

Incorporating Parents into your Recruiting Process

Parents are an important part of the recruiting process, as their endorsement and encouragement, or lack thereof, could influence a child's decision to enroll in music. Here are a few ways to incorporate parents in the recruiting process.

- Direct communication with the parents - An email blast or phone call to parents is a great way to introduce yourself and uncover any concerns about joining the band or orchestra. The script can be simple: "Hello my name is.... And I am excited to have your child as part of the band/orchestra next year."
- Share the great news - Students that participate in music are more likely to graduate on time, go to college, and score higher on standardized tests, while they are also less likely to be truant or get involved with drugs and alcohol. Here are two great resources from [Be Part of the Music](#) and [NAMM](#) to share this information.
- Proactively address misunderstandings - Most parents want their child to be a part of music, but may not fully understand the process. By proactively addressing any common misunderstandings, it removes roadblocks that may prevent students from enrolling in your program.
- Market to the parents - Carpool lines, PTA meetings, and general music concerts can be a great time to connect with parents of prospective students. Consider creating carpool yard signs, flyers, or other marketing materials to reach parents.
- Social Media - Many schools have social media pages that parents follow for updates regarding school closures, activity sign-ups, etc. Submit posts for your school's social media pages with information regarding your program, photos from past events, and information on how to sign-up. If you collected any parent or student testimonials, this is a great time to highlight this information as well. Don't forget a clear call-to-action, such as "Complete this Google Form to sign-up your child for band!"