

YOU CAN'T TEACH EMPTY CHAIRS



GIAMUSIC.COM



INDISPENSABLE

- **Primary Stakeholders**
- **FTE**
- **The Importance of Data**



MIND MAP

Business Plan

DIVISION

- School Board
- Superintendent
- Central Office staff
- Accounting/Finance staff



TEACHERS

STUDENTS



COMMUNITY

- Parents
- Music Vendors
- Teaching Artists
- Military bands
- Private lesson instructors
- Community Arts Organizations
- Community Members
-

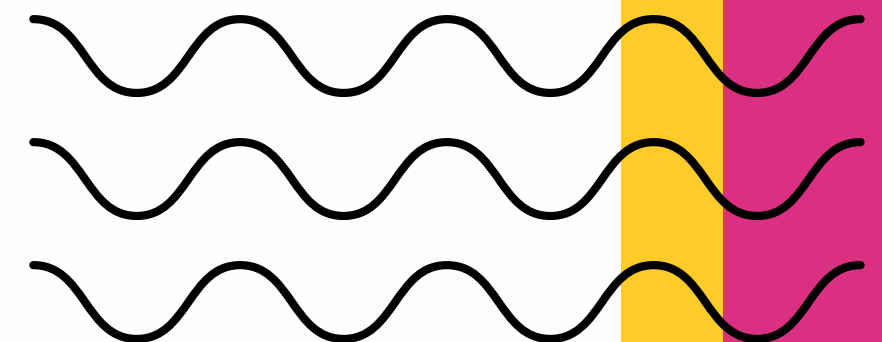
SCHOOL

- Colleagues
- Administrators
- Counselors

FTE

Music Teacher	FTE*	Number of Students:
Teacher	0.5	1-99
Teacher	0.75	100-139
Teacher	1	140-174
Teachers	1.5	175-209
Teachers	2	210 and Up

*FTE is Full-Time Equivalency. The number 1 indicates the need for one full time position.





CREEKAZOID ORFFESTRA

● **Building Relationships**

● **Creekazoid Invitations**

● **Parent Contract**



BUILDING BETTER LIVES

- **Strings Club!**
- **Feeder Teachers as Conductors!**
- **Grant Writing**

LAURA BLACK

A stylized illustration of a saxophone in yellow and black, positioned vertically on the left side of the slide. Faint, flowing musical notes are visible in the background of the slide.

**Have you ever
wanted to play
an instrument?**

Now's your chance!

Contact Mrs. Black, the
band director, for more
information.

EMPOWERED



● Why do you Recruit?

● **Recruiting Partners:**

- Coaches with T-Shirts
- Favorite Teachers with Band Posters
- Yearbook Pictures with Instruments!

● **Empowered to Recruit:** How your students played a key role in rebuilding post-Covid

AND THE DATA SAYS...



Most Likely to Persist?

- Students with high GPAs
- Students with high standardized test scores

NOT as Big of a Role in Persistence?

- Student gender, ethnicity, or family income

STILL LEARNING

What Can We Learn From This Research?

- Not all students are equally likely to persist
- We can TARGET our retention strategies

Retaining At-Risk Students

- Check in on students falling behind in other classes
- Make study groups
- Discuss how music can be juggled with other classes
- Build a strong community/culture in your music classroom

I'M HOME!

- **SWAP DAYS**
- **RECRUITING CONCERTS**
- **LEADERSHIP ROLES**



ANGELA AMMERMAN

STUDIO RECRUITING



JOSEPH FRYE

- **Tennessee All State
Band Experience**
- **Active vs.
Passive Recruitment**
- **A Culture of Teachability**

SUMMER MUSIC PROGRAMS



- **Yearlong Recruitment**
- **Less is More in Marketing**
- **Assessing Effectiveness of Recruitment**



ADULT LEARNERS

- **Engagement, Welcome, and Success**

Yes! You can do this!

- **Informal Conversations**

Connections and Trust

- **What Motivates Adults?**

Challenge, Creativity, Community



100% RETENTION RATE?



FIRST PERFORMANCE
DAY OF CELEBRATION
Celebrate Your Beginning Students



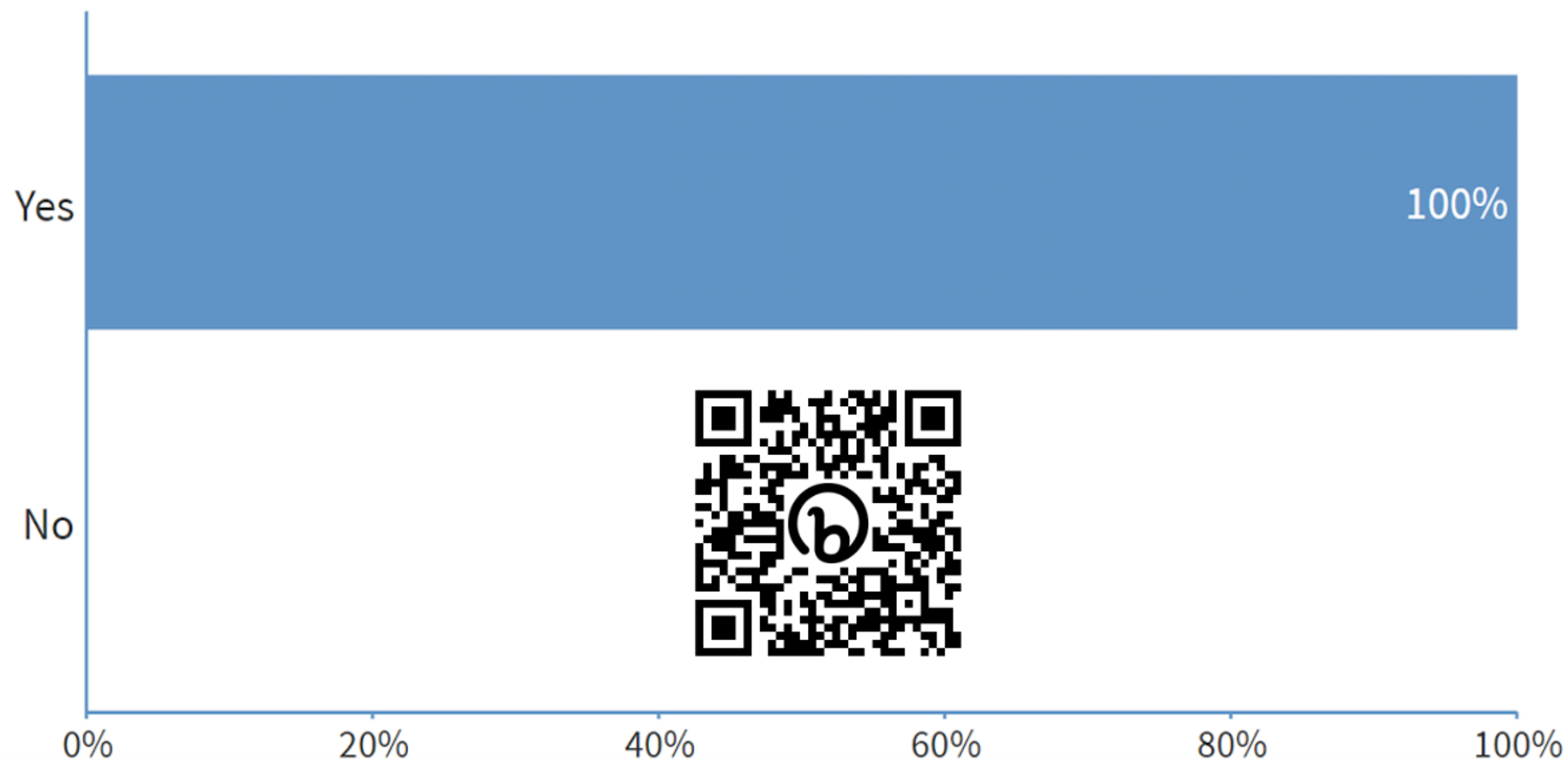
RESPONSE FROM LIVE SESSION AT MIDWEST

Parents, now that you have seen your child perform, are you more likely to encourage your child to stick with band?



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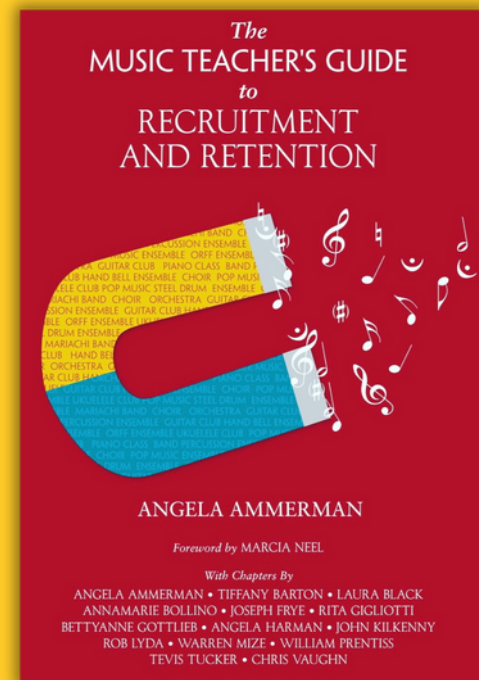
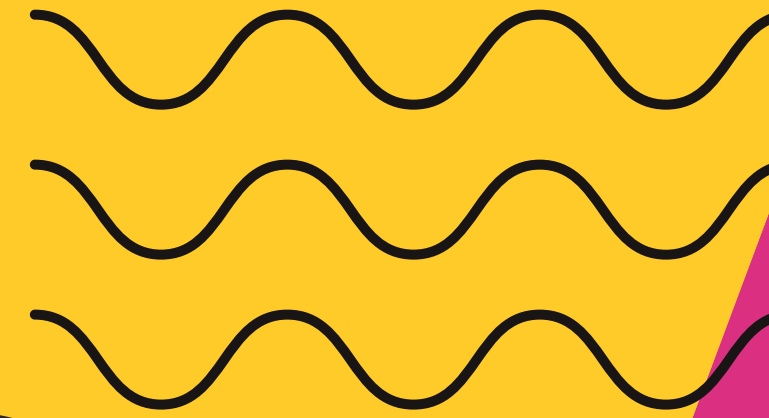


CONSIDER A CAREER IN MUSIC!



NAMMFOUNDATION.ORG/CAREERS-IN-MUSIC

THANK YOU!



GIAMUSIC.COM



@musicteachersguide



giamusic.com



angela.ammerman@gmail.com

