

Recruitment & Retention: A Quick Guide

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Why is recruitment important to you?

- To attract talented students
- To increase and/or maintain enrollment numbers
- To create a diverse student body/studio
- To improve/maintain a strong institutional reputation
- To foster innovation and creativity
- Program sustainability
- Job sustainability!

Imagine 18 year old you: *What were you looking for in a college? What was most important to you?*

- **Student Life:** athletics (marching band), Greek Life, clubs/activities, community/location, campus housing, friends, distance from home, overall vibe!
- **Academics:** courses, faculty, admissions rigor, majors, alumni success, faculty vs. TA teaching load, ensemble offerings
- **Institution:** facilities (instrument/practice access), number of faculty, student enrollment
- **Finances:** scholarships (academic & music), special funding programs, work study, overall cost
- **Family/Friends/Community Input**

Recruitment Strategies

Establishing a Regional Presence

- **Attend local concerts, festivals, and events:** participate if you can! (clinics, sectionals, concerto/soloist performances)
 - Avoid neglecting musical styles that are foreign to you
- **Increase Contact with teachers in your state/region**
 - Create flyers and send them to local directors (include QR codes to social media & scholarship information)
 - Presenting at local MEAs/TBA/Midwest/International
 - Understand how the local "school calendar" functions
 - Connect with music education alumni in your area
 - Get Students ON CAMPUS
 - Workshops, Honors Concerts, Conferences, Festivals
 - Invite Students to Concerts
 - Percussion Symposium, Day of Percussion
- **Recruitment Tours**
 - Utilize Your Students: Capitalize on Successes!
 - Utilize Your Colleagues: Build relationships & rapport

- **Get Involved!**
 - Music Performance Adjudication/Contest Festival
 - Carowinds Festival of Music
 - Honor Bands: Carolina Band Festival, Southeast Honors String Festival, All-County/District/Region Band Events
 - Summer Music Camp on your Campus → Doesn't exist? Start one!

Positive Student Interactions

- Peer-to-peer recruitment is **ESSENTIAL**
 - Showcasing your students' talent, as well as your teaching skills & institutional prestige
- Scholarship offerings: fight for equitable access to the academy
 - Research Other Opportunities: grants, work study, professional organization scholarships, community funding
- Offer free lessons and/or observations to prospective students
- Provide genuine personal time & contact with you (not just a blanket email)
- Talk to Parents: be understanding and open about concerns
- Regional Trends: find your area's "thing"
 - Don't neglect musical activities (and therefore their students) that are foreign to you

Social Media

- Often a prospective students' **FIRST** impression of your studio & teaching
- Student Story Takeovers
 - Opportunity to show a students' day to day life
 - Ask questions without pressure
- Highlight student & alumni successes
- Make sure to receive admin approval before creating accounts!
 - Be careful with student access

All-State/Region Etudes

- Be aware of local MEA & BOA websites and programming
 - Contest solos
 - Competitions
- Who are the top programs? Who is struggling? How can you help?
- Recordings of audition material
 - High quality performance recordings
 - Tutorials
 - Click tracks & follow-along videos (see: Abby Fisher, DMA - percussion)
 - Increases your name and program name recognition

Retention Strategies

Student Empowerment & Involvement

- Strive for (and listen to!) frequent student feedback
 - Not just university course evaluations, but your own (formal and informal)
- Have empathy & provide solutions for difficult situations
 - Provide resource information (on and off campus) for students in need
- Always be looking for ways to improve → make sure your students know you aren't perfect
- Student committees/clubs → can also be a source of fundraising!
- Perform student compositions/arrangements
- Allow interested students to embrace leadership opportunities

Community-Building Activities

- **Sense of Community:** All students should feel welcomed, valued, represented, and seen.
- **Non-Music Activities:** Studio cookouts, pumpkin carvings, bowling, movie nights, and more!
- **Interdisciplinary Involvement:**
 - Get outside of your department/school.
 - Encourage students to bring friends!
 - Require community service as part of your curriculum.
 - Work with your University Community Music School.

Your Role as a Faculty Member

- Recitals, performances, clinics, & masterclasses
- Presence in Your Field
- Attending student & colleague performances
- Non-"Concert" Ensembles
 - Marching Band
 - Pep Band/Basketball Band
 - Indoor Drumline
 - Winterguard
 - Gamelan Ensemble

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