

Recruitment and Retention Revisited

Presented by Anthony Gibson, Allen ISD and Jay Lester, Victoria ISD
Texas Bandmasters Association Convention
8:15 a.m., July 29, 2009

Program Marketing

Visibility

- Community
- High School Bands
- Middle School Bands

Sense of Connection

- Campus to campus
- Team Teaching

Positive Press

- Media
- “Good kids attract good kids”

Sell, Sell, Sell

- Sell your program - sell yourself!
- Students are your best salesmen
- They have to enjoy being there
- Be creative - use anything you can dream up

Marketing Examples

High School

- Surround Sound at elementary schools
- HS Jazz band performs at elementary schools and community functions
- March-a-thon parade
- Pep rallies
- Football games - the biggest audiences of the year!
- Band dances/social functions/band olympics/movie night

Middle School

- Fine Arts information sent to potential students
- “non-competitive” presentations by band, choir and orchestra
- Parties and social events - “Necessary evils”
- 8th grade band night with HS band at football game
- Tailgate concert (Combined concert in fall of all bands, HS and MS)
- Side by Side clinics with MS and HS Wind Ensemble
- First Steps

Relationships and Communication

Band Directors

- United front
- Share teaching strategies and class progress
- Vertical teaching
 - MS directors assist HS directors
 - HS directors assist MS directors
 - Team effort across entire teaching staff

Administration

- Communicate and support
- Learning environment
- Pride
- BE LOW MAINTENANCE!!!
- Handbook

Parents

- Communicate (PCP)
- Website
- Expectations
- Be proactive with conflicts
- Involvement

Coaches/Teachers

- Share kids
- Communicate
- Respect time
- Band is just “one part” of their life

Students

- Communicate expectations
- Pride
- “Teach to the top!”
- Student leaders
- Firm, Fair, and Friendly
- Responsibility to community and program
- Grades and peer tutoring

Scheduling and Accessibility

Eliminate the need to choose

- Participation and inclusion
- “Make it work” (not always easy, but it can be done)

Compromise

- Willingness
- Athletics
- Case by case

Talk to every student

- No assumptions
- Everyone wants to be wanted

Master Schedule

- General scheduling
 - Minimize scheduling conflicts
 - HS Marching Band - “One big happy family!”
 - Full orchestra, Jazz Ensemble, Drum Line
- Team teaching/Private Lessons
- Counselors/Registrars
- The Texas “4X4+4” academic requirement

Learn from “Droppers”

- “Breaking up is hard to do”
- Avoid ugly break-ups (coffee shop talk)
- Feedback

Practical Philosophies

Define Success

- What is winning?
- Align your goals

Retention happens daily

- Never give up, never surrender
- Seek positive solutions and avoid ultimatums
- Respect is not an option
- “Teach to the top” and “Meet kids where they are”

Teach the “whole” student

- Life skills
- Music is the medium

Balance

- Quality of life
- Participation
- The journey
- “If you love what you do you will never work a day in your life!”
Past Superintendent Dr. Jenny Preston recited at every graduation ceremony!

Resources

**www.allenisd.org/web/Fine-Arts
Anthony_Gibson@allenisd.org**

**www.viperbandboosters.com
Jay.Lester@visd.com**

- Band Handbook
- Health Form
- Liability release Form
- Charmsmusic.com
- Private Lesson Teacher Information
- Calendars
- Links to Middle School Band websites
- Links to other Allen music programs
- Booster Club Information
- Director Information