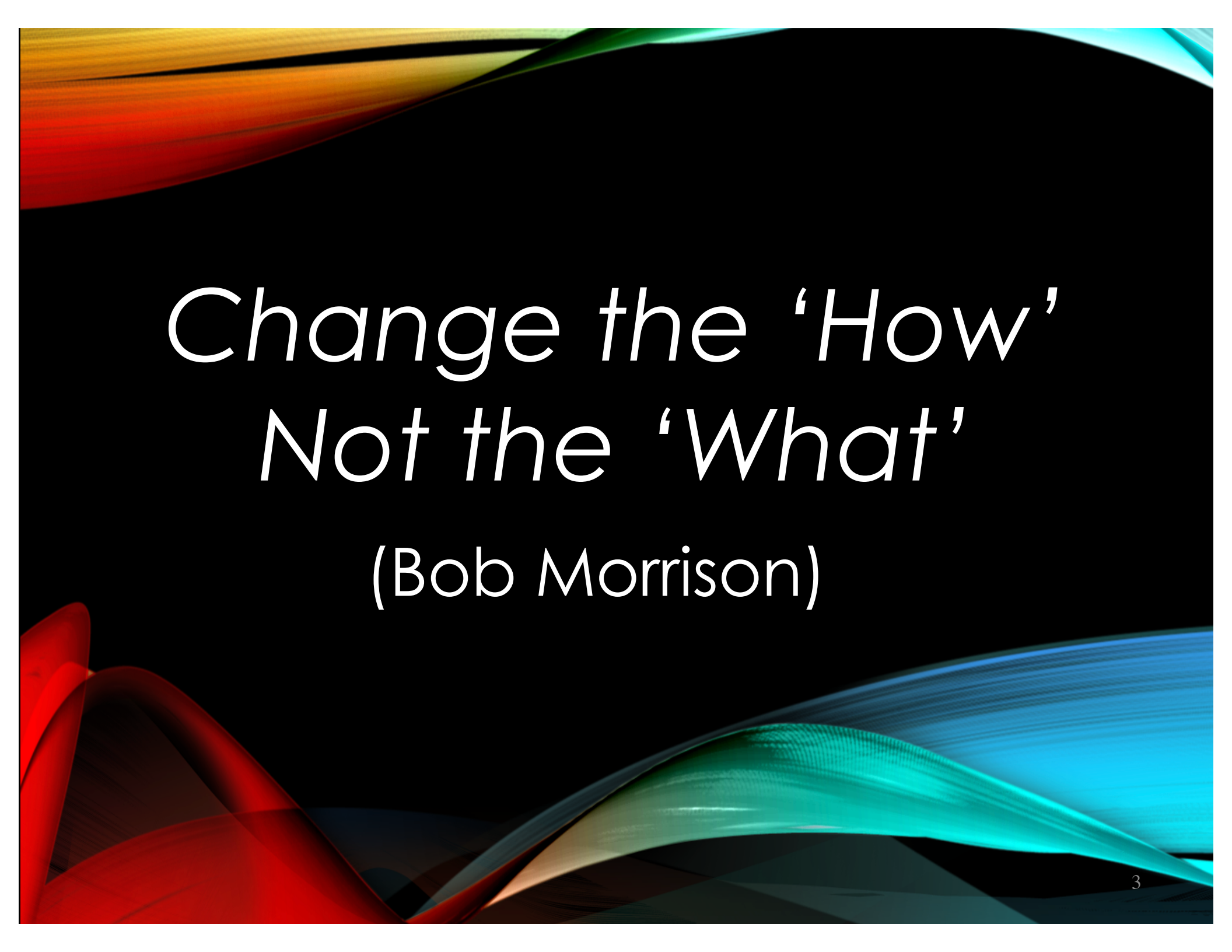



# Recruitment and Retention Ideas & Strategies for 2020-21

Marcia Neel  
MTMEA  
June 3, 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*



# *Example: Euphonium*



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



Me and My Euphonium

<https://www.youtube.com/watch?v=SJM-u6IABGQ>

**All Day Long (The Coronavirus Song) - Chloe Langford**

musicedconsultants.net/  
conference-materials



# Assignment:

Create Fun Promo Videos About:  
b. The Family Aspect

*Example: Carmel (IN) Bands*





# Carmel (IN) Bands



*Family*

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



Family

[https://www.youtube.com/watch?v=osg\\_Ubowlhw](https://www.youtube.com/watch?v=osg_Ubowlhw)





## Assignment:

Create Fun Promo Videos About:  
c. “Signing Day”

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

*Signing Day*

**Elective Season**

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



# Signing Day 2020

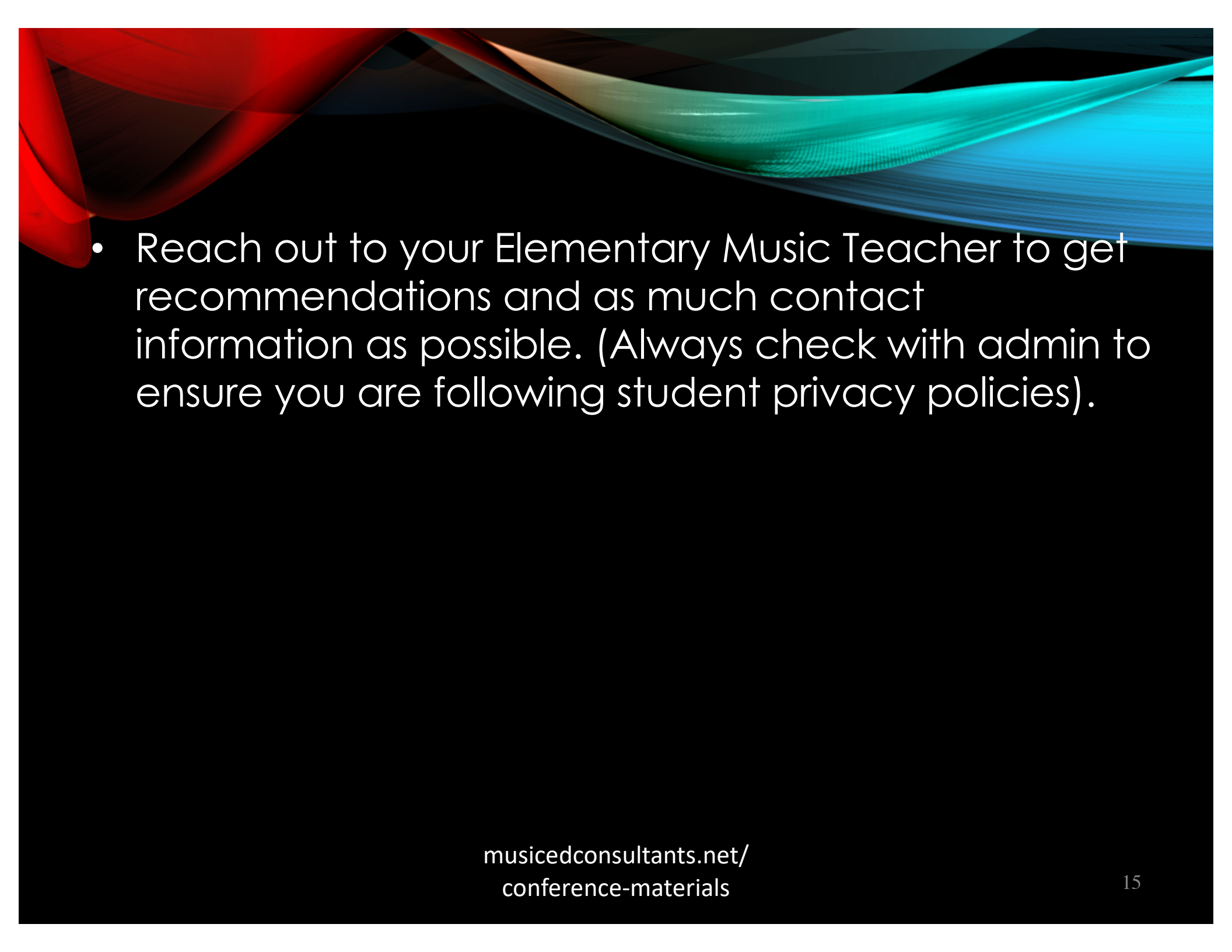
<https://www.youtube.com/watch?v=J4bTw5uyiUY&feature=youtu.be>



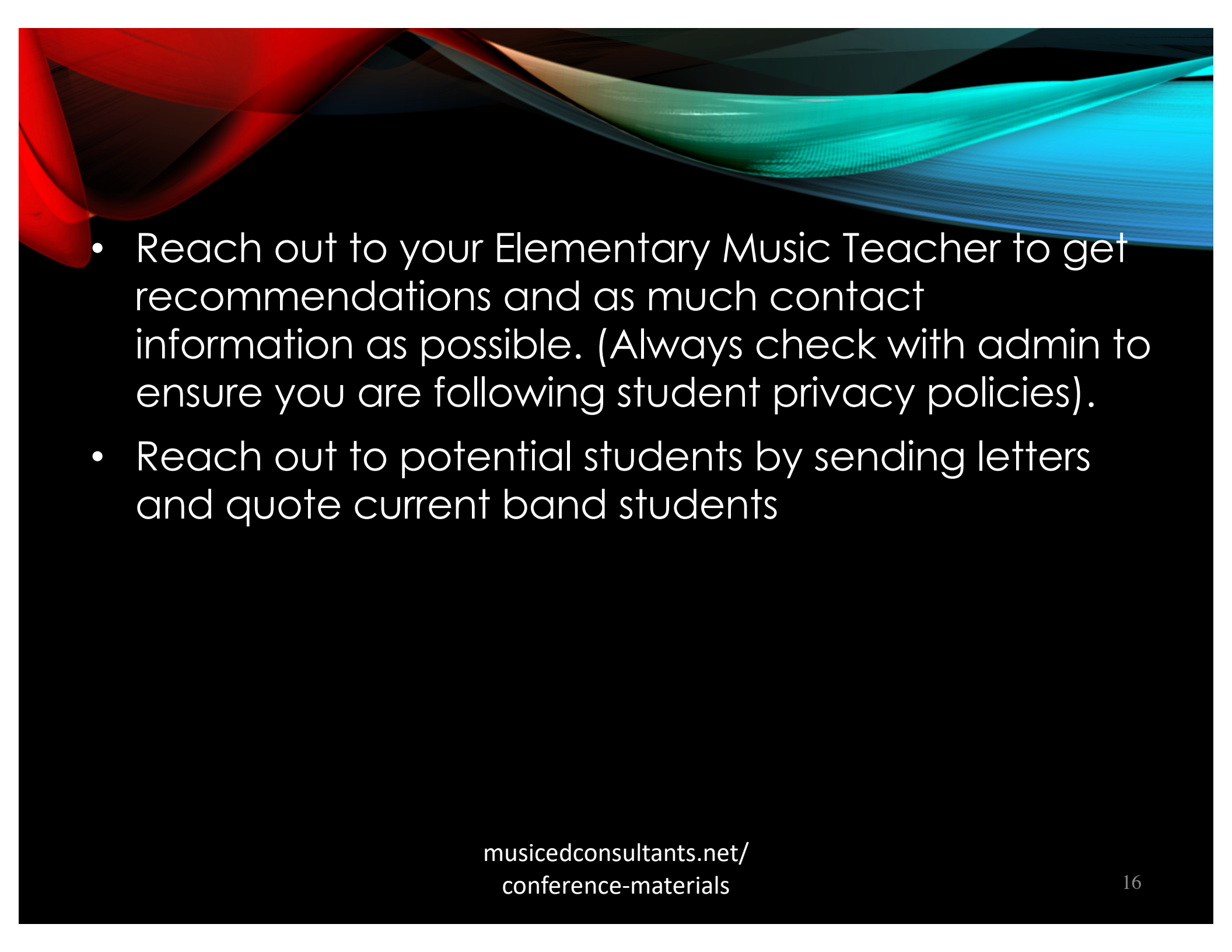


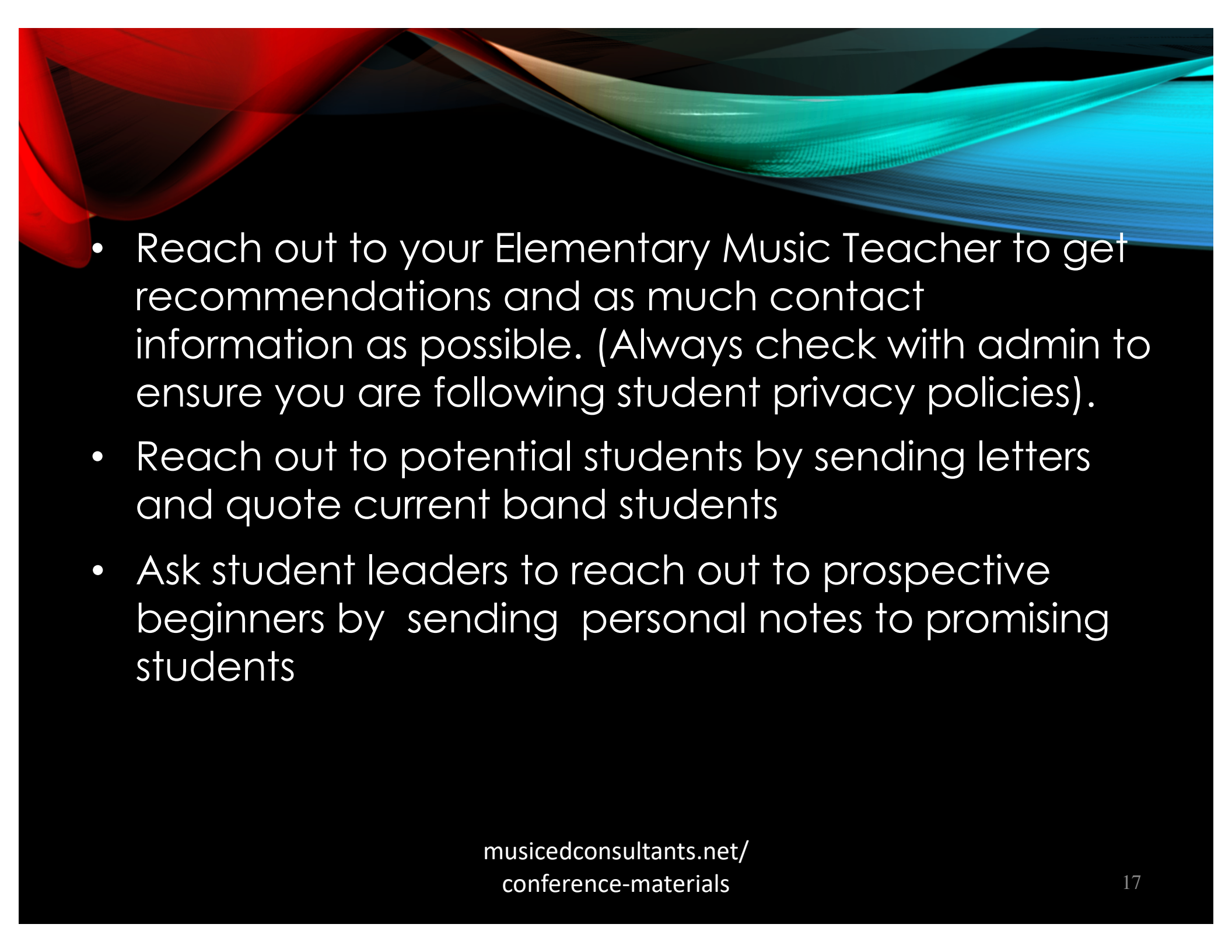
## 2. Outreach

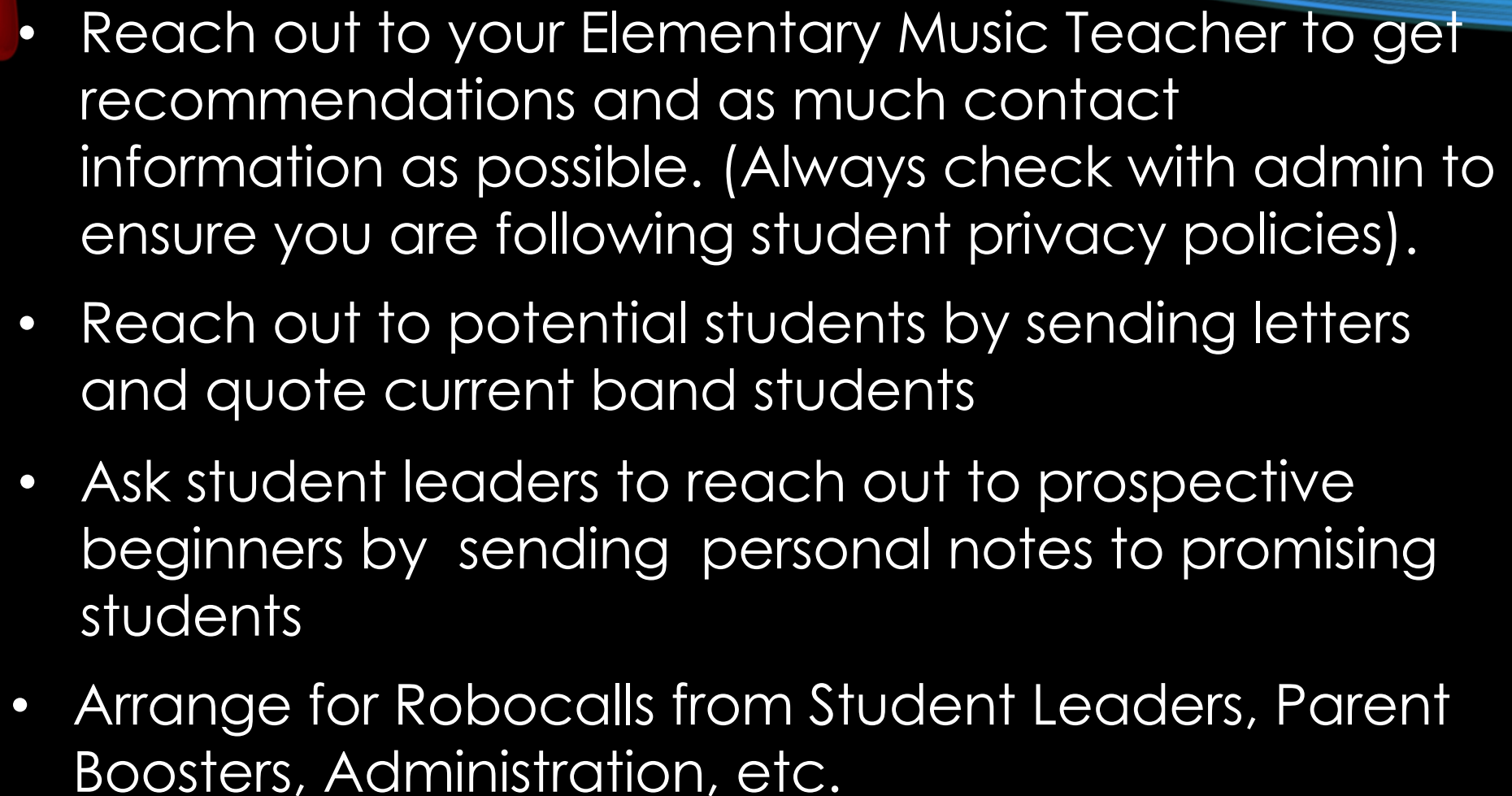


- 
- Reach out to your Elementary Music Teacher to get recommendations and as much contact information as possible. (Always check with admin to ensure you are following student privacy policies).



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



Contact your local dealer to get the URL for Yamaha's professionally-made videos that focus on students demonstrating band and orchestral instruments.

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

*All Dealers have been provided with these videos and would be happy to share them with you! Can you even attach an interest/sign-up form to these videos?*

*Example: Thanks to Eckroth Music*



# Welcome to Band/Orchestra Videos



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





# Welcome to Band/Orchestra Videos

[https://www.youtube.com/watch?v=sBMzuXpibpY&feature=youtu.be&fbclid=IwAR3HevD798dwRtFJKBR2sJopZT8Q6XbISj4J\\_JQ7YZDU6bP5VWB0f9d3yag](https://www.youtube.com/watch?v=sBMzuXpibpY&feature=youtu.be&fbclid=IwAR3HevD798dwRtFJKBR2sJopZT8Q6XbISj4J_JQ7YZDU6bP5VWB0f9d3yag)



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.

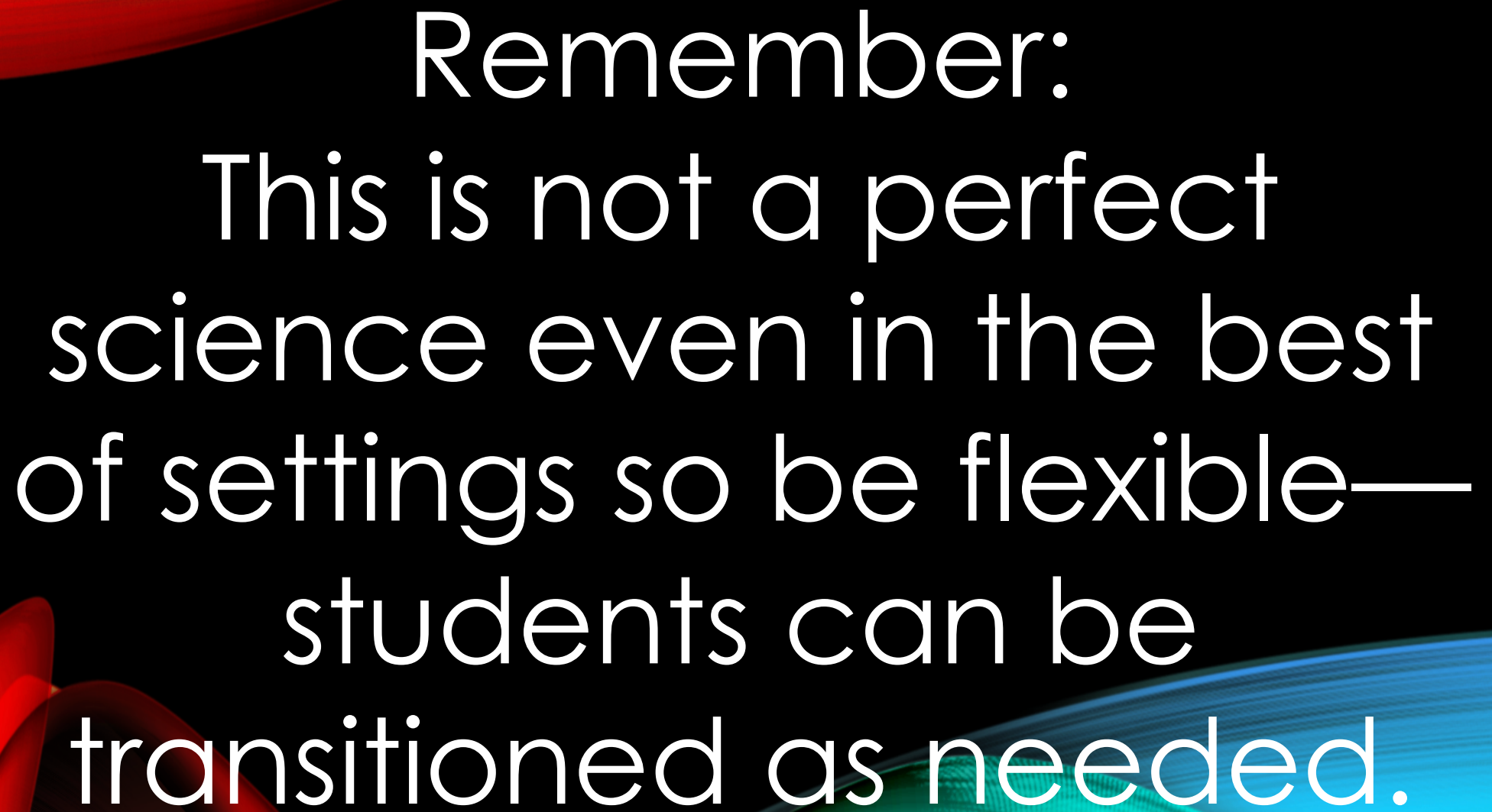
An online Google Hangout would be very helpful. The students could also submit photos using common items as a size reference.

- 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 attached document)





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](https://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](https://musicedconsultants.net/recommendations)

[NAFME Social Emotional Pamphlet](#)

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

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





# Additional Resources

## Recruitment and Retention: Be Part of the Music

Online Teaching Resources from Yamaha Corporation  
[www.yamahaeducatorsuite.com/online-teaching](http://www.yamahaeducatorsuite.com/online-teaching)

Join the ongoing recruitment and retention discussion  
on the Yamaha Facebook Page  
[m.facebook.com/groups/YamahaMusicEducator](https://m.facebook.com/groups/YamahaMusicEducator)

# Your Enthusiasm is What Matters!



Example: Roma Bands



# ROMA BAND FILMS

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



## Roma Band

<https://www.youtube.com/watch?v=cDEMIr5SuU&feature=youtu.be>





# Thank You!

Eckroth  
Music

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