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## **Recruitment and Retention Ideas/Strategies 2020-21 School Year**

### **Keep in Mind:**

“THIS IS NOT NORMAL!!!” (Bob Morrison)

Being flexible will keep us from getting bent out of shape!

### **Some Strategies**

Challenge your current students to become actively involved in the process

- Have them make promo videos about their instrument
  - EX: (“All Day Long” Student Video on Euphonium)  
<https://www.youtube.com/watch?v=SJM-u6IABGQ&fbclid=IwAR2LJMBpVz-jwdSc2Dbx8coeKX6GDGm5UbIBKexnsRjWyvZCZYND9UOTzS8>
- Concentrate on sharing the family aspect of being in the program
  - EX: Carmel HS Bands: Family  
[https://www.youtube.com/watch?v=osg\\_UbowIhw](https://www.youtube.com/watch?v=osg_UbowIhw)
  - EX: Foothill HS Bands: There is a Place  
<https://www.youtube.com/watch?v=MMdHJHX7Xa4&t=63s>
- Signing Day like college athletes do. Got the idea from this video:
  - <https://mycbs4.com/news/local/college-band-signing-day-at-buchholz-high-school>
    - Get local news coverage of above—local news will be looking for the “good news” stories!

### **Outreach**

- Contact the Elementary Music Teacher and get recommendations and as much contact information as possible. (Always check with admin).
  - Send letters with quotes from current band students
  - Ask your student leaders to send personal notes to promising students
- Robocalls from Student Leaders, Parent Boosters
- Reference this professionally-made video for students demonstrating instruments. Place this on your school’s website to encourage excitement about joining a music-making ensemble
  - EX:  
[https://www.youtube.com/watch?v=sBMzuXpibpY&feature=youtu.be&fbclid=IwAR3HevD798dwRtEJKBR2sJopZT8Q6XbISj4J\\_IQ7YZDU6bP5VWB0f9d3yag](https://www.youtube.com/watch?v=sBMzuXpibpY&feature=youtu.be&fbclid=IwAR3HevD798dwRtEJKBR2sJopZT8Q6XbISj4J_IQ7YZDU6bP5VWB0f9d3yag)
- Use the provided modifiable forms from the Music Achievement Council to get information as you might need.

### **Consider Limiting the Variety of Instruments Offered**

- Some directors have shared that they will start a more limited variety of instruments this year rather than the full complement as they have in the past then expand as appropriate as the year progresses. Many directors already use this approach. Is anyone thinking of switching to this model? Has anyone found success with this model?
  - Flute—Clarinet—Trumpet—Trombone—Baritone: Percussion later?
  - Other ideas?

### **If needed, some 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 can submit pictures using common items as a size reference. For example, 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.
  - Smile and repose face photos are helpful for lips and teeth. Flute is always exceptionally difficult. Even when the embouchure looks "right", small variations can make it difficult for students to create a first sound.
  - Reminder that this is not a perfect science even in the best of settings so be flexible—students can be transitioned as needed.

### **Complimentary recruitment/retention materials available to download**

The **Music Achievement Council** (MAC) is an action-oriented nonprofit organization sponsored by the National Association of School Music Dealers (NASMD) and NAMM, the National Association of Music Merchants (NAMM) whose purpose is to enable more students to begin and stay in instrumental music programs, to share real-world, successful strategies developed by instrumental music teachers. The following complimentary recruitment and retention materials are available at [musicachievementcouncil.org](http://musicachievementcouncil.org).

- First Performance National Day of Celebration--Honor Your Beginners in the 6th-7th Week of School
- A Practical Guide for Recruitment and Retention
- Tips for Success
- Bridging the Gap Between Middle School & High School

### **Being of Service**

What we have to offer as music educators will impact the entire climate of our school--not just what happens in the music room. Principals will certainly welcome ideas to help them rebuild the spirit of the school as this will be a considerable challenge. Can we offer to lead a team-building event (drum circle?) at the first faculty/staff meeting or 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 to the school. They will appreciate the raison d'être! Other ideas? Please share!

Join the ongoing recruitment and retention discussion on the Yamaha Facebook Page and share your best ideas: <https://m.facebook.com/groups/YamahaMusicEducator>

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