

Recruitment and Retention for the School Ensemble Director

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The Facts

- ◆ 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

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