



Elementary Orchestra Recruitment Plan

Purpose: To provide a “virtual presentation and invitation” to 5th grade students to join the elementary orchestra program.

Timeline of Actions

Week One - August 31-September 4

Arts Ed. Admin. Team:

- Develop recruiting video and virtual parent materials for 5th grade orchestra recruitment.

Weeks Two & Three - September 8-18

Arts Ed. Admin. Team:

- Complete and post recruitment video, online parent letters, and virtual parent night links on the CCS Arts Ed. web page.
- Submit a News Release announcing the Orchestra Recruitment Plan of Actions to the Communications Dept. for posting on the CCS Web page.
- Complete Plan C Virtual Orchestra schedules for teaching elementary and secondary classes.
- Create Parent letter #2 to confirm their child’s registration in the elementary orchestra program. This letter will include information about instrument rental and Parent Night Google Meets per district.
- Share the proposed 5th grade recruitment plan with orchestra teachers.

Orchestra Teachers:

- Contact elementary principals at their assigned schools to work with them to **schedule a time during Week 3** to join the google meet of each 5th grade class to present one 15 minute “virtual session” to explain the orchestra program and invite students to join.

- Continue teaching secondary orchestra classes

Week Four - September 21-25

Arts Ed. Admin. Team:

- Request elementary principals post on their school websites the Parent Letter #1 and email Parent Letter #1 to 5th grade parents.
- Post on Arts Ed. web page a list of elementary schools with links to orchestra teacher names and emails.

Orchestra Teachers:

- Meet virtually with each 5th grade class at his or her assigned elementary schools to:
 - a. introduce themselves as the orchestra teacher;
 - b. present the orchestra recruiting video that explains the program and each instrument offered;
 - c. answer questions about the program and next steps to get started.
- Continue teaching secondary orchestra classes

Week Five - September 28-October 1

Arts Ed. Admin. Team:

- Share with elementary principals and orchestra teachers gathered student registration data for orchestra.
- Email Parent Letter #2 to parents who have registered their children.

Orchestra Teachers:

- Attend District Orchestra Parent Google Meets as assigned.
- Selected Orchestra teacher will lead the session by welcoming parents, sharing a brief google slide presentation about the orchestra program, steps in renting/purchasing instruments, and then staying online to answer questions.
- Set up elementary Canvas courses.
- Continue teaching secondary orchestra classes

Week Six - October 5-9

Orchestra Teachers:

- Start teaching elementary classes (virtually).
- Continue teaching secondary orchestra classes.