

Recruitment and Retention Intervention: Fishing for Band Kids -

How to hook 'em, catch 'em, and not release 'em

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Abstract:

Building a successful band program starts with the successful recruitment of beginners, followed by effective retention of current members. This workshop will give strategies on how to inform and perform your way to the head of the class. Special emphasis will be placed on how to build interest and enthusiasm for your band program with the “Big 4” so the question is not “Should I enroll in band?” but rather only a question of what instrument to choose.

- Remember ‘because’ (Cialdini) - give them a reason to be interested in your program
- Create a band program culture through a shared staff vision and philosophy
- When should you start recruiting? Don’t ever stop recruiting, year-round activity
- Cast a wide net
- **Recruitment** (Beginners)
 - Establish relationship with elementary school community
 - Use Music Advocacy resources to inform the ‘Big 4’ to build interest and enthusiasm
 - Write/publish music advocacy stats/facts in elementary newsletter / e-blast
 - High school band members tutor 4th grade students
 - Visit 3rd and 4th grade music classes and have a ‘Musical Petting Zoo’
 - Enrollment ‘testing’/‘demonstration’ day
 - (Morning) Students finally get to choose their instrument
 - Show short video of high school band or other students in band
 - Each band teacher perform a catchy, short song on their instrument
 - Students move around to each instrument table to play on mouthpiece
 - (Afternoon) Bring high school band members (alumni of elementary school) to perform for elementary students
 - Send home brochure/enrollment form with personalized notes on ‘score’ sheet from the morning ‘testing’ – due back within 1 week
 - After students enroll, contact students who didn’t enroll
 - Inform = Meet with parents, tell about program, their role, and ask for help
 - 60 days send home certificate/personal positive note
 - 90 days hold mini-concert/demonstration/open house
 - ‘Perform = Festival of Bands’ concert in the Spring with middle and high school bands
- **Retention** of current band members (Inform and Perform)
 - Elementary to Middle School to High School to College to lifelong consumers of music
 - ‘Next’ band instructor needs to be present in the feeder school
 - Invite parents to actual class for ‘demonstration’ of progress
 - HS band members assigned to MS band members as mentors/buddies
 - Show ‘famous’ people who were in band
 - ‘Festival of Bands’ (all 3 age levels in one concert)
 - “Bandemonium” rehearsal and concert (HS concert with ‘special guest’ 8th graders)
 - Leadership program allows HS members to feel a responsibility for program
 - Work with counselors on scheduling (online and summer classes)
 - Continue publicizing music advocacy stats/give band t-shirts to the ‘big4’
 - Educate students and parents on music careers, opportunities, and scholarships

Resources for presentation

Music Advocacy stats/facts:

www.NAFME.org

www.nammfoundation.org

“A Practical Guide for Recruitment and Retention”

published through namm website by © Music Achievement Council 2006

www.Childrensmusicworkshop.com

www.musicforall.org

www.musick8.com

www.tmea.org

Leading experts in the world of Music Advocacy...

*Tim Lautzenheiser: Website: www.attitudeconcepts.com

Author of: “The Art of Successful Teaching” (1992), “The Joy of Inspired Teaching: A blend of content and context” (1993), “Music Advocacy and Student Leadership: Key Components of Every Successful Music Program, a collection of writings” (2005), “Everyday Wisdom for Inspired Teaching” (2006), “Leadership 2” (2010) - All books published by Gia Publications

*Scott Lang: Website: www.bepartoftheband.com

Author of: “Leadership Travel Guide” (2007), “Leader of the Band” (2011) - All books published by Gia Publications

*Peter Boonshaft: Director of Bands at Hofstra University.

Author of: “Teaching Music with Passion”, “Teaching Music with Purpose”, “Teaching Music with Promise” – all published through Meredith Music

*Charles Menghini: Director of Bands at VanderCook School of Music

“Tips for Success” presented January 24, 2013 at MMEA conference

Recruitment and Retention:

Recruiting beginners... “Beginning Band Recruiting from A to Z”

David Dunham, Clark MS Band – Frisco, TX. Presented at Texas Bandmasters Association 2005

Retaining beginners to MS to HS... “Recruiting: The Ongoing Process”

www.brucepearsonmusic.com: Published in Kjos Band News, Spring 2000, Volume 1 Copyright © 2009 Neil A. Kjos Music Company

www.majoringinmusic.com: (great resource for life in music after High School)

Non-music source...

Cialdini, R. B. (1994). Influence: The psychology of persuasion. New York: Morrow.