

Bouncing Back: Recruit, Retain and Revitalize!

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Friday, February 11, 2022 @ 1:00 PM

Bouncing Back

- Shrinking Programs
- Student Apathy and lack of work ethic
- Spreading Virus



Recruit - Beginning of the Year

- Visit elementary music classes and participate
- Invitations to concerts throughout the year
- Shirts to 5th grade siblings of current students
- Perform at elementary "Walk to School" Days and assemblies
- Invite elementary students to Band Spirit Nights
- Have current parents post on neighborhood social media about events

Recruit - Middle of the Year

- Winter Holiday Tours - Tag Campus PTA's on social media
- Guest conductor on a concert
- Holiday cards and candy canes with instrument drive information
- Newsletters and Bitmoji classroom with clickable links
- Parent Testimonials
- Golden Tickets
- Picture Parade once their instrument is chosen with Yard signs and goodie bags

Recruit - Current 6th and 7th grade students

- Have current band students to invite a friend to "Meet the Band" day (FAQ's)
- Band Ambassadors
- Walk through your own lunch room and be visible (and fun!)
- Have a campus announcement about "Meet the Band" day



Retain - Purposeful Teaching

- Relationship Building with Students and Parents
- Creating a safe environment for ALL students - Student Spotlights
- All Region Bingo
- Teach a family member to play Hot Cross Buns - contest!
- 18 Days of Winter Spirit
- Winter Home recital and program
- Student feedback on current and future music selections
- Selective sectional teaching - only when needed
- Utilizing student leadership

Retain - Incentives

- Encouraging notes in lockers and emails to students/parents
- Feed students!
- Candy/stickers/tickets
- Free "Proud band Family" yard signs
- Achievement-based incentives
 - Concert awards and STAR student of the week

Retain - Socials/Peer Activities

- Bi-monthly social events
- Yard signs at concerts and "Meet the Band" Day
- Caroling socials
- Band hall elf
- Egg Hunt
- Birthday bags, playing Happy Birthday, Birthday calendar
- Band Leadership Team
- Breakfast socials
- Coffee/Donut performance for staff
- Secret gift exchange
- Band locker decorating
- Band Buddies



Revitalize - Pedagogy

- Using method books in performing bands - move slower
- Add/continue to use contests to motivate students
- Split whenever possible
- Hold students accountable to practicing
- Date lines in your materials each year to monitor progress
- Jazz Band or other clubs
- Involve your Private Lesson Staff

Revitalize - Traditions/Outreach

- Involve High School Band students and staff
- Community projects and support
- Reach out to others in your district/state for support (including clinicians)
- Invite staff members to play with beginners
- Take your personal days!
- Check the temperature of your band throughout the year
- Summer skills



View presentation here: tinyurl.com/BouncingBackTMEA
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