



**Texas Bandmasters Association
Convention/Clinic July 25-27, 2019**

**How to Recruit, Retain, and Motivate
Your Title I Students**

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SAN ANTONIO, TEXAS**

HOW TO RECRUIT, RETAIN, & MOTIVATE YOUR TITLE 1 STUDENTS

JULY 27, 2019- 2:00PM - CC206

"No significant learning occurs without a significant relationship." - Dr. James Cormer

ESTABLISHING AN UNDERSTANDING OF YOUR STUDENTS

Student Behavior

- 30-50% of our behaviors stem from our DNA make-up
- 50-70% of our behaviors stem from our environment

Empathy vs Sympathy- KNOW THE DIFFERENCE

- Empathy = "I understand"
- Sympathy = "I'm sorry for you"

Educational Environment

- Establish a space that is inviting, safe and rewarding
- "Make band fun again"
 - Branding- shirts, social media, campus presence

Stephen Covey- Emotional Account

- Consistently make deposits
- Be creative with your deposits
- Make sure you have made enough in the account to withdraw

UNDERSTANDING THEIR COMMUNITY

Neighborhood

- Drive Around
- Get recommendations of places to eat & actually eat there

ERIC JIMENEZ

/MUSIC EDUCATOR

Socio- Economic Status

- EMPATHIZE with their economic situation
- Create solutions to lower-income "issues"
 - Payment plans
 - Sponsorships via teachers, alumni & community members/organizations
 - Rehearsal schedule that is flexible for students that may need to work or have sibling child-care responsibilities
 - Specific fundraisers to help defray individual student fees

Culture

- Pass out a survey at the beginning of the year to get to know your students
 - Include individual musical preference
 - What artists or songs would be heard at a family event or cook-out
 - Favorite musical genres to dance to

Attend events that you are invited to

- Birthday
- Quinceanera
- Sweet 16
- Other school related functions (non-music)

Program for your students & community

- www.composerdiversity.com
- Use your survey to program a musical selection that your students would love to perform
- Establish culturally relevant ensembles
- Mariachi, Latin Jazz, Jazz, Conunto/Tejano, Banda, Brass Band, Latin Percussion Ensemble, etc

SUMMARY

Keep Commitments
Clarify Expectations

Attend to the Little Things
Show Personal Integrity

"For many people living in poverty, hope and faith in tomorrow are the only things that keep them going each day. You must bring into this fact: if brains can change for the worse because of hopelessness, they can change for the better because of the hope provided by good people in a good school."- Eric Jensen