Recruitment and Retention for the School Ensemble Director

Dr. Frank Tracz
Independent Variables

- Declining Enrollment
- Increasing demands on student time/schedule
- Complicated home life
- Less support of students
- No Child Left *Untested*
- School Scheduling
- Smaller Student Population
- Social Pressure
The Facts

♦ Dependant Variables
  ♦ Director Attitude/Creative Teaching
  ♦ Support Systems
    ♦ Community
    ♦ Home
    ♦ School
    ♦ Teacher
  ♦ Community Involvement
Solutions to the Problem

♦ “The Players”
  ♦ Administration
  ♦ Parents
  ♦ School Secretary
  ♦ Custodians
  ♦ Music Dealers
Solutions to the Problem

♦ “The Players” Cont.
  ♦ Musicians
  ♦ Teachers
  ♦ Coaches
  ♦ Students
  ♦ Counselors/Scheduling
Marketing Strategies

- Networking
- Visibility
- External Outreach
- “Internal Outreach”
Organize

- You!
- Your Program!
- Music Dealers
- Publicity
- School Calendar
Recruitment Preparation

- Select and Collect Recruiting Materials
- It’s a Full Time Job
- 1 year Recruiting Calendar
- 4 year Recruiting Calendar
- 12 year Recruiting Calendar
- Recruitment Meeting
- Student Checklist
Knowledge Is Power

♦ The Parent Meeting
♦ Parent Meeting Checklist
♦ Follow Through
♦ Keys to Student Success
♦ Be a Music Educator
♦ Enlist Parent Help
♦ Your Checklist
Sample Forms

- Student Evaluation by Classroom Teacher
- Telephone/Social Media Recruiting Script
- Recruiting Meeting Survey
- Music Progress Report
- Parent Report
- Parent Support Group
Retention

- Public Knowledge = Public Support
- Most Valuable Resource
  - Your Students
- Retaining Students and Recruiting Parents
  - Ideas
- Marketing Your Program
Reasons They Leave

♦ Actions to Retain Students

♦ “If” They Leave...

♦ Sample Student Drop Form
Materials

♦ Music Achievement Council
  ♦ The First Performance Demonstration Concert
  ♦ How to Plan a Mass Band Concert
  ♦ Tips for Success
  ♦ Choose to Teach

www.musicachievementcouncil.org
1(800) 767-6266
Fight the Cuts!

- Empower...
  - Students
  - Parents
  - Community

- Websites for Support and Help
  - www.supportmusic.com
  - www.csinstitute.org
  - www.kansasbandmasters.org
Kansas State University Bands

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