

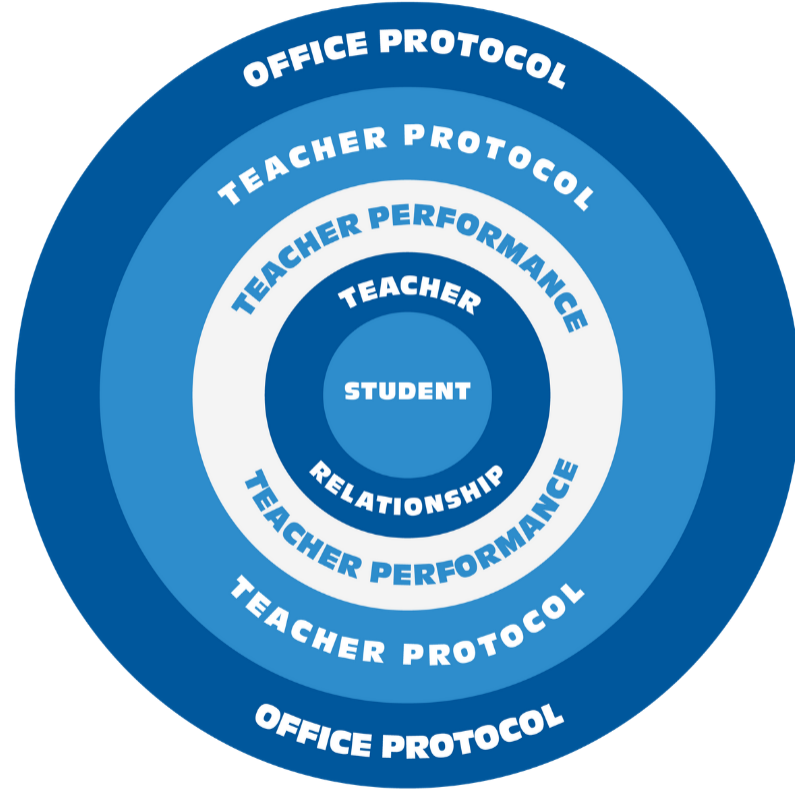
FREEWAY MUSIC - DON RUSSO

**TACKLING THE 7
MOST COMMON
REASONS
STUDENTS QUIT**



**LAYERS THAT
INSULATE STUDENTS
FROM QUITTING**

QUITTING



QUITTING

QUITTING

LAYER ONE

TEACHER RELATIONSHIP WITH PARENT + STUDENT

- Personality
- Team Players
- Mentors
- Longevity
- Attitude ****NEVER GIVE UP ON A STUDENT****



LAYER TWO

TEACHER PERFORMANCE

- Communication
- Consistency
- Opportunities
- Catering the curriculum to fit the students' needs
- Making it Fun!
- Motivation: Rewards systems, practice challenges
- Teacher Evaluations | Accountability



LAYER THREE

TEACHER PROTOCOL FOR EXITS

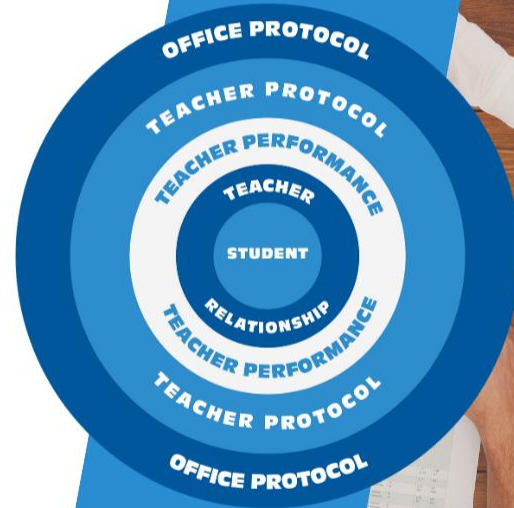
- Relationship + Good Performance = TRUST
- TRUST = Parents listening
- Train your teachers on the appropriate protocol for each of the most common reasons students leave (addressed in detail later).
- The teachers (SHOULD) have established the relationship with the students and earned their trust through performing well. Thus, they should be trained well enough and be first line of defense.



LAYER FOUR

OFFICE PROTOCOL FOR EXITS

- Office uses the appropriate protocol and attempts to step in with a solution.
- Missing Layers = Quicker Path To Exit



Regardless of their reason, DO...

COMMUNICATE

- Time is of the essence.
- Teacher should be first to respond
- Phone calls go a long way (speaking is better than email).

DISCOVER

- Exit Forms
- Mine down to the core of the issue. (Teachers SHOULD be able to do this best because they SHOULD have built a rapport with the client
- Ask questions

LISTEN

- Let the parent do the talking
- Some parents want to be talked off of the ledge (MANY of them are just having a bad day / it is a knee-jerk reaction).

ADDRESS

- Lead with empathy
- Don't "Roll Over"
- Use the appropriate protocol for the reason(s) that they give
- Don't be too pushy.



REASON #1

**THE STUDENT IS GETTING TOO
BUSY WITH OTHER ACTIVITIES...**

(SPORTS, CLUBS, DANCE, BAND,
KARATE, KNITTING, QUIDDITCH, ETC)

REASON #1

OTHER ACTIVITIES

- Voice support for well-rounded students
- Show flexibility
- Continue engagement
- Compare time commitments
- Take the pressure off
- Work together



“

REASON #2

THEY ARE JUST **NOT PRACTICING**
ENOUGH...

I AM JUST **NOT PRACTICING**
ENOUGH...

REASON #2

NOT PRACTICING | CHILD

- Expectations
- Organization/Schedule
- Use the word "Play"
- Exposure and Inspiration
- The "Clicking Point"

NOT PRACTICING | ADULT

- Put on the brakes
- Expectations
- Weekly Opportunity to play and learn
- Inspiration - What makes them excited about music?



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REASON #3

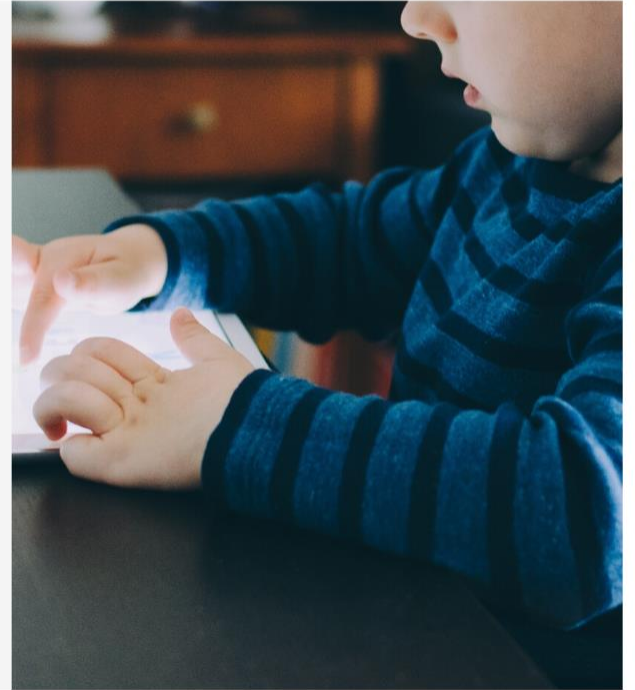
**THEY SEEM TO HAVE LOST
INTEREST IN LESSONS...**

(HARD TO MOTIVATE THEM TO
ATTEND/PRACTICE)

REASON #3

LOST INTEREST

- Change of approach / ask for an opportunity to adjust
- Ask what inspires them
- Are they plugged into performance opportunities?
- Would they benefit from a different teacher?



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REASON #4

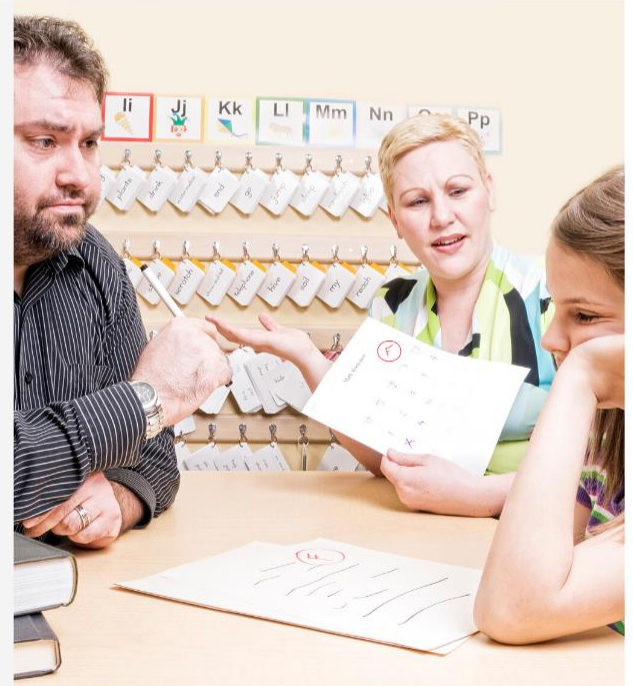
**THEY HAVE POOR GRADES SO
WE'RE TAKING AWAY LESSONS...**

(MEANS OF PUNISHMENT FOR
BEHAVIOR)

REASON #4

POOR GRADES

- Teachers are Mentors and Advocates
- Accountability
- Benefits of music on the mind
- Music could be a part of their profession



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REASON #5

**WE'RE MISSING LESSONS SO IT'S
A WASTE OF MONEY...**

(INCONSISTENT ATTENDANCE VS
COST)

REASON #5

MISSING LESSONS

- Video Lessons
- New Day/Time
- New Teacher



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REASON #6

WE'RE MOVING...

REASON #6

MOVING

- Skype, Zoom, FaceTime lessons
- Use virtual lessons while teacher is out of town or when the student is out of town so they are used to the idea.



“

REASON #7

**WE'RE HAVING FINANCIAL
ISSUES RIGHT NOW...**

REASON #7

FINANCIAL ISSUES

- Connect with local charities that support arts to help out people in times of need
- Can your studio set up a scholarship?
- Fundraiser or % of your Showcase Fees to support your scholarship?



MAJOR TAKEAWAYS



Hire the right people.



Train them well.



Learn and address the layers of accountability.



Familiarize your staff with the seven common reasons students quit.



Communicate, Discover, Listen and then Address the issue.

REACH OUT!



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