



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.