

Mission-Based Recruiting: Finding the Right Students for Arts Magnet

Summer 2009 SBDM Recruitment Subcommittee Summary & Recommendation

SBDM members from both the community and faculty should work with Principal Fraley to identify areas (if any) where SBDM can further support recruitment philosophy, implementation, and evaluation. The alignment between faculty and SBDM assessments of and recommendations for the school's recruitment process indicate that the following areas should be the focus of future improvement efforts:

- Communications
- Collateral materials
- Expanded opportunities for prospective students to build skills

Please see attached documents:

- 1) BTWHSPVA Recruitment Review by Principal's Council, May 12, 2009
- 2) BTW SBDM Recommendations for Student Recruitment, Spring 2009

B. T. Washington 2009 Recruitment Review by Principal's Council
May 12, 2009

What Worked – New

- Communications – Website, Postcards
- Stats and Academic Rating Sheets for Students
- Interviews with academic faculty involvement
- Luncheon for Middle School Fine Arts Faculty
- Audition Days – Volunteer support by parents and teachers from all departments; Program for Prospective Parents, and Food!
- Collaboration between PTSA, Guilds, SBDM, and Junior League
- Planning ahead

What Worked – Existing & Modified

- Open House
- Recruiting at H.S. Nights
- New student orientation (earlier in spring)

What Didn't Work

- Date changes made at the District level that created conflicts with UIL Competitions
- Recruitment rubrics not aligned with District expectations and curriculums

Ideas for Improvement

- Elementary and M.S. teachers at auditions and/or summer programs
- Better communication of specifics on what the school expects from potential students
- Check Driver's Licenses for address (proof of residency)
- Increase diversity of applicant pool (More Latinos accepted because more applied)
- Market job & scholarship opportunities in the arts
- "I want to go to BTW" pencils, t-shirts
- Go beyond traditional recruiting; charter schools, 3rd & 4th graders, etc
- FOLLOW SCHOOL MISSION

Topics for Further Discussion

- How to best accommodate students with disparate skill levels; "sparks" with talent vs. students with training
- How can B. T. Washington expect students to have learned what is NOT taught in Dallas ISD?

BTWHSPVA SBDM Recommendations for Student Recruitment Spring, 2009

BTWHSPVA has as its mission:

To provide intensive training in the Arts and Academics

BTWHSPVA has specific purposes and goals:

- To attract artistically gifted students from the Dallas community at large
- To prepare students for college/ university/ professional schools or for professional career entry
- To recruit and retain a faculty of academic and arts professionals which reflect a multicultural society
- To educate the whole child by fostering the development of perception, conceptualization, sensitivity, and creativity
- To provide a general education with an emphasis on societal, civic, and ethical responsibilities
- To coordinate the content of academic classes with specialized arts curricula
- To provide for continuity and upgrading of in-depth course offerings in each art area
- To provide an educational atmosphere which is conducive to the development and nurturing of creative artistic talent
- To develop the students' abilities so that they can express their ideas clearly and specifically within their chosen art form
- To maintain a close working relationship with the Dallas Arts District and the local arts community
- BTWHSPVA was created to provide a program of excellence in the arts. **The curriculum reflects a commitment to exemplary standards in both the arts and the academics.**

(From: <http://www.dallasisd.org/btw/index.htm>)

The Big Picture – recommendations for recruitment now and in the future

- The annual student recruitment process for B. T. Washington H. S. for the Performing & Visual Arts should reflect the mission, goals and core values of the school
- Collateral materials should project the professional image of the school, and be multifunctional as well as uniform in format and content

“Great Minds” Ideas – potential recommendations already applied to (or planned for) the Class of 2013

- Guide process by mission, purposes and goals
- Provide workshops to help candidates prepare for auditions or create portfolios
- Create opportunities for neutral administrator input in interviews (counselors, academic administrators)
- Enforce current academic requirements with few (if any) exceptions allowed and develop a clear policy for handling exceptions
- Upon admission, develop intervention plans for students needing academic or artistic remedial support
- Implement 9th grade orientation camp based on Integration of the Arts
- Develop student/parent contract to clarify student/parent and school responsibilities/ obligations

Long-term Recommendations for the Class of 2014 and Beyond

- Polish collateral materials and expand coverage on BTW websites as well as alumni and partner websites
- Develop speaker's bureau with student spokespersons/ambassadors from each cluster to support Sharon Cornell, and provide them with “on message” scripts to maintain consistency
- Involve parents to distribute materials in their communities, particularly through religious and civic organizations

- Involve partner organizations as agents for recruitment to identify talent throughout Dallas ISD
- Increase workshop capacity to help candidates prepare for auditions or create portfolios
- Utilize local alumni as well as juniors/seniors to help entering students acquire needed fundamentals
- Create assessment tools & procedures to review the recruitment/audition process annually

Challenges

- Cash and in-kind support for new and existing initiatives