



## POST-PANDEMIC PLANNING GUIDE FOR MUSIC EDUCATORS VOLUME 3

We hope you've found the first two volumes helpful and are taking positive action to build toward a strong Fall 2021. We've got your back and are going to walk beside you, step-by-step, in bringing back the music!

In this volume, we have three big areas of focus:

1. engaging another key stakeholder — your counselors,
2. continuing to build momentum in our recruiting efforts and
3. incorporating activities specifically designed to retain our beginning students

### **GOAL: Tap Into Your Counselor**

In Volume 1 we outlined a conversation with your building principal that will help you plan for the coming year. This week, we turn our attention to having a similar conversation with your school counselor to determine how you can best partner with them to increase student enrollment.

Important things to consider:

1. Don't wait for the counselor to reach out to you: A proactive conversation will determine if there have been procedural or date changes relating to signing up students.
2. Plan ahead for the conversation. A planned conversation can help you identify any new "landmines" for this fall. You can use [this list of considerations](#) to prepare for your meeting.

### **RECRUITING TIP: It's Elementary**

In Volume 2, we encouraged everyone to set a date to speak with students at their elementary school or feeder programs. If you have not already done so, be sure to set up a time.

When it's time for you to speak, here are [8 Tips for Recruiting](#) you can use, whether the students are participating virtually or in person.



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### **RETENTION TIP: Get S.M.A.R.T.**

While it's great that we are getting a jump-start on recruiting for next fall, don't overlook the importance of retaining the students already in your program. We are providing [this five-step, "S.M.A.R.T. approach"](#) as a resource to retaining the beginners presently enrolled in your program.

### **Don't Forget**

If you haven't started yet, now is the time to collect testimonials from parents and students for use later in the spring for recruiting. You can use [this email/letter template](#) from Volume 1 to encourage students and parents to share their experiences.

### **Resource Roundup**

It's easy to get focused on the challenges we face, but here's a reminder of [5 good things that came out of 2020](#). Need a digital recruiting idea? You can use this [recruiting slideshow](#) in-person or online!

### **Save the Date**

On March 9th at 5 p.m. CST, "After Hours: Conversations for Music Educators" will host a live podcast recording and panel discussion on recruiting ideas for spring 2021.

[Register for this free Zoom event!](#)

Let's keep the momentum going as we build toward a successful start to the upcoming school year!

### **About The Authors**

The MusicEdNow team is a cross-industry committee joined by a common goal to help music teachers navigate the challenges facing music programs. It was formed in 2020 and includes an experienced team of educators, non-profit organizations, and industry leaders.