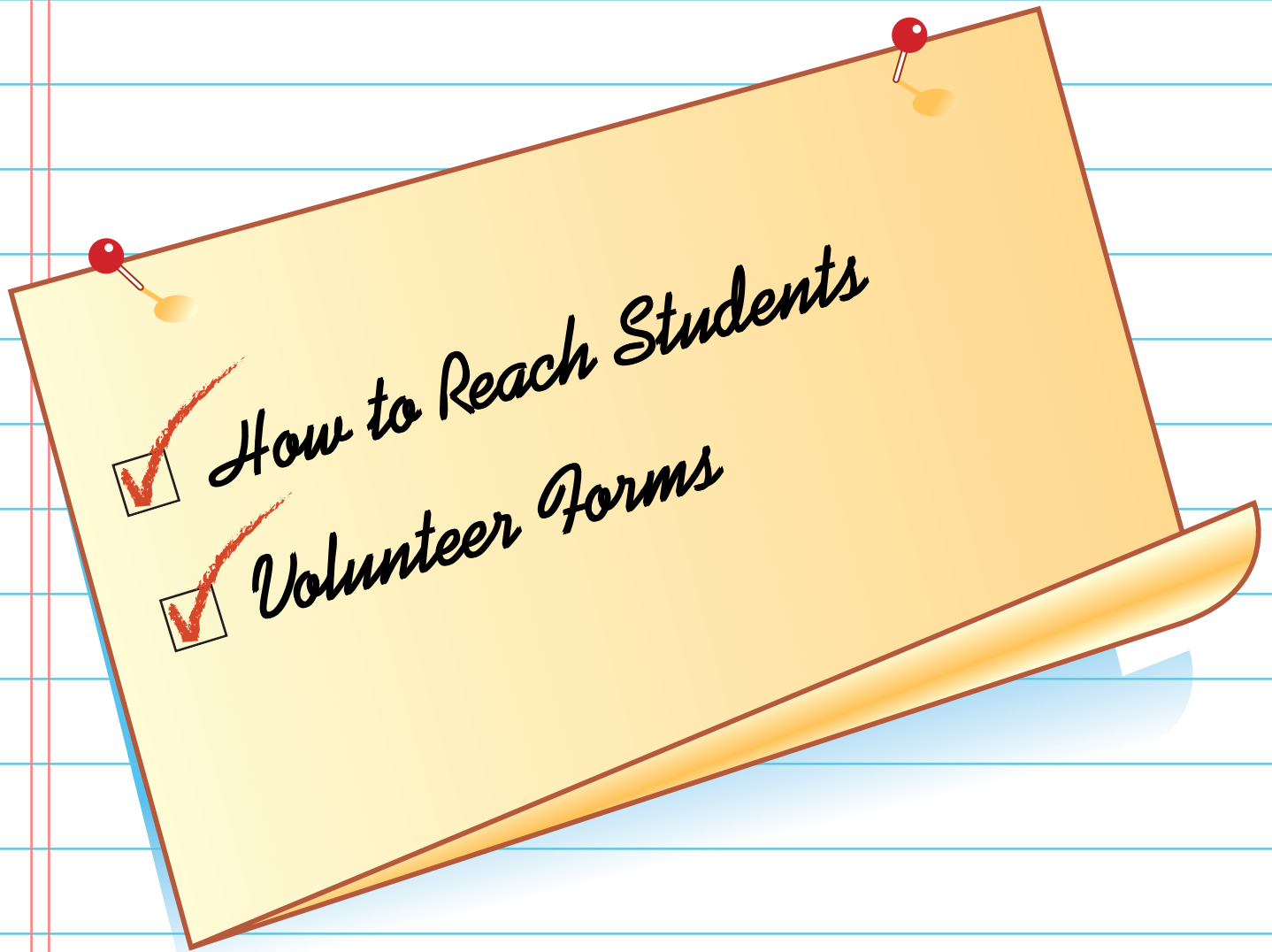


# III. Student Recruitment



**Get Your Message Out!**

*Gaining Recognition for your Adult & Community Education Program*

W

hen focusing on recruitment, the most important question is "who is the target audience?" Once this question is answered, marketing efforts can turn to effectively reaching pre-determined groups with specific recruiting materials.

✓ *How to Reach Students*

There are several ways to reach a target audience. In Adult and Community Education programs, this audience is most often potential and current students. Most methods utilized by ACE programs don't require a large budget, but can produce significant results.

**Newspaper Insert**

This is an effective way to reach a wide segment of the community.

- Inquire about a local newspaper's costs and procedures for placing an insert about an ACE program or initiative in the paper.
- Confirm the newspaper's limitations – each paper's rules are different. An insert can be a flyer or a newsletter.

**Student Letters**

- Send letters to former ACE students who did not complete the program.
- Send letters to current students about upcoming classes or new programs.
- Distribute congratulatory letters to newly registered students and/or program graduates.
- Identify students who are continually absent from ACE programs. Send a letter saying the program has missed them and ask if the organization can help get them back on track. Include a contact number.

**Flyers**

- Design a flyer with tear-off contact numbers. Interested parties can take the information with them and call for details at their convenience.
- Include a flyer or brochure in the electric or phone company's monthly statement. Depending on the size of the city or town, it may be necessary to produce several hundreds or thousands of copies.
- Place flyers in grocery stores, libraries, beauty parlors, barber shops, laundromats, convenience stores and other local businesses.
- Contact local discount and/or grocery stores to inquire about putting flyers in grocery bags for a specified amount of time.
- Place flyers or signs in city buses (with prior permission) to reach potential students, as well as increase awareness about the organization throughout the community.

**What other ways can you think of to increase student enrollment?**

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**Direct Recruitment**

Have members of the organization’s staff serve as recruiters, or call on reliable, well-informed volunteers to help.

- Contact students who did not complete the ACE program. Encourage them to return to class.
- Pass-out flyers at grocery stores over the weekend, visit retirement homes, PTA meetings and school open houses and local stores.
- Consider setting up a table up at a local mall with organizational displays and program information.

**Scholarships**

Give a scholarship for free GED testing or other paid certification.

This can be done in a number of ways:

- Award the top students in an ACE graduating class.
- Make sure to advertise the winners in newsletters and local newspapers.
- Award at least one scholarship each semester. This will motivate students, especially those who may have trouble paying for the GED test.



**Do you have any other scholarship ideas?**

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**Giveaways**

Giveaways are a budget consideration. However, if money is available to produce bumper stickers, refrigerator magnets, bookmarks, etc., they are an effective means for getting an organization’s name out into the community.

**Churches/Misc. Organizations**

Many local churches or community groups permit other organizations to submit short articles about local programs (including contact information) for use in their newsletters or bulletins. This is a good method for reaching a large amount of people at one time. If asked, many organizations will accommodate a request to run the article for an extended period of time.

**Interest cards**

Many organizations mail postcards to gauge program interest.

- Consider using volunteers to distribute the cards by hand.
- If possible, use self-addressed postcards.
- Ask questions that will help build a potential student database (address, name, etc.)
- Ask recipients if they want to receive specific materials, and identify particular areas of interest.

**List FIVE ways to market your program.  
Use the above suggestions or come up with your own.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

 *Sample Volunteer Form*

This sample can be found as a template on the CD-ROM accompanying this manual.

**(ORGANIZATION LETTERHEAD HERE)**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Occupation:** \_\_\_\_\_

**I would like to help in the following areas:**

- \_\_\_ **Participate in Speakers Bureau (speaking to local business and civic groups about ACE)**
- \_\_\_ **Contact local business leaders with phone calls, letters, postcards and/or emails**
- \_\_\_ **Write letters to the editor of local newspapers**
- \_\_\_ **Participate in local Editorial Board visits on ACE issues**
- \_\_\_ **Write opinion articles for local newspaper's "My View" section**
- \_\_\_ **Appear on TV news/radio talk shows (morning and midday features interview segments)**
- \_\_\_ **Serve as a media spokesperson on matters relating to ACE.**

*Thank you for your support.  
We will be contacting you to discuss participation.*

**ADDITIONAL IDEAS OR SUGGESTIONS:**

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