Recruitment and Retention for the School Ensemble Director

Dr. Frank Tracz
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