



**Texas Bandmasters Association
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**Capturing and Cultivating Great Band
Students: A Conversation on
Recruiting and Retention**

**CLINICIANS:
Jeffrey Jones, John Mallon, Horacio Gomez**



HENRY B. GONZALEZ CONVENTION CENTER - SAN ANTONIO, TEXAS



CAPTURING AND CULTIVATING GREAT BAND STUDENTS: A CONVERSATION ON RECRUITING AND RETENTION

A Panel Discussion with Horacio Gomez, Hanks HS – El Paso; Jeffrey D. Jones, Marcus HS – Flower Mound; and John Mallon, United HS – Laredo

Students long for:

1. A Place to Belong
2. Structure and Discipline
3. Someone to Believe in Them
4. A Cause Bigger than Themselves

Parents desire:

1. An understanding of the benefits of band *outside* the band hall
2. An understanding of what band *is not...*
3. An awareness of what band *is...*
4. Clear and consistent communication

The academic community needs:

1. To know that we care about them and exist to partner with them
2. A thoughtful advocate for our programs and students

How do we connect with great students and retain them?

1. Produce a great experience for the students already in the program
2. Align and coordinate the MS and HS programs
3. Work together to create memorable musical and community experiences
4. Meet students and families where they are

Remember:

1. Regardless of your situation, recruiting and retention is a never-ending process.
2. The last 16 months have dramatically changed our landscape; it will take time to recover.

Rome wasn't built in a day, but they were laying bricks every hour. ~James Clear