

Relate, Retain, and Recruit!

A practical discussion of connecting and retaining students in challenging times.

75th Midwest Band and Orchestra Clinic
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Connection:

How can we connect to our students?

Meet students where they are.

- Surveys
- Flip grids
- Social Activities (In Person and Virtual)

Teach to Retain:

- Meet students where they are
 - Individual sessions – Mini Lessons
- Create an environment of encouragement and sincerity
- Provide timely feedback and guided expectations
- Have a goal and adjust through the process

Cultivating Culture in the Program:

- Remember the 'why'
- Develop a year-long leadership program
- Nurture student-lead small ensembles
- Celebrate growth in all students
- People over Product
- Organize

Organization

- Make information easy for students to access
 - Website, digital classroom, etc.
- Communicate consistently
 - Remind 101, E-mail, etc.

Methods

- Make access to methods and repertoire easy for students
 - Binders, files, resources
- Unisonal Scales by William White
- Tone Builders and Tone Studies by James Curnow
- 40 Rhythmic Studies by Grover Yaus

- 204 Sight Reading Tunes by Roger Winslow
- Tuned In by Robert Herrings and Brian Balmages
- Sightreading Factory (www.sightreadingfactory.com)
- Smart Music

Process we use

- Rubric (5 category) – Short/Formative Excerpt
- Rubric (10 Category) – Summative
- Technology Integration with Grad school
- Became a Google Beta Tester – Fall 2019

Recruitment:

- Throughout the school year.
- Zoom/visit with 8th grade classes
- Connect with elementary music teachers
- Carpool volunteers (If logistics work)
- 8th grade nights
- 7th grade in-class sessions
- 6th grade carnival
- 5th grade concerts to promote music classes
- Letters from high schoolers
- Random Treats
- High School reps at Middle School Concerts
- Regular contact is important.

Advocacy:

- **THE BEST ADVOCACY IS HAVING A STRONG, RELEVANT, VITAL PROGRAM!**
- Communicate the intrinsic value of music
- How your subject is unique
- Importance of a well-rounded education
- YOU are the Continuity and Connection students need
- You know your students more than one year
- The impact it has on students
- Resources: NAFME, Tim Lautzenheiser videos, Music Makes Us, Scott Lang Videos
- We CAN and We ARE providing distance learning in our field
- Have a plan for every start of the school year option
- Have solutions for your administrator

Questions we're considering

How does (did) being at home impact some of the virtual students' future involvement?

- Will they be willing to return to a 'normal' rehearsal schedule when eligible?

- *Look for opportunities rather than limitations.*
- *Be flexible, pro-active and open to ideas.*
- *If you place People over Product, your product will thrive.*

NAfME Resources

<https://nafme.org/covid-19/>

<https://nafme.org/covid-19-instrument-cleaning-guidelines/>

<https://nafme.org/my-classroom/virtual-learning-resources-for-music-educators/>

<https://nafme.org/advocacy/grassroots-action-center/#social>

NAMM Foundation Resources

<https://www.nammfoundation.org/projects/namm-foundation-covid-19-resources%20>

Music for All Resources

<https://education.musicforall.org/covid19resources/>

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Feel free to reach out if I can assist you!

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