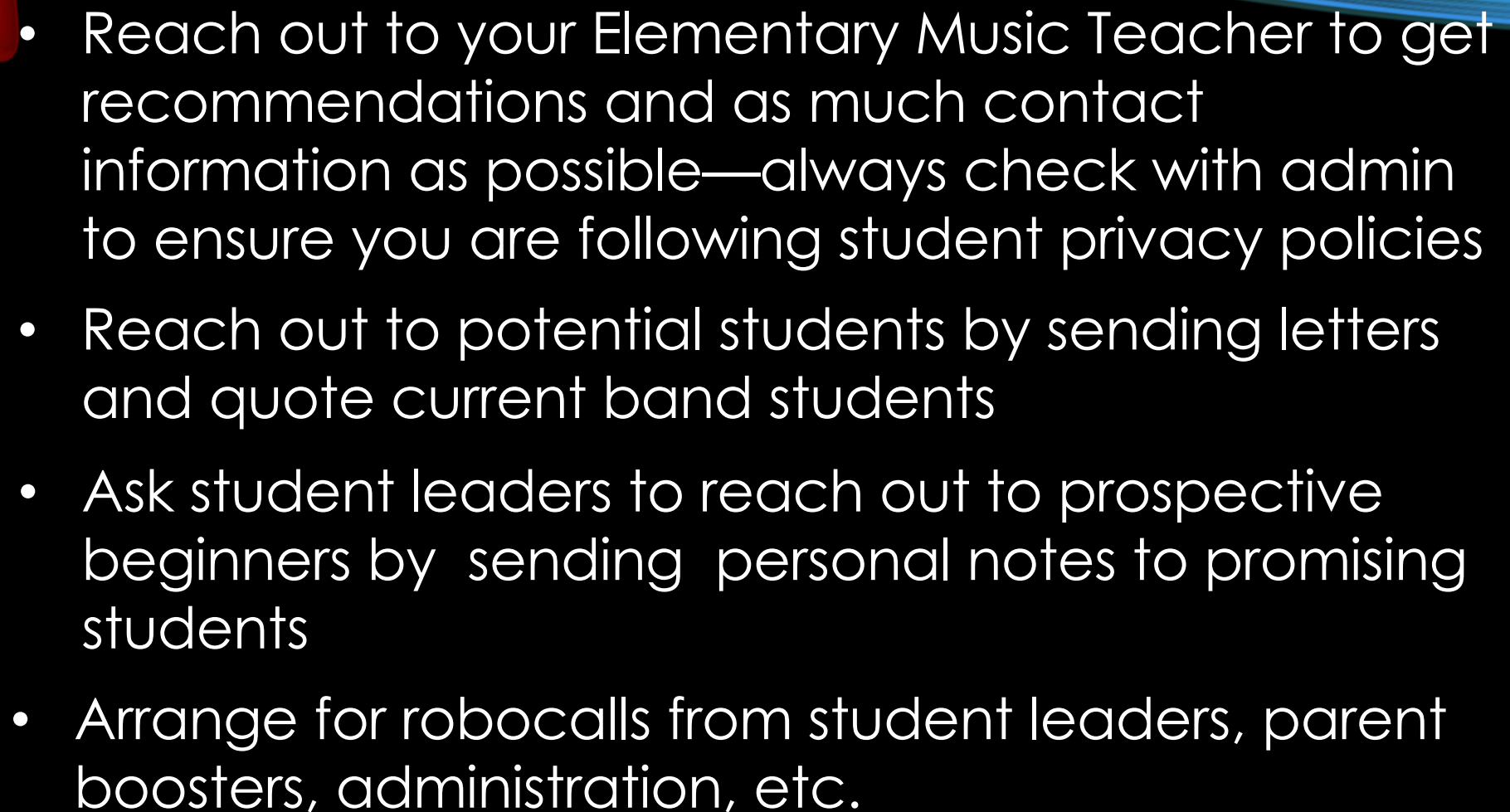


2. Outreach

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 - Ask student leaders to reach out to prospective beginners by sending personal notes to promising students

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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.



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

Ask to place the videos just below on your school's website to rev up excitement about becoming involved.

Welcome to Band!

<https://youtu.be/qU3QXHg9i40>

Welcome to Orchestra!

<https://youtu.be/ahdy4NFT9Eg>

Welcome to Band/Orchestra Videos



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



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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/reopening-recommendations

[NAFME Social Emotional Pamphlet](#)

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

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

Additional Resources

Fall 2020 Guidance for Music Education from NAFME and NFHS

<https://bit.ly/NAfMEGuidance>

Arts Education is Essential

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

Teaching Resources from Yamaha Corporation

www.yamahaeducatorsuite.com

[Recruitment and Retention: Be Part of the Music](#)

Your Enthusiasm is What Matters!

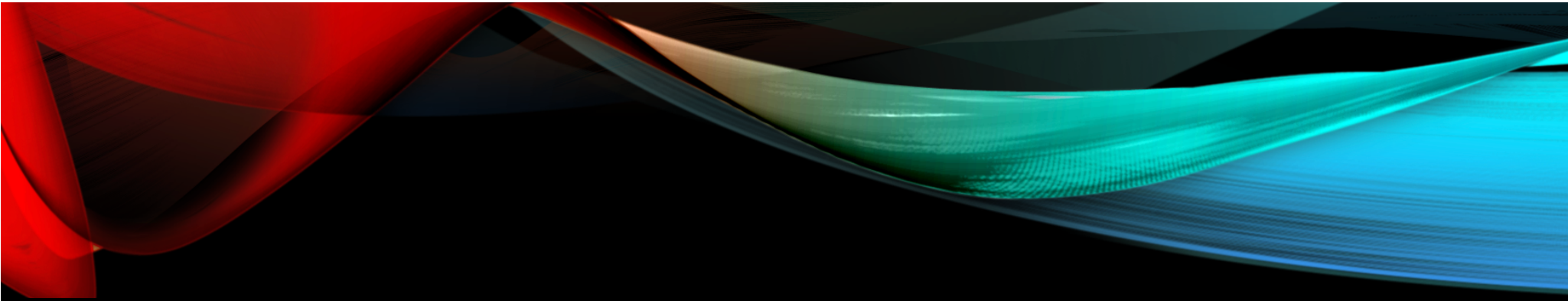


Example: Roma Bands



ROMA BAND FILMS

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Thank You!



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