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
  o Greatest exposure we, as a program, have among the high schools on a regular basis
  o We have increased our MBB Color Guard members by 400% in the last 5 years as a result of Avidity
  o Incredible increase in MBB Color Guard quality as well! (story of YPC concert picture)
  o Paint the picture of what your ensembles do for your recruiting efforts to the administration or else…

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