

RECRUITING STRATEGIES FOR ATHLETIC BANDS WITH LIMITED RESOURCES

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CBDNA Marching and Athletic Band Symposium
University of Oklahoma – Norman, OK
Friday, May 31st, 2013



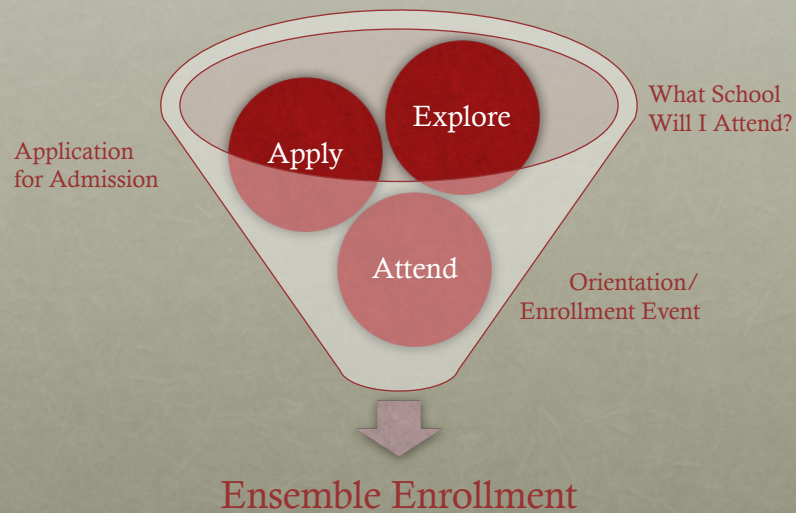
RECRUITING STRATEGIES

CBDNA ATHLETIC BAND SYMPOSIUM –FROM JUNE 2010
SURVEY PRESENTATION – LOUISVILLE, KY

- Exhibitions (21)
- Director Visits (17)
- Orientation (15)
- Phone Calls (12)
- Student Recruiting (10)
- Mail Outs (6)
- Band Day (5)
- Website (4)
- DVDs/CDs (4)
- Host Marching Contest (3)
- Email Contact (3)
- Facebook (3)
- Scholarships (2)
- Winning Football Team (1)
- Contest Program Ads (1)
- School Paper Ads (1)
- Fliers in Dorms (1)
- SAT/ACT Info Request (1)

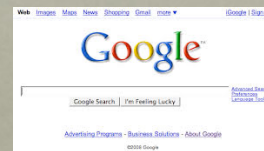
Total Number of Respondents = 74

RECRUITING FUNNEL



EXPLORE GOOGLE EFFECT - SOCIAL MEDIA

- Web Site
 - Contact Information
 - Interest Form
 - Links to....
- YouTube Video of Performances
 - Be careful with settings
- Social Media
 - Facebook
 - Twitter



Don't forget to monitor social media sites!

EXPLORE

WHERE NO MAN HAS GONE BEFORE

- Find inexpensive ways to get students on campus
 - Offer facilities for district/region events
 - Marching contest
 - Honor band auditions
 - Concert festival
 - Invite bands/students to join a performance
 - Share a concert
 - Band day
 - Invite students to athletic event to sit or play with group
- Host your own honor band or audition help session



APPLY

EXTRA! EXTRA! READ ALL ABOUT IT!

- Electronic mail
- Admissions Office
 - Extra curricular activities report – SAT/ACT Information Request
- Things to include in email
 - Invitation to join group
 - Explain any opportunity for financial aid
 - Introduce band(s) – YouTube video
 - Information about group – frequently asked questions
 - Specific instructions about how to join group



FREQUENTLY ASKED QUESTIONS



WKU BIG RED MARCHING BAND FREQUENTLY ASKED QUESTIONS

How do I become a member?

To become a member of the Western Kentucky University Big Red Marching Band all you have to do is enroll in MUS 347 (CRN 07193) as if it were a normal academic class.

When does the band rehearse?

The marching band rehearses on Monday, Wednesday and Friday from 3:00–5:15 in the fall semester.

Are there extra rehearsals?

The Marching Band has a pre-season camp that takes place the week before school starts. The Marching Band also has dress rehearsals in the stadium on the days there are home games. Percussion and Color Guard can also expect to have one sectional per week. No other extra rehearsals are scheduled.

Will I have enough time to be in the band?

Many students who join the Western Band find that they spend more time in rehearsals in their high school band than they do in college. If you could manage your schedule in high school and still participate in band you will have no problem fitting band into your schedule at college.

What is the cost?

There is no fee to be in any WKU Band including the Big Red Marching Band. Students must purchase a few items such as shoes, gloves, etc. These are usually one time purchases and total less than \$30.00. We do not do any fundraising.

Are scholarships available?

Every student who participates in the Big Red Marching Band is eligible to receive a stipend of \$600 at the end of the fall semester.

Do I need to audition to become a member?

No. Participation is open to any student who has had previous marching experience. The only auditions students will be required to play are for chair and part placement only.

Do I have to be a music major to be in the band?

No. Students from all different academic backgrounds are welcome in the band. In fact, over 60% of the members of the Big Red Marching Band major in a discipline other than music.

Does the band travel?

The band will travel to at least one out of town game and may travel to area schools to perform as an exhibition band at marching competitions.

Are there school owned instruments I can use?

Marching brass and percussion are provided as well as some concert woodwind instruments. The university has a limited inventory of instruments available for students to check out. If you have a particular instrument need contact Dr. Bright.

HOW TO JOIN



WKU BIG RED MARCHING BAND HOW TO JOIN THE MARCHING BAND

1. **Apply** for admission to Western Kentucky University

https://acsapps.wku.edu/pls/prod/bwskalog.P_DispLoginNon?app_level=UG&otype=UG

2. After you have been accepted, **sign-up for an Academic Transitions Program** (ATP) date.

<http://www.wku.edu/atp/>

3. When you attend campus for your ATP session you should **sign-up for marching band**.
MUS 347 (CRN 07193)

**** You must let your advisor know that you are interested in enrolling in marching band or you will not be signed up for the class. It is very important that you are enrolled in marching band on TopNet so you can receive mail and email with information about the upcoming season****

4. Once you are enrolled in the class you will receive periodic communication about the upcoming season. If you are enrolled before the middle of May you should receive a letter via email with band camp and fall performance dates. Everyone enrolled by the end of June should receive a letter via US mail with that same information as well as show music for our first show, which we will also use for chair placement auditions.

5. **Attend band camp**. Band camp typically begins a week before classes start with guard and percussion reporting on a Friday and the rest of the band reporting on Saturday. Students who wish to participate in M.A.S.T.E.R. Plan and marching band will be able to do both. Attendance at band camp will ensure you have a spot in the pre-game and halftime shows.

EMAIL CONTACT



- Create your communication and save in Word
- Excel database with student name and email address
- Go to Word document – tools pull down/mail merge
- 2 Get list – open data source – select excel file
- 3 Insert placeholder – insert first name in greeting line
- 5 Preview results – select <<ABC>> to insert names
- 6 Complete merge – to email address – send as HTML

ATTEND CLOSE THE DEAL

- Orientation and Registration
 - Work with organizers to get lists ahead of time
 - Email addresses and phone numbers
 - 7-10 days ahead of time contact students via email
 - 2-3 days ahead of time contact each student by phone
 - Invite to join group, answer questions, stress low time commitment and benefits of campus involvement
 - Exhibit at information fair or any other event where clubs or organizations recruit students
 - If possible take laptop to enroll students on the spot



“I have never worked a day in my life without selling. If I believe in something, I sell it, and I sell it hard.” Estée Lauder

CAMPUS CONSIDERATIONS

- Express importance of participation with program advisors
- Coordinate schedule with early week orientation programs – make sure students are allowed to do both
- Honors college ropes course
- Music department colleagues
- Email current students
- Turn road blocks into building blocks



RETENTION

- Don't forget to recruit returning members
 - Fall activities based on retention
 - Communicate at least once a month with students after season is over (drum major results, music selections, enrollment, etc.)
- Priority Registration
- Possible General Education Requirement



WHAT HAS WORKED FOR YOU?

Other recruiting strategies that have
worked in your situation.