



**Texas Bandmasters Association  
Convention/Clinic July 20-22, 2023**

**"Be Our Guest" Creating  
Recruiting/Retention Events and  
Activities**

**CLINICIANS:  
Todd Dixon, Aaron Snipes III**



TEXAS BANDMASTERS ASSOCIATION  
FRIDAY, JULY 21, 2023, 5:00pm

Be Our Guest, Creating Recruiting/Retention  
Events & Activities

Clinicians:  
Todd Dixon, Aaron Snipes, III



# BE OUR GUEST, Creating Recruiting/Retention Events & Activities

Friday, July 21, 5:00pm

Presenters:

Todd Dixon, Director of Bands - Wylie High School, Wylie ISD

Aaron Snipes, III, Director of Bands - Braswell High School, Denton ISD

---

## RECRUITING/RETENTION IS ALL YEAR

- Programs are great for kids (no one comes to school for Algebra)
- You are also recruiting parents and selling your program
- 2 events or communication in the Fall
- At least one communication or event every month in the Spring
- Planning creates trust
  - We are competing with other activities
- Ideas/Traditions for 6-8 | 9-12 grade during the year

## BRANDING

- This is ALL year. Put it on everything at all campuses
- Have at least 1 t-shirt given to incoming students that has them thinking forward (Future Pirate / Property of TWB / etc)
- Have a parent volunteer as a photographer.
- Utilize social media to your advantage.
- Always keep prizes on you with the high school band logo on them when visiting the middle schools. (bracelets, pop sockets, t-shirts, stickers, etc.)
- Hype Video- A MUST for football games- make band look cool!
- Band documentary throughout year

## RECRUITING/RETENTION EVENTS & PLANNING

### Fall (September-November)

- 8th graders at football game - Future \_\_\_\_ night
- Band Buddies
- Get your High School musicians on the Middle School campus and/or concerts
- Send newsletter #1 to incoming freshmen and parents

### Winter (November-January)

- Side by Side Concert
- Email and have MS director email as well
- Zoom Jazz Concerts for Middle Schoolers
- High School directors go over and teach middle school full ensembles each Friday
- Elementary School Visits

## Spring (January-May)

- Workshops - this is a purposeful name
  - Drumline Workshops
  - Color Guard Workshops
  - Marching/Movement Workshops
- Travel/ Experiences
- College Admission/Program Graduates Presentation
- Band Auditions
- Show Clues throughout spring
- Non "Band" Type events
  - Field Day event with teams and food
- Newsletters - Copy and add new info as needed.
  - January
    - Reminder of events to ON-RAMP their kids to high school
    - Calendar for the next year
    - Give high school info as well, not just band. This creates trust and your information is more detailed.
  - February
    - Reminder of events and any new info
  - March
    - Reminder of events and any new info
  - April (beginning)
    - Reminder of events and any new info
  - April (mid)
    - Detailed reminders
  - May (beginning)
    - Detailed reminders
  - May (mid)
    - Detailed reminders

## Summer (June-August)

- Focus on those signed up for next year
  - Section Social events
  - At least 1 big social activity before summer band
  - DCI trip
- Summer Band tricks to happiness
  - Themed Days!
  - Break it up...can't be all work
  - They are social - let it happen
  - Culture Building

[SURVEY RESULTS \(click here\)](#)

## COMMUNICATION

- Tools/ Frequency
  - Posters
  - Email
  - Postcards
  - Parent Liasons
  - District phone messages
  - HS Boosters at all MS concerts.
  - Newsletter throughout the year
  - Incoming Freshmen Newsletters
- Tools - Keep them the same and consistent from campus to campus. Agree on your communication tools
  - SMORE
  - Band App
  - Email
  - Website
  - Social Media
- Full teaching team buy-in
  - Reference your main communication tools in all emails by all staff.
- Financial transparency and “affording” band
  - There are costs
  - How we help all participate regardless of finances

## RESOURCES

Click this [LINK](#) to access resources included in this clinic.