



**Texas Bandmasters Association  
Convention/Clinic July 21-23, 2022**

**Get 'em and Keep 'em! Recruitment and  
Retention Success**

**CLINICIANS:  
Alan DeVall, Suzanne Glaser,  
Tonia Mathews**



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

# Get 'em and Keep 'em Recruitment and Retention Success



2022 Texas Bandmaster Association Convention/Clinic  
11:00 AM Friday, July 22, 2022 | CC 217AB

## Presenters

*Tonia Mathews, Director of Bands, Clint Small MS, Austin ISD*

*Alan DeVall, Associate Director of Bands, Clint Small MS, Austin ISD*

*Suzanne Glaser, Director of Bands, Gorzycki MS, Austin ISD*

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## It's All About Community!

- Create a program that your students and parents want to be a part of
- This is especially important in districts where school transfers are frequent

## Get 'em: Recruiting from Your Elementary Feeders

- Fall Semester
  - Update recruiting video
  - Update website and include a beginning band tab with information that is specific to incoming 6th graders
  - Attend your school's Elective Showcase to recruit for your program
  - Bring elementary students to campus and demonstrate instruments for them (or visit their campus)
- January/February
  - Get the "to/from" list from your counseling department
  - Email all projected parents
    - Link to website, recruiting video, instrument demonstration, instrument selection event details
  - Send information to as many groups as possible
    - 5th grade teachers, PTA, elementary school social media, current parents
- Which method of communication is *actually* helping parents? (based on parent survey)
  - 44% said emails from band department were most helpful
  - 18-22% said Elective Showcase and 5th grade teachers were most helpful
- Don't forget to recruit from within your school!
  - 10% of beginners at Small MS are 7th graders

## Keep 'em!: Promoting Student Buy-In

- Fall Semester (Beginners)
  - First performance for beginners in November with high school band
  - Winter Recital
    - Students choose a short melody to play
    - Schedule this performance around choice sheet time
    - Talk to parents about next year
    - Make it a social event!
  - Learn easy pep tunes
  - Show students a video about how band is different in 7th/8th grade

## It's All About the Little Things

- A concert in the first semester which includes *all* students
- Band Buddy Program
- Band Mascot
- Principal Player of the Week
- Don't forget that students just love to play their instruments!

## Keep 'em (longer): Transitioning Into High School

- Start Early
  - Learn where students are going to high school
  - HS directors should begin communicating as soon as possible
- 8th graders attend football game
  - How can you make it a unique experience?
  - Provide a Google survey to 8th graders afterward and forward to HS directors
- MS support for HS during marching season
  - How can you support your high school?
- Side-by-Side Rehearsal
  - High school wind ensemble sits in with middle school to work on UIL music
  - MS students have a chance to get to know HS kids
- High school director visits
  - HS directors should be on campus as much as possible
  - Work with students in small and large groups
  - Provide updates on HS activities and give students a chance to ask questions
  - IN-PERSON AUDITIONS
- The moment of truth: who signed up for the high school band?
  - MS Directors
    - Ask 8th graders in an informal Google survey
    - Share contact information with HS directors
  - HS Directors
    - Cross check MS survey with HS counseling lists
    - Communicate with future students directly
    - Go after kids who might be saved!

## Questions?

Link to Google Drive with free resources:

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