

New Ideas for Recruiting

Panel Discussion

Presented at the CBDNA Athletic Band Symposium

University of Massachusetts - Amherst

Friday, June 2, 2017

East Tennessee State University – Joe D. Moore

Swag Bag

High school band directors can have both verbal and non-verbal influence on their students when it comes to college choices. An example of non-verbal influence includes the logo items from various institutions visible to the students.

- Delivery via a personal visit or mailed with a personal note
- Include items with the Institution and/or Ensemble name/logo

Signing Day

“National Signing Day is one of the most celebrated days in college football each year.” (www.landof10.com)

- On campus vs. individual schools
- Choose date
- Choose venue
 - Refreshments
 - Decor
- Choose participants
 - University
 - Recipients
- Invitations
 - Recipients
 - High School Directors
 - Press
- Student workers
- Materials
 - Certificate
 - Intent form
 - Baseball cap
- Ceremony
- Follow up
 - Social Media
 - Pictures sent to participants/schools

McKendree University – David Boggs

- **Using On-Campus Events as Recruitment Vehicles**
 - Tracking your overall goals and successes (and, unfortunately, some failures as well...)
 - Maximizing the student educational and potential recruitment experience at the event
 - **Preview of Champions Marching Band Competition**
 - Clinician system
 - Welcome / water prior to the clinician comments and snack for students after the video
 - MBB promo video prior to video of each band’s performance

- Promo literature / snack delivered to each school's bus (depends on size of the event)
 - **Marching Bearcat Band Member for a Day / Pep Band Member for a Day**
 - Students rehearse AND PERFORM with the MBB at halftime
 - Students hear the MBB at the Preview Day event (similar format to our concert)
 - Student lunch and sectional / hangout time with our MBB members
 - Follow-up (which we didn't do so well this year...)
 - **Marching Bearcat Band LIVE in Concert!**
 - Invitation via e-mail, text, Facebook, phone and direct mail
 - MBB Concert Program as a recruiting tool (copies available here at the symposium)
- **Avidity Independent Open Winter Guard of McKendree University**
 - Greatest exposure we, as a program, have among the high schools on a regular basis
 - We have increased our MBB Color Guard members by 400% in the last 5 years as a result of Avidity
 - Incredible increase in MBB Color Guard quality as well! (story of YPC concert picture)
 - Paint the picture of what your ensembles do for your recruiting efforts to the administration or else...
- **Social Media**
 - Facebook
 - Researching and 'Friending' students (successes and our ILMEA failure)
 - Communicating via Facebook Messenger
 - Facebook 'Live'!
 - 'Boost Your Post' – a GREAT way to advertise and market more directly to your clientele
 - Our focus change for 2017-2018
 - Refocus our Facebook efforts to include parents of students when possible
 - Widen our scope for Facebook to include a greater geographic area of students reached
 - SnapChat and Instagram as a vehicle to communicate with students

Old Dominion University – Alexander Treviño

- **Recruiting for a Newly Formed/Younger Band**
 - Difficulties and Benefits
- **Social Media**
- **Website Design & Contact Management**
- **Participation at University Events**
- **Exhibitions & Hosting**

University of North Carolina at Charlotte – Jeffrey Miller

- **Connection with Newly Admitted Students**
 - Marching band website data collection (online Information Request Form)
 - Contact list from Admissions (email and phone call campaign)
 - Attendance at New Admitted Student Day and Summer Orientation events
- **Social Media**
 - Member Spotlights
- **Sponsorship, Publicity & Recruiting Clinics**
 - NightBEAT Tour of Champions – Carolina Crown
 - Advertisement in high school marching band competition program books
 - Annual poster/flyer mailed to school band directors
 - "Day of Drumming and Spin Clinic"
- **Exhibition Performances & Travel**
 - Performances at local and in-state high school marching competitions
 - Performance at Carolina Panthers home-opener – September 2017
 - Trip to France for commemoration of 74th D-Day Anniversary – June 2018