

FOMO (Fear of Missing Out)

Retention strategies that keep students coming long-term

By Marie Lee, ©2023

Must Reads

- ♪ [The Dynamic Studio by Phillip Johnston](#)
- ♪ [The Savvy Music Teacher by David Cutler](#)

Group Music Opportunities

- ♪ Monthly performance/theory classes
- ♪ Monthly jam sessions
- ♪ Create performance teams, but invitation-only
- ♪ Unique recital locations and formats: What Music Means to Me, [Music Fans](#), Sharks in the Park outdoor recital, Halloween Street recitals, I Play with Lions, shopping mall
- ♪ [NFMC ensemble festival](#)
- ♪ Solo and ensemble recital format
- ♪ [Music escape rooms](#)

Community Building

- ♪ Photos! Photos! Photos!
- ♪ Private Facebook page
- ♪ Matching t-shirts
- ♪ Matching tote bags
- ♪ Wall of Fame posters
- ♪ Give community service: Play for Ukraine fundraiser, mall play-a-thon, Cold Cereal drive, nursing home performances, Lion Habitat
- ♪ LED sign
- ♪ Recognize birthdays: mail card, play in class
- ♪ [GRIT in the music studio](#)
- ♪ Recognize Mother's, Father's, Grandparent's Days
- ♪ "Bring a Parent to Piano Class"
- ♪ 4-week "Crash Course for Piano Parents"
- ♪ Summer group workshops/camps: composing, [bucket drumming](#), boomwhackers, bells, ensembles
- ♪ [Would You Rather](#) questions

Friendly Competition

- ♪ Sight reading, [scales](#), lead sheet, transposition, memorization, performing challenges
- ♪ 30-50-100 Days of Practice challenge
- ♪ [30 piece challenge](#)
- ♪ Badge boards, [digital](#) or physical
- ♪ Studio Olympics
- ♪ Summer bingo challenge

Mentoring

- ♪ Hire teen assistants for help in classes, private tutoring
- ♪ Pair up students for a composing or other project, mix up different levels, ages

Technology

- ♪ [NinGenius app](#) theory challenges (notes, fingerings, key signatures, sight reading) – supports multiple instruments
- ♪ [Tonara](#) chat, secret messages
- ♪ Online masterclasses with renowned teachers

Other Resources by Marie

- ♪ [Group Teaching Blueprint](#)
 - ♪ [How to Teach a Group Piano Class](#)
 - ♪ [Marie Never Wanted to be a Piano Teacher](#)
 - ♪ [Group Piano: What it IS and What it ISN'T](#)
 - ♪ School website: www.musicalityschools.com
 - ♪ School Facebook page <https://www.facebook.com/MusicalitySchools/>
-