

Recruitment and Retention: Demystifying Strings for Students, Families, and Communities

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BIG PICTURE – DIGITAL COLLAGE

Prompts

- Where do most people first see or encounter a string instrument?
- What types of ensembles are they familiar with that feature string instruments?
- How does mass media portray string instruments and or string music education?
- What did your family or hometown (or the place that you were first introduced to a string instrument) value about string instrument access?
- What does your current community value about string instrument access?
- How is that different than the value of music education?
- Others?

Benefits/Values Music Education

<https://www.theorchestrace.com/music-education-advocacy/20-important-benefits-of-music-in-our-schools/>

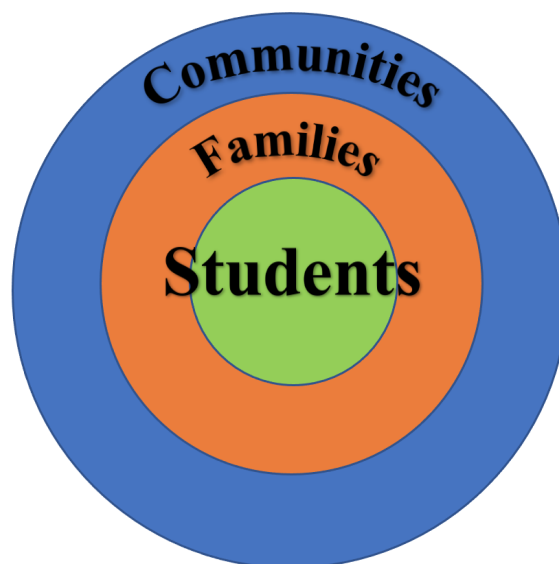
Benefits/Values of String Music Education

ASTA: Celebrate Strings: <https://www.astastrings.org/site/advocate-for-strings>

Gillespie: The Importance of Strings - <https://www.youtube.com/watch?v=pHDzczOIEkM>

Self-Reflection

What are you communicating are the VALUES of STRING MUSIC EDUCATION?
HOW?
WHY?



Simon Sinek (2011), *Start With Why: How Great Leaders Inspire Everyone to Take Action*

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

The Golden Circle

WHAT

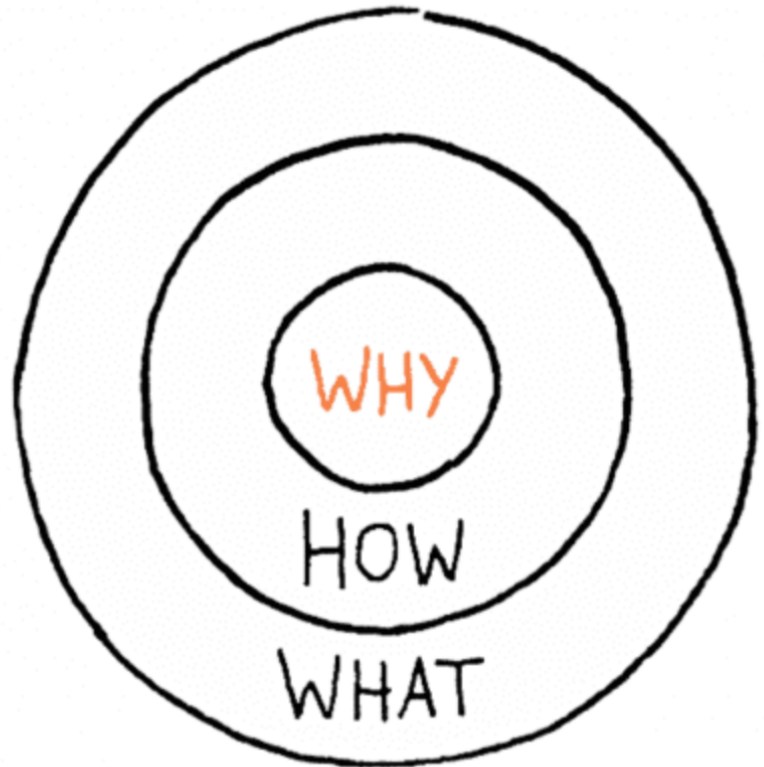
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



<https://www.smartinsights.com/digital-marketing-strategy/online-value-proposition/start-with-why-creating-a-value-proposition-with-the-golden-circle-model/>

What are the tangible ways that you can promote value for string music education and investment in your programs? Where do you meet your COMMUNITIES? FAMILIES? STUDENTS?

- **Communities**
- **Families**
- **Students**