

## **ABSTRACT**

**DISSERTATION:** Perceptions of Studio Based Music Teachers Regarding Recruitment and Retention of Students

**STUDENT:** Timothy Van Cleave

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The purpose of this project was to examine the perceptions of private studio-based music teachers regarding recruitment and retention of students. Gaining insight and understanding into the careers of private studio-based music teachers is a way to help practicing teachers and educate students who aspire to have a similar career path. Research questions included: (a) How do students and teachers become acquainted with one another? (b) What strategies do private studio-based teachers use to attract students? (c) What factors impact the effectiveness of recruitment and retention strategies used by private studio-based music teachers? (d) Why do students choose to begin privately studying music? (e) Why do students discontinue lessons?

Ultimately, private studio-based teachers were found to rely on many factors and phenomena to help them recruit new students. Word of mouth, location, reputation, presence in schools, and performance were discovered to be common attractions to potential students. After a student began lessons the following aspects impacted the retention period: Enjoyment or fun, achievement, teaching methods, distractions, parental involvement, and the teacher's perception of retention.