

Re-Recruiting Students

The impact of the director is paramount as all young-adults desire to feel important and a part of something big. You probably have your tools and sequencing to attract the new student, so use those same tools in a more high-order means to keep all students interested, involved, active and excited. Excitement breeds success and we all know that success breeds even greater successes. Here are some ways to generate that excitement this year to re-recruit your current students:

- Celebrate Successes - We know this year wasn't a typical year, but that doesn't mean there aren't things to celebrate. Find ways to celebrate the achievements you did accomplish, the students that overcame adversity, or the ways in which your program grew. While many programs typically host a spring award banquet, it doesn't need to be that complicated. Handing out candy bars in front of peers to recognize someone's hard work or achievements can have the same effect.
- Stay Fresh in your Daily Delivery - We naturally want to find routines and habits within our program, which helps it be more productive. Unfortunately, it also means it becomes predictable to students. Seek out ways to change up the delivery. You might consider playing fun music, introducing a new activity, swapping directors for a week, creating small ensembles to perform around the community, or even simply changing the direction your classroom faces. Anything to break up the routine can keep things fresh and fun.
- Be a Cheerleader and Salesperson of your Program - Build excitement and interest by reminding students of the exciting things to come. Having something to look forward to can be enough reason for a student to choose to return to music.
- Don't forget the parents - Parents can have a tremendous impact on a student's willingness to stay enrolled in music. An email or newsletter updating parents on the program's successes, what exciting things are ahead, and the important benefits of music can keep them connected to the program and encourage their students to stay enrolled in music.
- Tell your program's story - Find time to tell your program's story. Young musicians or high school freshman, they may not have experienced yet your program in a normal year. Highlight your program's successes and vision for the future to give them something to connect to and look forward to.
- Reach out - Individual reach outs can be a great way to connect with students that may be feeling distanced from the program after this year. Mailing cards, making phone calls, and making individual reach outs can build a connection to bridge the gap created by COVID.