

RECRUITMENT & RETENTION

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CMEA Election Day PD, 11-5-24

Recruitment Strategies:

1. Select present students from upper grade (class officers, sect. leaders?) to speak to lower grade students about what they get out of being in band.
2. Selected present students demonstrate their instrument to lower grade potential recruits, playing an appealing/familiar melody.
3. Upper grade band performs a school wide assembly for lower grade.
4. Instrument "Petting Zoo" -prospective students get to try supporting and operating band instruments. If possible, students try producing a sound on mouthpiece. (*See Eval. Chart)
5. Invite lower grade band members to perform 1 selection with upper grade at concert. Have an ice cream social in cafeteria following the concert.
6. Invite prospective band parents to attend Music Boosters meeting.
7. Band program needs to be visible in your community (Parades, Sporting Events, School Orientation Program, National Honor Society Induction, Awards Night, Newspaper, Social Media, etc.)

Retention Strategies:

Student Empowerment - Give them a Voice/Choice whenever possible.

- 1) Delegate Responsibilities -Band Council (Pres., Treas., Secr., Lib., Mang., Acct., Sect.)
- 2) Selecting Repertoire
- 3) Selecting Field Trip Destination & Itinerary
- 4) Selecting Fund Raising Activities
- 5) Selecting Ensemble Garments (Concert Attire, Marching Band, Pep Band, Spirit Swag)
- 6) Voting for Peers end of the year awards
- 7) Tutoring Peers and Lower Grade Levels if feasible (Band Buddy)
- 8) "Fun"damentals -Be creative and make it fun!