

Pandemic recruitment ideas.....

- ✓ WE ARE CHANGING THE HOW NOT THE WHAT!!

Virtual options:

- ✓ Google data collection form....(see demo)
- ✓ Create a promotional feeder video. Use existing recordings of concerts at middle and high school.
- ✓ Introduce yourself via a recorded message about the program. Put on the web. Send link.
- ✓ Host a virtual “Welcome to Band/Orchestra Night” (See Google information form) Use Be a Part of the Band/Orchestra promotional videos.
- ✓ How about a “Drive By Instrument display!” Use the school parking lot. Contact campus security and city police for traffic control. Get help! Ask former students. Other faculty.
- ✓ Post recordings/videos of past performances.
- ✓ Have 7 or 8 grade students talk about and demonstrate their instrument. Part of the demo process.
- ✓ Let 7 or 8 grade teach part of a lesson.
 - Send handbook about program information via email or post to web. Expectations, grades, equipment, book, music stand, reeds, etc.
 - Dispel fears, you do not need to know how to read music already, you do not need to play an instrument already. That is what I am for!
- ✓ Communicate: be relentless! Do this more than normally.
 - Administration building and district
 - Colleagues, HS, secretaries, depending events....custodial, security, etc.
 - Students and parents!!
 - Community, District web, school web, program web, community bulletin board, etc.
- ✓ Host parent Zoom for questions.
- ✓ Use existing easy to use technology.
- ✓ Be patient, empathetic and understanding in all communications.
- ✓ Sample letters to Google.
- ✓ Instrument Rental information

Other:

- ✓ Contact guidance and ask for data information on all incoming 6th grade. Contact all.
- ✓ Create a power point about the band program post to the school web and send link to all parents.
- ✓ Zoom allows homogenous instrument groupings.
- ✓ Be relentless that music will not be put on hold because of the CORONA!
- ✓ We want to be the solution.
- ✓ We want to send the message that we have a plan and we are in charge.