

RESPONSE #116673779 SUBMITTED ON 08/26/2018 02:57:01 PM

Recruitment and Retention

Applicant Information


First Name	Sheldon
MI	S
Last Name	Frazier
Applicant's Role in Program	Director/Teacher
Email Address	sheldon.frazier@cobbk12.org
Phone Number	8033970195
Where did you hear about Music for All's Advocacy in Action?	Music for All's Website

Program Information

School District	Cobb County
Program Name (e.g. _____ High School Choir, etc.)	North Cobb High School Band
School Name	North Cobb High School
Program Director/Teacher Name	Sheldon Frazier
School (or Central Office) Address	3400 Old Hwy 41
Program Website	www.nchsband.com
City	Kennesaw
State	GA
ZIP	30144

General Information

For which award are you applying?	Outstanding High School Recruitment Program
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Title of Project/Submission

North Cobb Recruitment Program

Please provide a descriptive overview of the project.

The purpose of this project is to maintain a strong connection between the North Cobb high school band and its feeder music programs in the district cluster through community engagement, outreach, and music collaboration.

Who is the target audience for this project?

The target audience for this project is every student within the North Cobb High School feeder pattern. This includes Awtrey and Barber Middle, Big Shanty and Acworth Intermediate, Baker Elementary, along with Kennesaw and McCall Primary schools.

Finance/Budget

What was your overall budget for this project?

1500.00

How did you use your budget for this project? Please include specific line items and expenditures.

The bulk of expenses goes towards 8th grade night. Every student enrolled in feeder 8th grade band and dance programs is invited to join the high school band for a Friday night football game. Cost for students is \$7 to participate in the event. We use the money allocated in the budget to pay for the dinner for students, a catered meal for the directors, t-shirts, and promotional material.

File Upload

No answer given

Impact/Success

Is this a new or recurring project?

This is a recurring or ongoing project.

How did you update/change this project from its previous occurrence?

In addition to the annual 8th grade night, we have added a weekly video that recognizes outstanding middle school musicians. Each week, a student in our feeder middle school bands is nominated by their middle school band director and featured in a video shoutout from the high school Wind Symphony. These students can come from the 6th, 7th, or 8th grade. Each "player of the week" also receives a free t-shirt from our band boosters.

How did you measure the success/effectiveness of this project? Please provide specific examples of measurable results. If this is a recurring project, please explain how any changes made to the project this year impacted its success/effectiveness.

The effectiveness of the project is measured by the percentage of students that continue into the high school band. North Cobb High School has an enrollment of 2,900 students, with approximately 350 involved in the band program. We currently achieve between 80-90% retention between 8th to 9th grade band.

What advice would you give to someone who is looking to replicate this project in their own community?

For 8th grade night, one of the feeder middle schools buses the kids over (they present it as a band field trip), and the other middle school is within walking distance from the high school campus. The "player of the week" videos are easy to make. It takes about 30 seconds (not including outtakes). A student leader uses his phone and the same template to create each video. Our elementary school partners are always excited to allow the high schools to play and support in any way. North Cobb band students go "Classroom Christmas Caroling" alongside our middle schoolers and also hand out North Cobb Band pencils to elementary students before a big test and on the first day of school.

Outside of these events, a HS director as well as student musicians travel to the middle schools to assist the MS directors in any way on a weekly basis. HS student musicians serve the middle schools by providing sectionals for beginning students and sitting in rehearsal with the 7th and 8th grade bands. We approach every recruitment activity as a way to support the middle school band program and enrich the experience for all students.

Supporting Materials

Link to Supporting Materials (video, social media, etc.)	https://vimeo.com/265732837 , https://vimeo.com/266387453 , https://vimeo.com/267928687 , https://vimeo.com/265732085
File Upload	8th grade night.jpg
File Upload	Pencil handout Acworth Intermediate.jpg
File Upload	Christmas caroling.jpg
File Upload	8th grade night schedule.docx
File Upload	Join Poster.jpg
File Upload	Brass Poster.jpg
File Upload	Drums Poster.jpg
File Upload	Guard Poster.jpg
File Upload	8thGRADEOPTION2BAND.png
File Upload	8thGRADEOPTION2BAND.png

Attached Files



8th grade night.jpg

<https://www.tfaforms.com/uploads/get/7a4101e3c1db344697aa19dffbf35282-8thgradenight.jpg> (<https://www.tfaforms.com/uploads/get/7a4101e3c1db344697aa19dffbf35282-8thgradenight.jpg>)



Pencil handout Acworth Intermediate.jpg

<https://www.tfaforms.com/uploads/get/c902bb4cf339450663e7cac231d4bad6-PencilhandoutAcworthIntermediate.jpg> (<https://www.tfaforms.com/uploads/get/c902bb4cf339450663e7cac231d4bad6-PencilhandoutAcworthIntermediate.jpg>)



**Christmas caroling.jpg**

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(<https://www.tfaforms.com/uploads/get/e6f277a43c1c439371c6d29d630263b6-Christmascaroling.jpg>)

**8th grade night schedule.docx**

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**Join Poster.jpg**

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**Brass Poster.jpg**

<https://www.tfaforms.com/uploads/get/dec129d7503bb7b41ce43e5c5dc75ef4-BrassPoster.jpg> (<https://www.tfaforms.com/uploads/get/dec129d7503bb7b41ce43e5c5dc75ef4-BrassPoster.jpg>)

**Drums Poster.jpg**

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**Guard Poster.jpg**

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**8thGRADEOPTION2BAND.png**

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