

# **Strategies for Maximizing Recruitment**

**Friday, February 15, 2019**

**11:30AM**

**Fresno Convention Center**

**Room 2015-2018**

**This session is designed to share with you strategies, tools and ideas on how to grow your program, regardless of socio-economic or environment from the inside out.**

# Finding your identity

**“You have to become the person you want to be and then the people who are attracted to that type of person will seek you out.”**

**-Dr. Mitch Casados**

- **Who are you?**
- **What are your values?**
- **You have to experience the lows to appreciate the highs?**
- **How do you reflect and apply it ?**
- **You are constantly evolving.**

**So why is your identity important?**

# Identity - Community

Do you know your community/culture?

- If you are new, go and learn as much as possible.
- Immerse yourself in everything, from downtown activities, parades, rodeos, anything...
- Get to know who you serve! Each community is different.

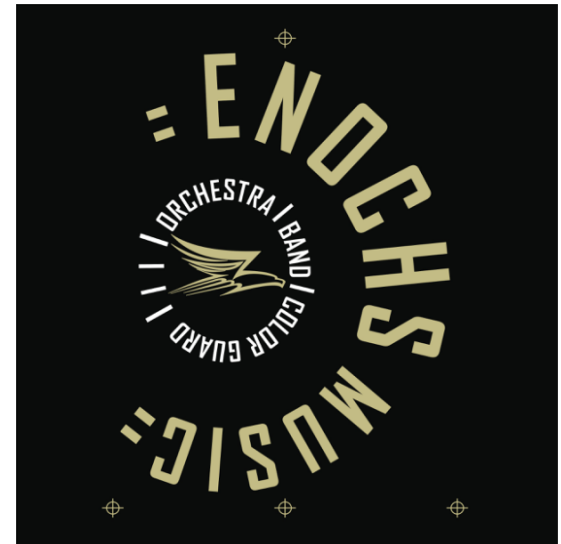
**Why is it important to know your communities identity?**



**Once you know who yourself and your community better, this is where the real strategies “work” to maximizing recruitment starts...**

- BRAND EVERYTHING!!!
- Understanding your community helps you brand your program.
- Everything from Semis, Apparel, Website, etc must have your logo
- Walking advertisement!
- Promote what you are trying to sell!

**Why is branding important to your program?**



## Short Term vs. Long Term

Dr. Shelley Jagow once said

**“It takes 4 years to take over a program and the next 4 years to make it your own.”**

- Your program is the short term, once your students are there you enjoy the ride and keep the growth going.
- The real growth is long term! You must commit to being part of the community and investing into what you are about to receive.

## **“Start them young and raise them right”**

**In the words of Whitney Houston....**

**“I believe the children are the future, teach them well and let them lead the way.”**

**-If you are not happy with what you are getting, instead of complaining, look in the mirror and ask yourself what you can do to help!**

**-Elementary/Feeder Programs, Invest in them!!!**

- Clovis Music Academy
  - Why did I start it?
  - Find the right people to lead it.
- Partner with neighboring school for after-school music “ASES MUSIC”
- Relook and discuss if there are ways to restructure personal to gain maximum daily connections.
- Do events with your feeders.

# Face Time!

- **Concerts**
- **Build relationships! Feeder schools, Families, Parents, anyone!**
- **Community Events**
- **1 on 1**
- **Class Coverage, Skype, Skype with Class**
- **Students are the best recruiters**



# Be a servant-leader!

**“ It’s people and not programs” - Doc Buchanan**

A servant-leader focuses primarily on the growth and well-being of people and the communities to which they belong. While traditional leadership generally involves the accumulation and exercise of power by one at the “top of the pyramid,” servant leadership is different. The servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible.

**Think of any successful business! Why are they successful?**

***It’s the servant-leadership from the CEO -> Manager-> Shift Workers -> Customers***

- Empower everyone around you to do their absolute best.
- Realize that we all serve someone.
- Ask questions such as “Is there anything I can help?”
- Most importantly, acknowledge the good work people are doing and mean it with all of your heart.



# Involve Your Students in the Process

- Flyers, Social Media, etc.
- Most Likely List
- Videos

**Clovis High School Golden Cougar Marching Band**

**About the Marching Band - CHS1005**  
The marching band is made up of three sections- Hornline, percussion, and color guard.

The CHS Golden Cougar Marching Band is one of the most prestigious marching ensembles in the Central Valley. Last year the band placed 1st in all marching competitions and finished 2nd at the WBA Championship Competition. The Golden Cougar Band competes in a field show format, performing music while marching in complex formations on a football field. It's exciting to watch and rewarding to march!

The band rehearses approximately 11-12 hours a week and participates in about 6-7 competitions throughout the fall semester, in addition to at football games.

**Is it Required?**  
To be considered for the Wind Ensemble or Jazz Band A, yes, unless you have a scheduling conflict that cannot be resolved. Students not interested in marching are still welcome to participate in the CHS concert band programs. However, students who DO march will become better players almost instantly. We promise you will have the time of your life!

**Who can do it?**  
EVERYONE can march. We teach you everything from how to hold your instrument, to playing and moving. All you need is a desire to do well, have an open mind to accomplish your goals, and good grades!

**Can I do Marching Band and a Sport?**  
Winter and Spring sports are very easy to work with, however fall sports are a little tougher, since we all practice around the same time. We do our best to ensure that you have the best experience possible in both activities. Some conflicts will arise, and when something conflicts we default to the school's extra-curricular policy.

**Questions?**  
Contact Mrs. Rocha Lozano at [clovishighband@gmail.com](mailto:clovishighband@gmail.com)





**Why should I join the Clovis High School Golden Cougar Marching Band?**

**CHS Band Culture Statement**  
Our personality is defined by confidence, devotion, and compassion. We have the drive and determination to use our opportunities to the fullest and exceed our potential. We are a diverse group of accepting individuals that pull together to ultimately create a large family. The fun we have is enjoyed frequently in ways that are inclusive and positive for both individuals and the collective program. Hard work and dedication allows us to grow closer, have fun, and make lasting memories.

**Think About It!**

- Get your Elective PE AND Fine Art Credit by being in band.
- By the first day of high school you will already have 160 friends.
- You get to be a part of the largest student organization on campus.
- Studies indicate that music education dramatically improves a student's ability to solve complex math and science problems.
- Everyone has a chance to earn a varsity letter since everyone is a starter!
- You get to travel with your friends and eat fantastic food!
- We win a lot of trophies!

**"We're extremely fortunate to have a program of this size and quality at our school. The band at Clovis High has a first class reputation throughout California. It's a great opportunity, don't miss out!"**  
- Cedrick Ramirez, Clarinet member

**"This is a once in a lifetime experience- you can't get these feelings in any other high school activity! It's amazing how much it changes you- I used to be very shy, but the program has changed that."**  
- Shannon Yang, Flute

**Questions?**  
Contact Mrs. Rocha Lozano at [clovishighband@gmail.com](mailto:clovishighband@gmail.com)







# The Worker Bee...

Scott Lang once said “In order for the Queen to survive, she must rely on her worker bees to gather her honey, without her bees, she will die.”

- Your team of teachers, K-12 are your worker bees. Don't kill them, work with them and they will give you so much more in return.
- Listen to their needs and see how you can help them, empower them.
- Growth happens from the bottom up, just like a family.
- People need to know that you care.
- Kids don't care how much you know until they know that you care.
- It's not a competition, it about people and growth.

# Creating Buy-In

- **Definition of “buy in”:** The surrendering of yourself for the greater good of the teams’/organizations’ success. - Coach Kevin Sutton
- **Starts at the top and has to be modeled.**
  - Teachers=Yes
  - Students=ABSOLUTELY!
  - Just like with recruiting, your students make the best models for this.
- **Motivational Speakers, Camp for Leaders or Praising your students.**
- **Being a student isn’t easy**
  - “You either buy in or you get bought out”!
- **“Buy in” occurs when the teacher allows the students to help in the process of creating a culture.**
  - Handbook
- **Finally, “buy in” is more than cute quotes. “Buy in” is a mentality, it is a belief; it is the core and fabric that allows great things to happen collectively.**

## **In Closing...**

**We all have similar tricks and strategies for recruiting and can pick up new ideas yearly, however at the end of the day, the way we view ourselves and value each other will determine the growth of everything you do!**

**Work on yourself, your values, serve others first, and watch your garden grow.**

Questions? Want to continue discussions?

CONTACT US AT:

PHIL VALLEJO AT [PHILVALLEJO@GMAIL.COM](mailto:PHILVALLEJO@GMAIL.COM)

ESMERALDA ROCHA LOZANO AT

[EZZYLOZANO@GMAIL.COM](mailto:EZZYLOZANO@GMAIL.COM) OR [CLOVISHIGHBAND@GMAIL.COM](mailto:CLOVISHIGHBAND@GMAIL.COM)