



POST-PANDEMIC PLANNING GUIDE FOR MUSIC EDUCATORS VOLUME 4

In this volume, we're focused on recruiting! With spring here, we must have a productive recruiting season to ensure our program is full and vibrant next fall.

In-Person Recruiting Ideas

If you are presently enrolled in in-person learning, here are some great recruiting ideas that we have borrowed from fellow educators:

- **"Blitz Week"** — Pick a week for a recruiting "blitz" at your feeder programs or elementary school. Hang up posters around the school. Order campaign-style yard signs and place them in the carpool drive-through for parents to read. Welcome students as they are coming in and out of the cafeteria at lunch with a small ensemble performance. Submit a morning announcement or create a video to be played during the school's morning broadcast. Scheduling a specific "blitz week" can be an effective way to reach incoming students.
- **Drive-thru Instrument Safari** — Take a page out of Jacob Campos' book at Franklin High School and set up a date for parents to do a drive-thru instrument safari. Arrange your high school sections throughout the school parking lot and provide a safari path for parents to navigate with their child and listen to each section. Each section can pick a fun song to play that features their respective instruments. Students can vote on their favorite instruments, and directors can speak with each family after they have completed the safari — all while socially distanced and outside.

Virtual Recruiting Ideas

Teaching virtually doesn't mean your recruiting efforts will be any less effective as in previous years. Here are some ideas that will ensure next year's class is as full as ever:

- **Be an Online Guest Artist** — Schedule a time to digitally visit your feeder programs to act as a guest teacher or artist for the day. You can show brief videos or demonstrations of each instrument and talk to students about joining the band or orchestra.
- **Utilize Student Videos** — Student videos are a great way to recruit future members. Ask students to submit brief videos explaining why they joined the band or orchestra and what they enjoy the most. You can keep it simple or get inspired by [this creative example!](#)



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- **Drop in a Cameo** — The website www.cameo.com allows you to create a personalized video featuring television, music and movie stars. Check out [this example video](#) that Siegel Middle School created featuring Rick from “Pawn Stars”

Hybrid and Blended-Learning Recruiting Ideas

Many teachers are teaching both online and in-person. Here are some recruiting ideas that translate to both in-person and online learning:

- **Social Media Takeover** — Coordinate with your school to do a social media takeover. This can be a great way to live-stream videos from inside your program. Feature your students, programs and accomplishments, and explain why students should join the band or orchestra. Many parents follow the social media accounts of their child’s school, and this can be a great way to reach these parents.
- **Slideshow Presentation** — Create a simple and fun slideshow that can be shown in-person or online. Schedule a time to speak with students, either in their homerooms, in a school assembly, during their music class or digitally. A slide show can be a great way to get students excited about joining your program — make sure to feature your current students and highlight accomplishments. You can also take the opportunity to address some of the FAQs that you get, such as can students participate in music and another school activity or club? Check out [this great example!](#)
- **Phone Calls** — While an “old-school” approach, phone calls remain one of the most effective means of recruiting students. Calling parents individually allows you to speak one-on-one with parents to share your excitement about the program and uncover any concerns. Oftentimes, parents want their child to be in the band or orchestra but may have a misunderstanding about the conflicts or other commitments that might prevent them from enrolling their child. You can use this list of [FAQs](#) you might receive from parents and a [phone script](#) to help kick off the conversation.
- **Parks and Rec Programming** — A summer parks and rec program is a great way to reach a wide audience and expose students to the joys of playing music. Many of these programs are being scheduled now so that registration can occur later in the spring. [Read more](#) on this opportunity.



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Don't Forget to Check-In

By now, we should be aligned with our building principal and counselor about our plans for next year. If not, a scheduled conversation can help bring everyone up to speed. But it's important that you check-in regularly. Schedules and decisions can change, so you must be aware of any conversations that could impact your program. A casual conversation to confirm everyone is on the same page ensures that there are no surprises later.

Resource Roundup

- [Be Part of the Music](#) is an outstanding recruiting resource with more recruiting ideas, videos, email templates and even the ability to create a recruiting website for your school.
- Join "After Hours: Conversations for Music Educators" on March 9th for a panel discussion on recruiting ideas for the spring and summer. [Register for this free webinar!](#)

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.