

A presentation for the South Carolina Music Educators Association
2017 Professional Development Conference
Saturday, February 4th, 11:45 am

Y'ALL COME!

Recruitment & Community Building
for Choral Programs

Becky Marsh, presenter



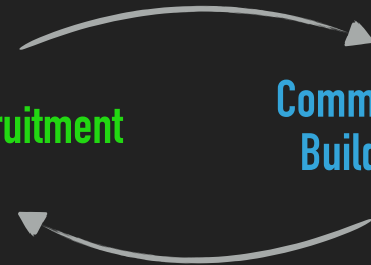
www.beckymarshmusic.com

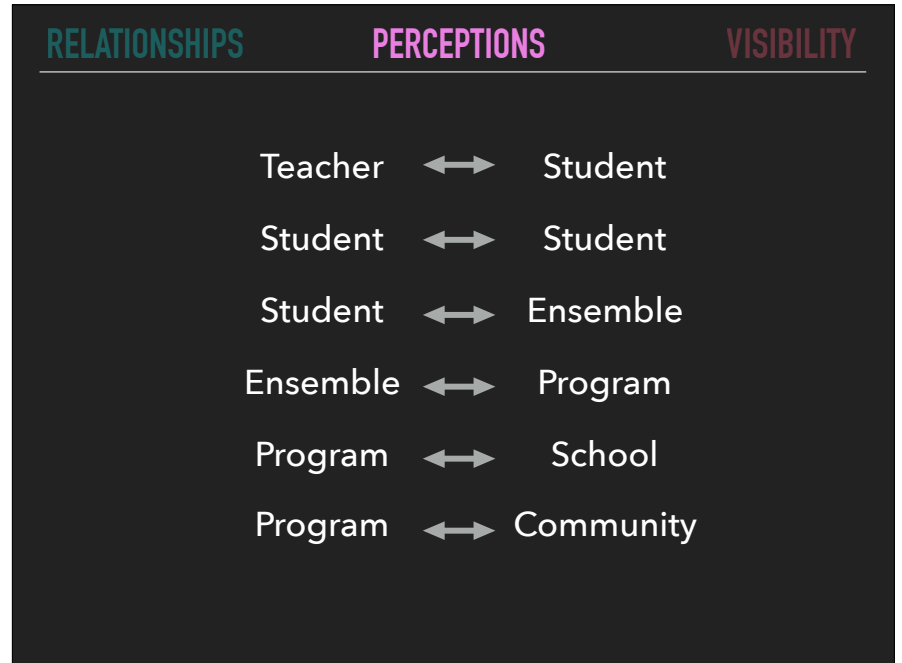
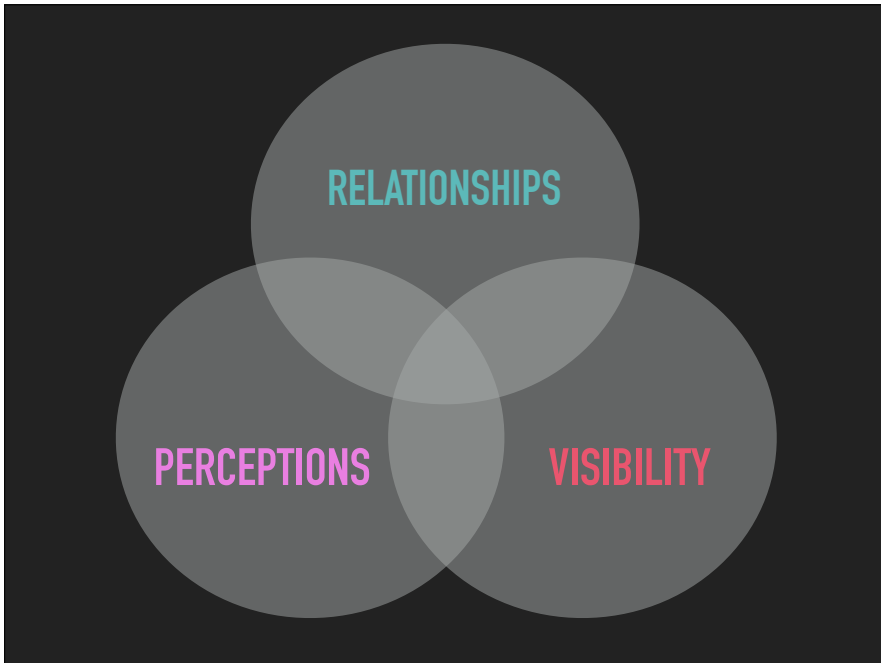
Introductions



Recruitment

Community
Building





PERCEPTIONS

What do you do in chorus?
O'Toole, 1994

Who should or can do it?
Elpus & Abril, 2011

Why is it worth doing?
Adderly, Kennedy, & Berz, 2003

Who should or can do it?

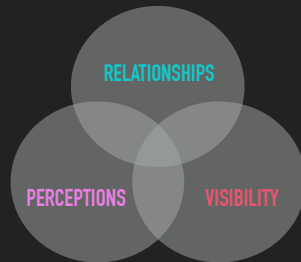
Y'ALL COME!

Yours Truly

RECRUITMENT

FEEDER SCHOOLS & PROGRAMS

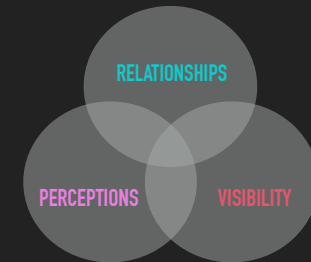
- ▶ Visit Music/Chorus Classes
 - ▶ Perform *for* or sing *with* them
- ▶ Attend Concerts & Events
 - ▶ Take students
 - ▶ Take pictures
 - ▶ Send a note
- ▶ Teacher Swap
 - ▶ Work with a group
 - ▶ Teach mini voice lessons



RECRUITMENT

FEEDER SCHOOLS & PROGRAMS

- ▶ Combine Forces
 - ▶ Concert/Performance
 - ▶ Fundraiser/Event
- ▶ Utilize Technology
 - ▶ Skype
 - ▶ Google Chat
 - ▶ Recruitment Video
 - ▶ Singing eCards



RECRUITMENT

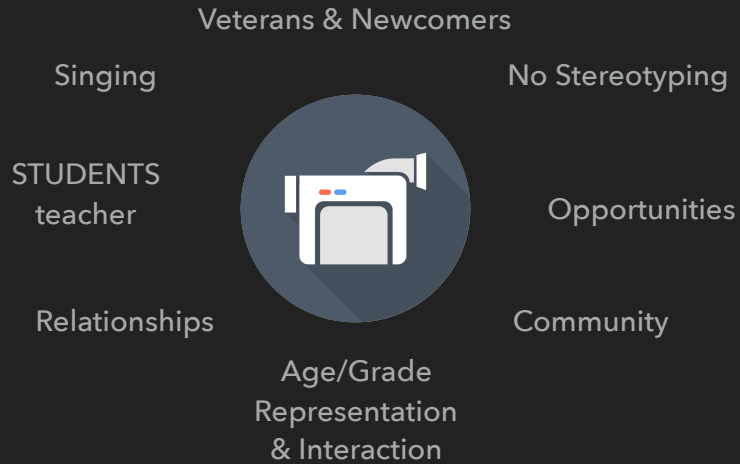
FEEDER SCHOOLS & PROGRAMS

Whom might we have forgotten?



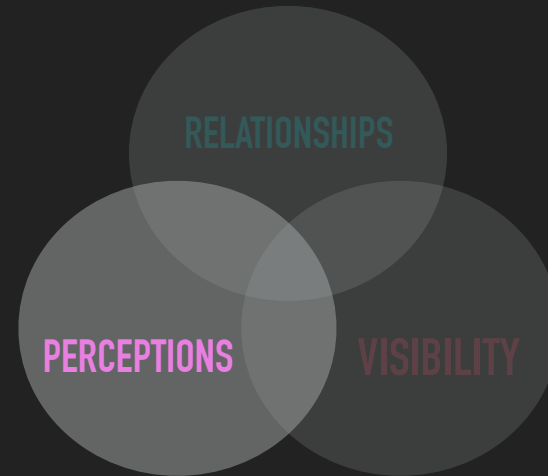
RECRUITMENT

WITHIN YOUR SCHOOL



RECRUITMENT

WITHIN YOUR SCHOOL

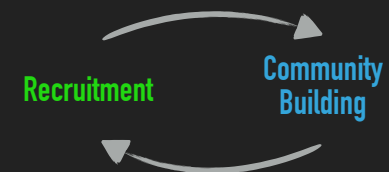
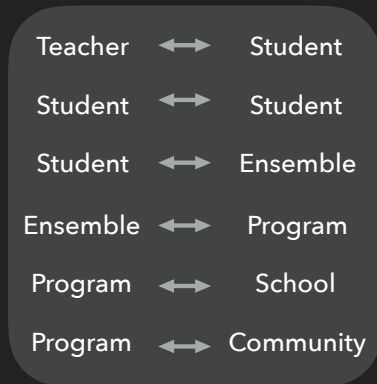


RECRUITMENT

WITHIN YOUR SCHOOL

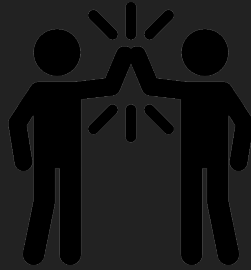
One way to change students' **PERCEPTIONS** is to consider your **VISIBILITY** to them and how that may or may not be conducive to building **RELATIONSHIPS** with those students.

VISIBILITY



MEET THEM WHERE THEY ARE

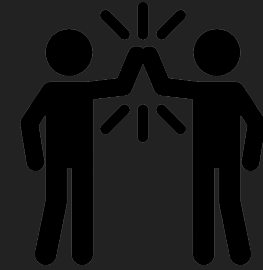
- ▶ Cafeteria
 - ▶ Music Monday
 - ▶ Tuesdays are for Tunes
 - ▶ We Wait on Wednesdays
- ▶ Before School
 - ▶ Parking lot listeners (HS)
 - ▶ Exit survey/interview (MS)
- ▶ After School
 - ▶ Extracurriculars/Clubs
- ▶ Student Athletes/Teams
 - ▶ Get Pumped Playlist
 - ▶ Ask your students!



MEET THEM WHERE THEY ARE

...but none of those ideas *really* have anything to do with chorus or singing.

- ▶ Visible
 - ▶ association
- ▶ Simple
 - ▶ Meeting students outside of your program
- ▶ Music
 - ▶ *Their* music



MEET THEM WHERE THEY ARE

THEIR MUSIC

THEIR MUSIC IN THE CHORAL CLASSROOM

- ▶ Quote of the Day (Week)
 - ▶ "What I'm listening to"
 - ▶ Themes
- ▶ Play/Use the Music
 - ▶ Warm-Up
 - ▶ Beat/Meter/Tonality
 - ▶ Transition
- ▶ A cappella
 - ▶ Pop/choral blend
 - ▶ Student choice/suggestion
 - ▶ Arranging



RELATIONSHIPS



RELATIONSHIPS

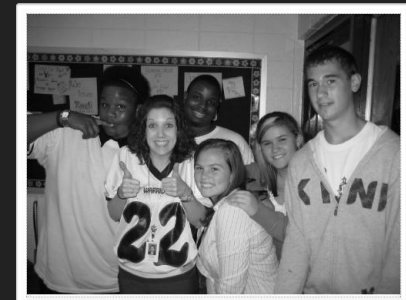
Relationship with you

Individual in the ensemble

Developing peer relationships

COMMUNITY

- ▶ Names
 - ▶ Do the students know each other's names?
 - ▶ Speak to individuals in the context of the rehearsal.
- ▶ Birthdays
 - ▶ Ensemble
 - ▶ Program
- ▶ Leave Notes
 - ▶ # a day/week/month
 - ▶ Musical & non-musical



COMMUNITY

- ▶ Change Seats Regularly
 - ▶ Build relationships with new or less familiar peers
 - ▶ Create opportunities for them to engage



- ▶ Establish Traditions
 - ▶ Musical & non-musical
 - ▶ Determined & emergent

COMMUNITY



- ▶ Skill-Based Opportunities
 - ▶ Auditioned ensembles or events
 - ▶ Solos

- ▶ Leadership-Based Opportunities
 - ▶ Rotating section leaders
 - ▶ Student leadership
 - ▶ Ensemble Program



Choral Leadership Council



COMMUNITY



Dustin Ousley, DMA
dousley@coker.edu

- ▶ Choral Retreat
 - ▶ Local or "in house"
 - ▶ One or two days
 - ▶ Musical & non-musical

- ▶ Social & Fundraising Events
 - ▶ Restaurants
 - ▶ Family Game Night
 - ▶ Karaoke
 - ▶ Coffee House Jam



COMMUNITY

- ▶ Give students a VOICE!
 - ▶ Rehearsals
 - ▶ Administrative
 - ▶ Google Forms
 - ▶ Kahoots
 - ▶ Leadership opportunities
 - ▶ Make space



What do you do in chorus?

Who should or can do it?

Why is it worth doing?

THANK YOU!

Becky Marsh

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You can find these slides as well as
other supplementary materials
on my website.

I'd love to chat!