

Recruiting and Retention

What made you join band? (As an 10 year old?)

What it intrinsic (for the art of music) or something else?



What are kids looking for?

- Attention
- Acceptance
- Fun

The Three Kinds of kids in your program

- 20% Kids you need (high flyers)
- 20% Kids Who need you (lost lambs)
- 60% The social set (average kid)



What do you offer each of these groups?

What do kids get from band socially?

- Be in something popular
- Be successful
- Be accepted and recognized
- Express themselves
- Be around friends
- Have fun at school
- Have a home base at school
- Learn something that gives them an identity



Don't make them choose between activities

- Know what other popular activities are
- Get admin to let kids take two arts classes
- Rehearse before school
- Go support those who don't support you

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Invite...not join (make it exclusive, or at least seem so)

- Aptitude test (can be retaken)
- Instrument testing night

Running Instrument Testing night

- Mostly student run
- Match personalities of students to tasks
- Use multi-media to promote program
- Fast Passes to help avoid conflicts
- Testing order is important
- Purpose is to find less appropriate instruments and give you flexibility in placement
- Meet kids and decide top 3 choices



Within the next week:

- Email parents with follow up information (first 24 hours)
- Find best placement for each kid
- Balance band
- Create invitations/Deliver Invitations
- Follow up with 2nd around of Testing



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