



Recruiting and Retention-Building Numbers in Your Program

CLINICIANS:

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JULY 27-30, 2014

**HENRY B. GONZALEZ CONVENTION CENTER
SAN ANTONIO, TEXAS**

“Recruiting and Retention-Building Numbers in Your Program”

Texas Bandmasters Association-July 27, 2014

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“If we are not having fun.... Why do it?”- Anonymous

Program Marketing

Visibility

- Community
- High School Band
- Middle School Bands-Instrument assignments exploratory w/guidance
- Elementary-“instrument petting zoo”

Sense of Connection

- Vertical alignment-(curriculum, activities)
- Team teaching-Marching / concert duties
- Recruiting/orientation calendar

Positive Press

- Media
- “We have GREAT kids”

Sell, Sell, Sell

- Sell your program – sell yourself!
- You are your best salesman
- Quality sells

--Marketing Examples--

High School

- “Surround Sound” @ elementary schools in Fall
- HS Jazz band @ elementaries and community function, Marchathon parade(fundraiser)
- Football games - YOUR biggest audiences of the year!
- Band dances / social functions / Band “Olympics” / movie night / Banquets
- TRIPS ☺

Middle School

- Band information sent to potential students
- “Non-competitive” presentations by band, choir & orchestra
- Parties & social events - “necessary evils”
- 8th Grade band night with HS band at football game(feature, in stands, play together...)
- “Extravaganza!”/“Tailgate Concert” (Combined Outdoor concert in fall with HS and MS bands)
- Side by Side clinics with MS and HS Band, District festivals
- “First Steps”- Eighth grade marching night in May- “teaser”, meet w parents exposure to HS program begin building that relationship

Relationships and Communication

Directors /Staff

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

Administration

- Communicate, positive learning environment, PRIDE (administrators want to be proud!)
- BE LOW MAINTENANCE!
- Handbook and Take care of your business
- BE LOW MAINTENANCE!!!!!!

Parents

- Communicate (PCP), updated Website with clear expectations
- Be proactive with conflicts and encourage Involvement (... busy parents are easy parents...)

Coaches/Teachers

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

Students

- Communicate expectations (building a lifelong culture 6-12 band, college, adult)
- Pride in band, school, community
- Student leaders, buddy system, HS/MS ex. Region, S&E, band culture
- Firm, Fair, and Friendly (Kids want boundaries)
- Grades & peer tutoring HS/MS academically and musically

Scheduling and Accessibility

Eliminate the need to choose

- High Participation & High Expectations (be inclusive)
- “Make it work” (not always easy, but it can be done)

Compromise

- Willingness
- Athletics (9:1 ratio, think war not battle)
- Case by case

Talk to every student

- No assumptions (audition/evaluation)
- Everyone wants to be “wanted”

Master Schedule

- General Scheduling-Minimize scheduling conflicts
- Team Teaching/Private Lessons
- Counselors/Registrars---Communication/accountability –vs- misconception
- “STEM” schedule templates (brochures, colorful informative!)

Learn from “Droppers”

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

Practical Philosophies

Define success

- What is winning?
- Align your goals

Retention happens daily

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

Teach the “whole” student through music

- Life Skills

Balance

- Quality of life
- Participation
- The journey

“If you love what you do you will never work a day in your life!”

