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The Full Experience

The Core of Recruiting

“I’ve learned over the years that, when you have really good people, you don’t have to baby them. By expecting them to do great things, you can get them to do great things. ”

—Steve Jobs

What Recruiting Isn't

- ❖ Being the “cool” teacher (defined by an adolescent)
- ❖ The repertoire is not a panacea. A master teacher can sell kids on ANY repertoire. No genre, time period or composer will save you. (Resist the urge to pander to your students.)
- ❖ Fun games, bribes, trips, non-singing activities, free days etc. These are gimmicks that provide short lived benefits at best.
- ❖ Taking ideas from Facebook and plugging them in. Good chance you're missing lots of context.

Well, what is it then?!

You. You are your most crucial recruiting tool.

Start With the Mirror

- ❖ Are you teaching the music that you can confidently and passionately deliver?
- ❖ Are you confident enough in yourself to BE yourself in front of your students? (More on this later.)
- ❖ Are you building relationships with individual kids in such a way that they feel valued?
- ❖ How diligently are you working on your own pedagogy, and most importantly your own musicianship?
- ❖ How intently do you craft your advocacy message for your program to the necessary audiences? (Potential students, current students, parents and administration)

“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

–*NOT Aristotle*

Be Excellent

- ❖ And expect your students to be excellent. The BIGGEST recruitment tool of all is competence. When your students feel powerful, competent and worthy in your class, they are more likely to come back.
- ❖ Excellence defined by YOU within YOUR environment and with YOUR resources
- ❖ Pursue the professional development that pushes you.

- ❖ Your musicianship level matters. It is your trade, your craft and your product. Even young kids can smell it when their teacher is struggling. Work on it. Like, forever.
- ❖ Students are more likely to want to participate in an activity when they perceive it as “good” or high quality. The basketball team has a lot less trouble recruiting after they win the state championship. You have a product to sell. Make it quality.
- ❖ Not every program needs to look or sound the same to be successful. Are you a show choir? A jazz choir? A pop a cappella group? Great! These principles apply across the choir world.

Be Yourself

- ❖ Only an authentic presentation of oneself can lead to authentic relationships.
- ❖ This took me 3-5 years to turn this corner. Once I started showing my students the real me, the relationships followed and flourished.
- ❖ Take an interest in your students as unique humans. They will reciprocate.



Be Visible

- ❖ In 2021 a social media presence matters. Not because your colleagues need to see, but because your stakeholders do.
- ❖ Are you an active presence in your community? In your school? You can leverage this when your program needs help.
- ❖ Basically, be indispensable.

The tangential

- ❖ The way you grade. (Choralosophy Episode 18, 21, and 69)
- ❖ Anti-Fragility (Choralosophy Episode 19)
- ❖ Let the music speak to them.

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