

R & R Required: Recruiting and Retention

Practical strategies and philosophies as practiced in the Allen ISD band program

Presented by Anthony Gibson & Jay Lester

Midwest Clinic

An International Band and Orchestra Conference

1:00 p.m., December 19, 2007

Program Marketing

Visibility

- Community
- High School Band
- Middle School Bands

Sense of Connection

- Vertical alignment
- Team teaching

Positive Press

- Media
- "Good kids"

Sell, Sell, Sell

- Sell your program – sell yourself!
- Best salesman
- Results

Marketing Examples

High School

- Surround Sound @ elementary schools
- HS Jazz band performs @ elementary schools and community functions
- March-a-thon parade
- Pep rallies
- Football games - the biggest audiences of the year!
- Band dances / social functions/"Escalympics" / movie night

Middle School

- Fine Arts information sent to potential students
- "Non-competitive" presentations by band, choir & orchestra
- Parties & social events - "necessary evils"
- 8th Grade band night with HS band at football game
- Tailgate Concert (Combined concert in fall of all bands...1000 kids!)
- Side by Side clinics with MS and HS Wind Ensemble
- First Steps

Relationships and Communication

Band Directors

- United front
- Share teaching strategies and class progress
- Vertical teaching
 - MS directors assist HS directors
 - HS directors assist MS directors
 - Team effort across entire teaching staff

Administration

- Communicate & support
- Learning environment
- Pride
- BE LOW MAINTENANCE!!!!!!
- Handbook

Parents

- Communicate (PCP)
- Website
- Expectations
- Be proactive with conflicts
- Involvement

Coaches/Teachers

- Share kids
- Communicate
- Respect time
- Band is just “one part” of their life

Students

- Communicate expectations
- Pride
- “Teach to the top!”
- Student leaders
- Firm, Fair, and Friendly
- Responsibility to community & program
- Grades & peer tutoring

Scheduling and Accessibility

Eliminate the need to choose

- Participation & inclusion
- “Make it work” (not always easy, but it can be done)

Compromise

- Willingness
- Athletics
- Case by case

Talk to every student

- No assumptions
- Everyone wants to be wanted

Master Schedule

- General Scheduling
 - Minimize scheduling conflicts
 - HS Marching Band – “One big happy family!”
 - Full orchestra, Jazz Ensemble, Drum Line
- Team Teaching/Private Lessons
- Counselors/Registrars
- The Texas “4X4” academic requirement

Learn from “Droppers”

- “Breaking up is hard to do”
- Avoid ugly break-ups (coffee shop talk)
- Feedback

Practical Philosophies

Define success

- What is winning?
- Align your goals

Retention happens daily

- Never give up, never surrender
- Seek positive solutions & avoid ultimatums
- Respect is not an option
- “Teach to the top” & “Meet kids where they are”

Teach the “whole” student

- Life Skills
- Music is the medium

Balance

- Quality of life
- Participation
- The journey
- “If you love what you do you will never work a day in your life!”
Superintendent Dr. Jenny Preston recites at every graduation ceremony!

Frequently Asked Questions

How many students are in the band?	500+
How many directors are on staff at the High School?	7 ½
Middle school?	7
How many school buses does it take to transport the band?	18
What is the student to teacher ratio at the high school?	70 to 1
What type of school day schedule does the High School use?	Modified A/B Block
Do you have a band booster club?	Yes
Do you know the names of all of the students in the band? (depends on the director)	Yes & No
What is the structure of the schools in Allen ISD?	
Elementary School	K-6 (band begins in 6th Grade)
Middle School	7-8
Freshman Center	9
High School	10-12
Do freshmen participate in the marching band?	Yes
How do you take attendance with so many students?	We enlist the help of section leaders and specific directors.

Resources (www.allenband.com)

- Trip Contracts
- Band Handbook
- Health Form
- Liability Release Form
- Charmsmusic.com
- Private Lesson Teacher Information
- Calendars
- Links to Middle School Band websites
- Links to other Allen music programs
- Booster Club Information
- Director Information

Allen Eagle Band Academic Motivation Report

Date: _____

Motivating Teacher: Mr. Anthony Gibson

To: _____
(subject teacher)

From: _____
(student with academic deficiency)

I have received notice of deficiency in your _____ class this reporting period. Below is my explanation for not doing acceptable work in your class.

Would you please read my reasons that I have listed below and respond with your candid assessment of my lack of progress thus far and suggestions for improvement?

Please return to Mr. Gibson's box as soon as possible.

My reasons for deficiency are:

- Not going to class
- Not turning in work
- Not completing work
- Not doing make-up work
- Not taking notes
- Not understanding work
- Not asking questions
- Not studying outside of class
- Not behaving properly

Student Comments:

Teacher Response: I agree/disagree with the reasons identified by the student.

Additional teacher comments or suggestions:

Date: _____ Teacher Signature: _____

***The student and/or their parents **will** be counseled as to your response. Thanks!

Scheduling

Band

To meet AISD requirements for
the Recommended Graduation
Plan



**Need more information?
Contact a Band Director:**

Allen High School
Anthony Gibson
972-727-0400 ext. 7744
Anthony_Gibson@allenisd.org

Allen High School
Charles Pennington
972-727-0400 ext. 7744
Charles_Pennington@allenisd.org

Lowery Freshman Center
Jay Lester
972-396-6975 ext. 1901
Jay_Lester@allenisd.org

www.allenband.com

The Allen High School performing arts programs have brought national attention to our community through competitions and performances. We are extremely proud of these students and the faculty who direct these programs. Beyond the recognition, participation in band, choir, orchestra and theater helps provide a well-rounded education through self discipline and teamwork. The performing arts experiences of our students also foster an enjoyment of the arts that they will carry with them for life.

-Dr. Ken Helvey
Superintendent

Allen ISD Performing Arts
300 Rivercrest Blvd.
Allen, TX 75002
972.727.0400 ext.7744 phone
972.727.0443 fax

College admissions officers continue to cite participation in music as an important factor in making admissions decisions. They claim that music participation demonstrates time management, creativity, expression, and open-mindedness.

-Carl Hartman, "Arts May Improve Students' Grades," The Associated Press, October, 1999.

A recent study states that music majors have the highest rate of admittance to medical school, a whopping 66.7%. Biochemistry, the subject area closest to medicine, has a rate of 59.2 %

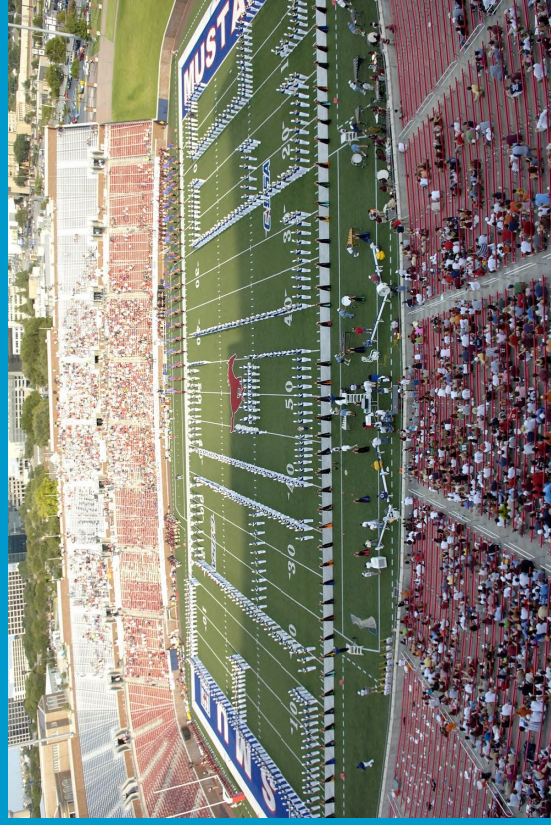
- Rockefeller Foundation

Academics and music go hand-in-hand

The average SAT score in the State of Texas in 2005 was **995**. The average SAT score for members of the All-State Bands, Orchestras, and Choirs was **1221**.

"SAT scores of students who took part in music instruction surpassed students with no music training. Additionally, data revealed that for every year a student participated in music instruction, their SAT scores improved."

- Profile of College Bound Seniors ,
National Report for 2001 , the College Board.



To select **Band**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Required Course*	Required Course*
Band	Band
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Required Course*	Required Course*
Band	Band
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Elective	Elective
Elective	Elective
Band	Band
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Elective	Elective
Elective	Elective
Band	Band

To select **Band and Athletics**

or **Band and Theatre**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Athletics	Theatre or Athletics
Band	Band
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Athletics	Theatre or Athletics
Band	Band
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Athletics	Theatre or Athletics
Band	Band
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Athletics	Theatre or Athletics
Band	Band

To select **Band and Orchestra**

or **Band and Choir**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Choir or Orchestra	Choir or Orchestra
Band	Band
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Choir or Orchestra	Choir or Orchestra
Band	Band
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Choir or Orchestra	Choir or Orchestra
Band	Band
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Choir or Orchestra	Choir or Orchestra
Band	Band

Required Courses *

= 11 semesters

Health	1 semester
Speech	1 semester
Technology Applications	2 semesters
Language other than English	4 semesters
Physical Education	3 semesters
3 semesters of marching band or athletics fulfill the PE requirement	

Alternative Scheduling (if needed)

HS credit completed in Middle School
Summer School
Dual Credit through CCCC
Correspondence Courses

With the increased 26-credit requirement for graduation, I am excited that Allen High School students will be able to include performing arts in their schedules. I hope you find the examples listed in this brochure helpful in completing your four-year plan. We take great pride in the performing arts programs in Allen and look forward to your participation in our continued success!

Anthony Gibson - Director of Performing Arts

Despite the increased requirements for graduation, most students can easily include four years of performing arts in their high school education. Students are encouraged to pursue their interests. The high school counselors will work diligently with each individual student to guarantee that all graduation requirements have been met.

Pam Hill - Director of Guidance and Counseling

Scheduling

Orchestra

To meet AISD requirements for
the Recommended Graduation
Plan



**Need more information?
Contact an Orchestra Director:**

Allen High School
David DeVoto
972-727-0400 ext. 7748
David_DeVoto@allenisd.org

Allen High School
Ellen Townley
972-727-0400 ext. 7748
Ellen_Townley@allenisd.org

Lowery Freshman Center
Gary Needham
972-396-6975 ext. 1601
Gary_Needham@allenisd.org

www.allenorchestra.org

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To select **Orchestra**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Required Course*	Required Course*
Orchestra	Orchestra
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Required Course*	Required Course*
Orchestra	Orchestra
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Required Course*	Elective
Orchestra	Orchestra
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Elective	Elective
Elective	Elective
Orchestra	Orchestra

To select **Orchestra and Band**

or **Orchestra and Athletics**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Band or Athletics	Band or Athletics
Orchestra	Orchestra
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Band or Athletics	Band or Athletics
Orchestra	Orchestra
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Band or Athletics	Band or Athletics
Orchestra	Orchestra
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Band or Athletics	Band or Athletics
Orchestra	Orchestra

***3 semesters of P.E. are included in band/athletics**

To select **Orchestra and Choir**

or **Orchestra and Theatre**

Follow this Academic Plan

9th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Choir	Theatre or Choir
Orchestra	Orchestra
10th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Choir	Theatre or Choir
Orchestra	Orchestra
11th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Choir	Theatre or Choir
Orchestra	Orchestra
12th grade	
Fall	Spring
English	English
Math	Math
Science	Science
Social Studies	Social Studies
Required Course*	Required Course*
Theatre or Choir	Theatre or Choir
Orchestra	Orchestra

****Requires 3 semesters of alternative scheduling**

Required Courses * = 11 semesters

Health	1 semester
Speech	1 semester
Technology Applications	2 semesters
Language other than English	4 semesters
Physical Education	3 semesters
3 semesters of marching band or athletics fulfill the PE requirement	

Alternative Scheduling **

HS credit completed in Middle School	
Summer School	
Dual Credit through CCCC	
Correspondence Courses	
<i>Can also be used to "open" schedule for increased electives</i>	

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