

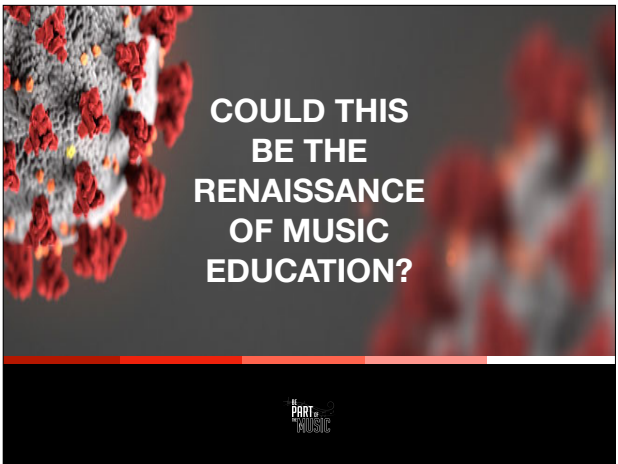


PART OF MUSIC

RECRUITMENT AND RETENTION IN THE COVID WORLD

download today's slide deck at:
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Alfred BAND MUSIC & ARTS Music for All my music staff smartmusic. THE ORCHESTRA INFIELD VIENNA Vandersch W&S



COULD THIS BE THE RENAISSANCE OF MUSIC EDUCATION?

PART OF MUSIC

MENTAL FRAMEWORK

People are looking to you to provide answers.

Every scenario is different, Let this be a springboard to your own ideas

Be solutions solutions based and have data.

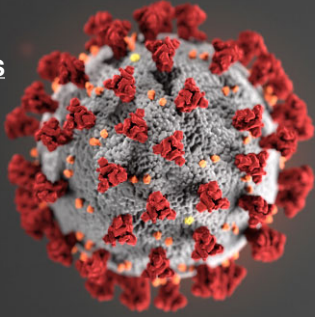
Assume that every student it yours until proven otherwise.

Be relentless and be unapologetic

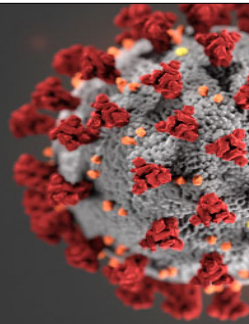
PART OF MUSIC

5 STEPS TO SUCCESS

- Collaborate
- Communicate
- Motivate
- Coordinate
- Validate



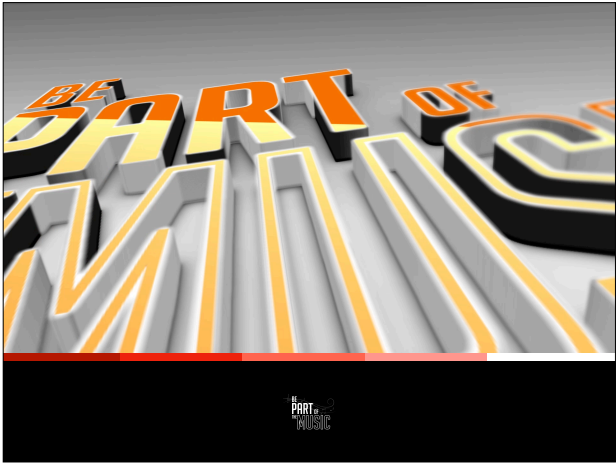
Recruitment & Retention Step By Step STEP ONE : COLLABORATE

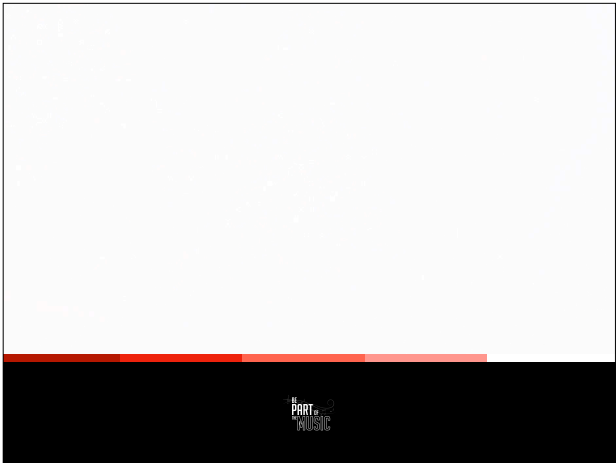


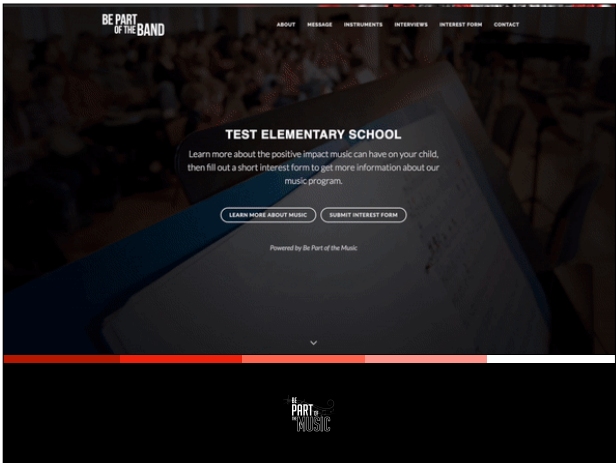
Collaborate as you create...

- Work with the other music teachers in your district (feeder teachers) and department. A unified voice is a more powerful voice.
- Collect your resources in one place and organize them.
- Share your plan with your admin team and fine arts coordinator prior to beginning the process to see if there are any concerns or "must haves."
- involve your student leaders, boosters and parents. Provide specific tasks and deadlines.
- Reach out to you local music store.
- Share your ideas with your colleagues, friends and on your social media channels.






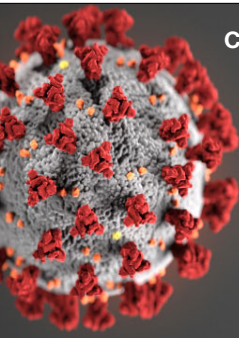







Recruitment & Retention Step By Step
STEP TWO : COMMUNICATE






COMMUNICATION FRAMEWORK

- Fear is more important than knowledge
 - academic, musical and financial
- Communicate to all stakeholders
- Use existing technology and infrastructure
- Focus on the "non-musician"
- Focus on three areas in this order; the confirmed, the questioned, and the unknown.
- Use influencers to change behaviors.
- Consider allocating some budget to the project.
- Don't take **NO** for an answer






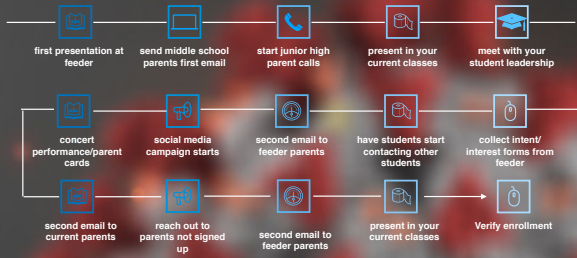
Communication Plan step by step...

- Confirm the confirmed and enlist their help.
- Communicate with the questioned every 3-5 days until they commit.
- Communicate with the unknown once a week until they are confirmed.
- Provide actionable items in every communicate
- Use as much multi-media as possible (your kids)
- Host an online parent meeting/question and answer session.
- Host one for students if it is age/appropriate.

It takes 7-13 touches to get someone from inaction to action.



Build a System



Be willing to communicate more than you want to, to larger groups that normally would and in ways that you are not used to doing.

Make empathy and understanding the focus of every communication.

NEVER BE ASHAMED TO ADVOCATE WHAT'S IN THE BEST INTERESTS OF KIDS!



Recruitment & Retention Step By Step
STEP THREE : MOTIVATE



Use Current Carrots for Future Commitments

- | | |
|--------------------------------------|-----------------------------------|
| Welcome note | Amazon Gift Card |
| Tee-shirt | Access to weekly Zoom chats |
| Bumper sticker | A Senior study buddy |
| Welcome video from another student | Access to show ideas and concepts |
| Post their name on a website | Get to vote on music |
| Coupon from local music store | Letterman points |
| Free ice cream cones | Extra credit |
| Free admittance to an athletic event | Access to a special website |
| Special seating at first concert | 5% off all upcoming fees/costs |
| Recognition in the concert programs | Access to instruments/uniforms |



Use Current Carrots for Future Commitments

You are trying to (re)create an emotional connection between your program and the student. In this time of isolation and loneliness you are selling the concept of community and connectivity.

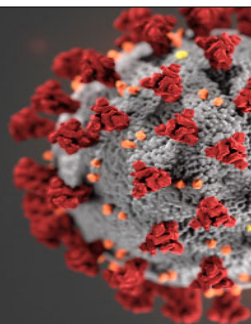
This is what people are starting to crave as the crisis continues.

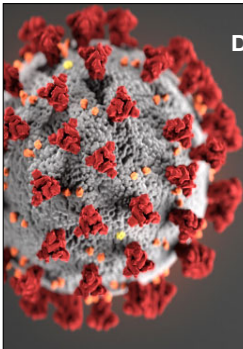
Parents are motivated by the love of their child.

FEAR IS MORE POWERFUL THAN KNOWLEDGE. **LOWER FEARS!**



Recruitment & Retention Step By Step STEP FOUR : VALIDATE








DIFFERENT WAYS TO VALIDATE

- GOOGLE Forms
- Email
- text
- paper forms/snail mail
- website
- voicemail
- parent/student confirmation
- video chat

Use whatever form your administrators are willing to accept and remind them that you are trying to solve a problem for them and not create one.

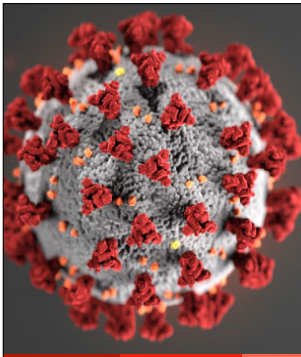




Recruitment & Retention Step By Step


STEP FIVE : COORDINATE






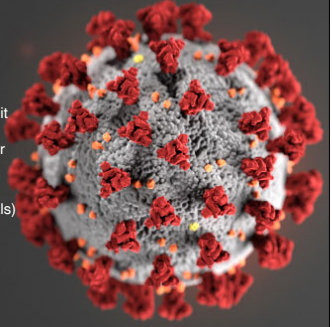
COORDINATE

- Consider a post COVID world. Health concerns associated with; instruments, equipment, uniforms, chairs, facilities, classroom set up, etc...
- Prepare and execute summer communications to students and parents in advance.
- Communicate with your music store/ staff/arrangers/fine arts coordinators, etc. so they can prepare the necessary materials in advance and know you are being proactive.



COORDINATE

- Prepare a completed roster for each class and grade in alphabetical order.
- Break it down by year/class and submit to your admin team, department chair and counseling staff prior to leaving for the summer.
- Provide a list of needs (instruments, staffing, facilities, instructional materials) for them as well.
- Ask your admin team what they need from you and offer to help in any way you can, musical and otherwise.



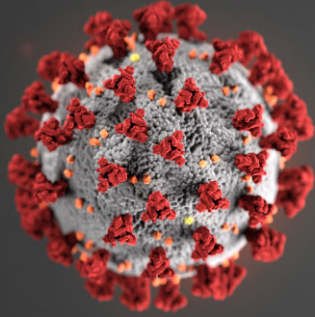
“TRUST BUT VERIFY!”

- President Ronald Reagan



5 STEPS TO SUCCESS

- Collaborate
- Communicate
- Motivate
- Coordinate
- Validate



IN PART
MUSIC

If in three years we
have not grown
music education it
is no one's fault
but our own!

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HAVE YOU CHECKED THIS OUT?

LEADERSHIP  UNIVERSITY

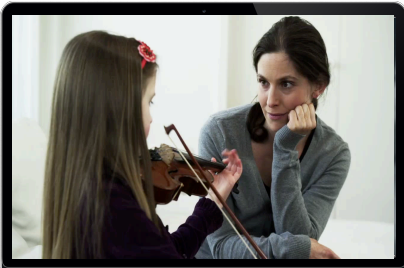
WWW.JOINSL.COM



Great teaching to
an empty seat is
akin to having
great music that is
never heard



Community Impact



Twenty social media friendly advocacy commercials are having an impact in places and with people that aren't reached by normal advocacy projects.
