

Summaries of several lists mentioned in the DVD of points to cover in a recruiting demonstration.

Check Lists for Planning a Recruiting Demonstration

Components of successful recruiting.

- Attitude Development
- An effective recruiting demonstration
- Positive student/parent response
- Effective follow up
- High quality teaching

Key points in attitude development and advocacy.

- Positive Colleague Relationships
- Positive Perception of Music in younger children
- Arts Advocacy Throughout the Community
- Using Available Resources to Reach the Community at Large
- Distribute advocacy articles
- Involve staff and administration in music events
- Develop cooperative relationships

Ideas for positively affecting young children, parents and the community

1. Music in the schools
 - A. Music assemblies - student and professional
 - B. Music teacher's involvement in school activities
 - C. Interdisciplinary study units in school
 - D. Bulletin boards
 - E. School TV channels
 - F. Help your general music teacher
2. Music in the Community
 - A. Back to school night
 - B. Community fairs
 - C. Nursing homes
 - D. Pajama concert
 - E. Street fairs and parades
 - F. Pre-school visits
 - G. Print and electronic media
 - H. Business and civic events
 - I. Church events
 - J. Sporting events
 - K. Service clubs

Decisions to be made and information to gather

- Time of year to recruit
- With or without Band and Choir
- Have a clear plan for how students make choices
- Know building schedules
- Know teacher schedules
- Know student schedules
- Write a proposal
- Build consensus
- Support the other parts of the program
- Individual class presentations
- All school presentations
- Teacher alone presentation
- Demonstration group

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Logistics:

- Prepare letters
- Gather instruments and props
- Prepare very clear timetables and directions.
- Organize thank yous.
- Establish clear expectations and train the demonstration group.
 - i. Perform simple catchy tunes.
 - ii. Demonstrate instruments - tunes and ranges.
 - iii. Use music that first year players can play.
 - iv. Reflect diversity
 - v. Provide role models
- Publicize and communicate with school and home.
- Structure a rental night

The goals of the recruiting demonstration are:

- Guide students' ensemble choice.
- Guide students' instrument choice
- Get students excited about playing in the school orchestra.
- Get students to psychologically commit to playing a string instrument.
- Give students information they can understand.
- Give students information for their parents that the parents can understand.
- Get contact information from the students.

The teacher presenting the recruiting must:

- Be positive and enthusiastic.
- Play.
- Use positive student role models if at all possible
- Make it look enjoyable – explain extra curricular opportunities in music
- Make it look doable Use different styles of music.
- Include music the beginners will be able to play the first year
- Mention that practice and work will lead to the development of musical skills
- Develop student interest in a specific instrument.
- Give students an opportunity to touch the instruments.
- Pace the demonstration
- Create a decision-making moment
- Collect contact information.

Elements common to the opening of a recruiting demonstration

- Welcome and greet the students
- Introduce yourself and any other performers or helpers
- Explain why you are there
- Outline how a good audience is expected to behave
- Explain what will happen

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Elements Common to the Closing of all Recruiting

- Review the instruments
- Briefly without too much detail explain how the orchestra program works
- Ask a series of questions at an increasing tempo to which all students can answer yes and have them raise their hands in response.
- The final question is who would like to join orchestra or who would like information about orchestra
- Hand out printed materials.
- Get the student's information - names, phone, email, classroom teacher, which instrument
- Thank the students for being a great audience, encourage them to become involved in orchestra and the arts and tell them what to do next to become involved

Points to teach a demonstration group

Here are the key points the older students need to know:

1. Older students will spread out around the edges of the room - Violin, Viola, Cello, Bass.
2. Teacher will direct the elementary students to find an older student and line up in front of them.
3. Older student will introduce himself or herself to each younger student and ask their name.
4. Older student will place the instrument in playing position while securely holding it for the younger student.
5. Older student will ask younger student to bring his/her hand up and pluck a string or two.
6. Older student will place the bow in pre-beginner's hand, secure both the instrument and bow and helping the younger student to make a sound on the A string. Try a few rhythms
7. Older student will encourage each younger student and tell him or her what a good job they are doing
8. Older student will explain why his/her instrument is the coolest and he/she would love for the younger student to play in the same section someday.
9. Older student will personally invite younger student to join orchestra.
10. Teacher will explain that the younger students will switch around to try different instruments

No matter what the age of those in the demonstration group, there are things you must teach them:

- Smile and be personable.
- Introduce yourself
- Reach out to the young students.
- Play simple tunes.
- Let students touch and pluck the instrument. You may want to hold it for them or let them hold it.
- Tell the students why you like playing your instrument.