

***WEI Effective
Practices for
Student
Marketing &
Recruitment***

**INTERACTIVE BREAKOUT SESSION
JUNE 10-11TH , 2024
1:00-11:45 PM
RIVER B**

PRESENTERS:

Dr. Akemi Bailey-Haynie, WEI Coach

RVC- Cierra Morris, WEI Director

WRC- Onie Riley, WEI Exec. Director

**SWIC- Angie Stewart-Brown,
Campus Site Director**

A large, irregular pink brushstroke graphic with a textured, hand-painted appearance. The word "Agenda" is written in a white, italicized serif font across the center of the brushstroke.

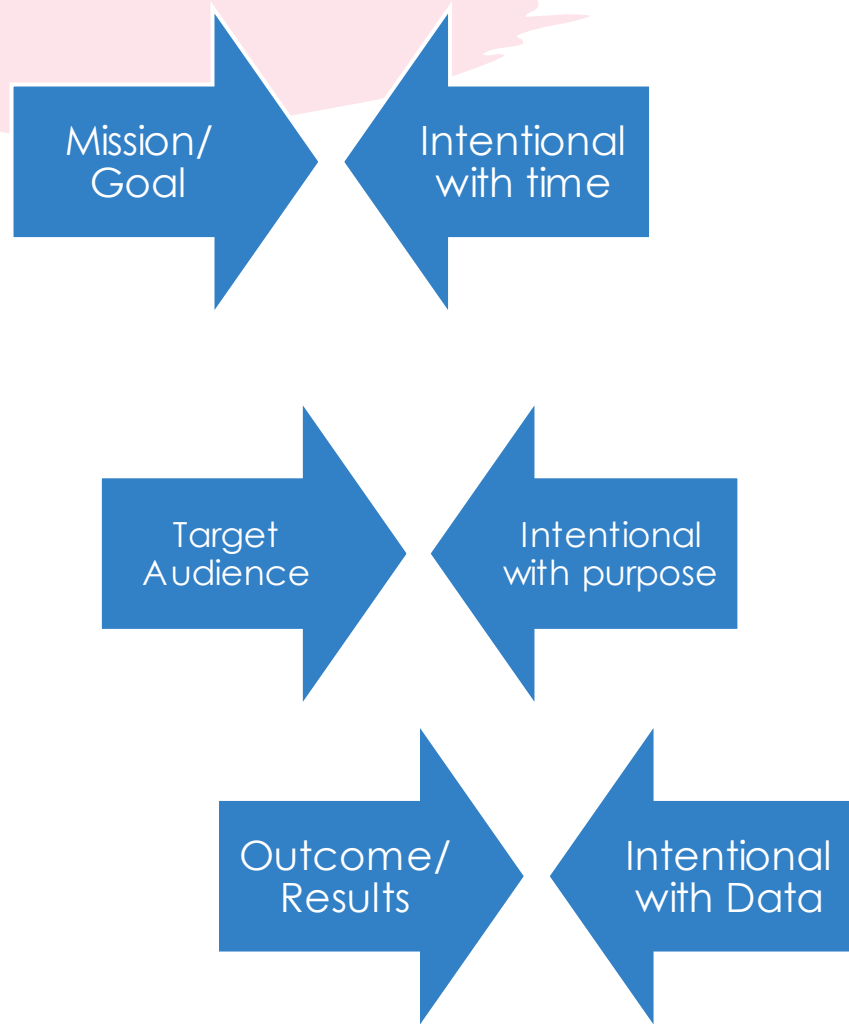
Agenda

- **Each College will present their Top 5 Best Recruitment & Marketing Practices**
- **Interactive Breakout Team Activity - 12 min**
 - Share your Colleges Best Practices & Brainstorm Together to Identify a few others- THINK OUTSIDE BOX
- **Reconvene Sharing Additional Collective Best Practices or Strategies**

Effective Practices for Student Marketing Recruitment

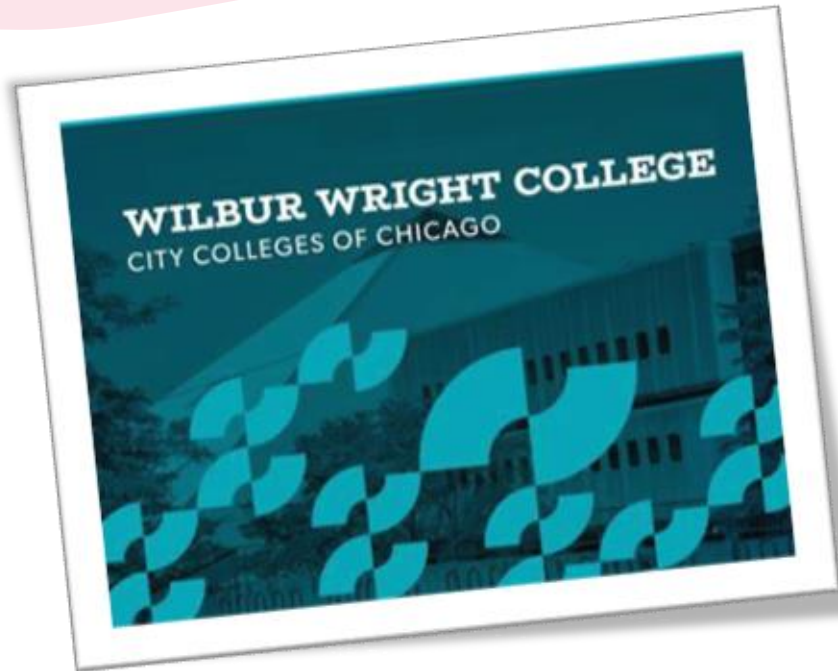


Effective Practices for Student Marketing & Recruitment



<ul style="list-style-type: none"> • Course catalog • Collaborative efforts • Value the wants/needs of internal departments 	<ul style="list-style-type: none"> • WEI information sessions • Student Orientation • Institution/ Department strategic plan
<ul style="list-style-type: none"> • Learn neighborhood zip codes • External Community Partners • Corporate leadership 	<ul style="list-style-type: none"> • Mass Mailing • Join Community Partner Committees • Attend Community Partner Events
<ul style="list-style-type: none"> • Disaggregated Data • Social Media • Reputation 	<ul style="list-style-type: none"> • Completion ceremonies • Success stories • WEI Life Coach and Exit Surveys

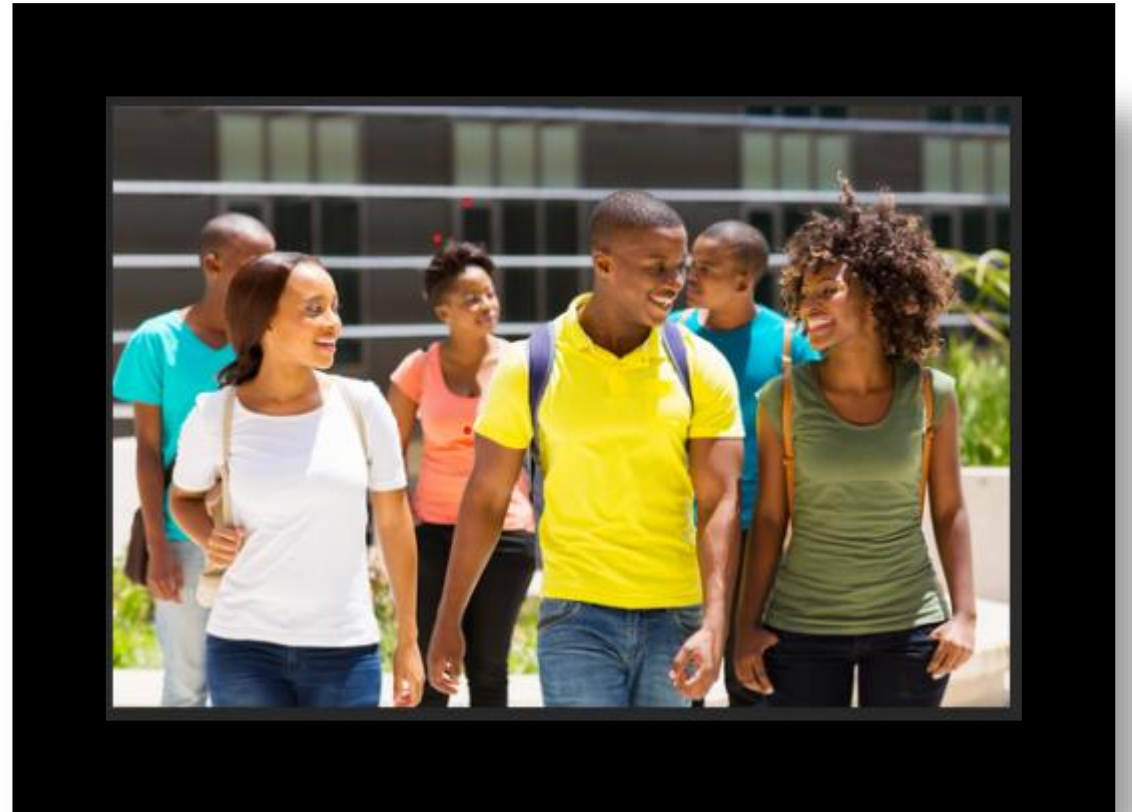
Outreach & Recruitment



- ❑ Focus our **efforts highly concentrated on the south and west sides of the city** where many young adults/potential students may be disconnected from the community and not connected to supports and services that they need to access.
- ❑ **Partner with 3 to 5 CBO's.** Some of these organizations do violence prevention work and have outreach teams that work with individuals and families within the community.
- ❑ Our **community partners can then vet** the participants and potential students.
- ❑ Attend team meetings with case managers, outreach workers present on WEI
- ❑ CBO's already working with individuals and many times may have already assessed them and know that they are interested in being on an educational pathway, this is where Wright's WEI program comes in at.

Top 5 Best Practices for Exceeding African-American Enrollment Targets

- To attract students to our programs, we utilize a variety of effective marketing tools. By strategically combining these tools, we aim to create a comprehensive approach that maximizes our outreach and effectively communicates the value of our programs to prospective students. Here's an overview of each tool and how it supports our recruitment efforts.



Word of Mouth

- **Targeted Community Engagement & Partnerships**
- **Description:** Establishing strong partnerships with local African-American organizations, churches, and community leaders.
- **Implementation:** Collaborating on events, providing educational workshops, and participating in community activities.
- **Impact:** Builds trust and strengthens relationships within the community, making education more accessible and tailored to their needs.



Social Media



- **Description:** Using platforms like Facebook, Instagram, and X (Twitter), to engage with prospective students.
- **Implementation:** Posting regular updates, success stories, program highlights, and interactive content. Running targeted advertising campaigns to reach specific demographics.
- **Impact:** Broadens our reach and engages students where they spend a significant amount of time, increasing the likelihood of attracting their attention.

Outreach

Culturally Relevant Marketing & Outreach

- **Description:** Developing marketing materials and outreach efforts that resonate with African-American culture and values.
- **Implementation:** Featuring success stories of African-American students and alumni, using culturally relevant imagery and language in flyers, social media campaigns, and advertisements.
- **Impact:** Creates a sense of belonging and relevance, encouraging more African-American students to consider and enroll in our programs.



College Fairs



- **Description:** Participating in educational fairs and expos.
- **Implementation:** Setting up booths at local and regional college fairs to present our programs to high school students, parents, and educators. Providing informational materials and answering questions on the spot.
- **Impact:** Allows for face-to-face interaction with a large number of potential students, providing an opportunity to make a memorable impression and address any inquiries immediately.



Additional Marketing & Recruitment Ideas from the Symposium

- Graduations has helped some colleges complete next semester enrollment
- Open House Events w/CBOs & Employers
- Newsletters shared via email & mailings w/students, community partners & employers
- Join Industry & Community Advisory Boards
- Featuring Students in Quarterly Brochure

Additional Marketing & Recruitment Ideas from Symposium

- Apprenticeships
- Bus Stations, Salvation Army, Unemployment Office, Church & Half-Way Home Visits
- Host High School Senior Conference at the College
- Involve Parents & Black Community Leaders (Intro CTE & 3+1)
- Employment Partnership Coordinator- (Attend all advisory Mtgs. & Target incumbent workers)

Additional Marketing & Recruitment ***“OUTSIDE THE BOX”***

- Wrap CDL Trucks with Student Faces
- One-Stop Shop Enrollment Days
- Local Radio, Media, TV & Radio Podcast
- Commercial AI (algo...YouTube, etc.)
- High-Schools- add After School Certification
- Invite CBOs for Group Campus Visits- Partnering with Year Long Scheduling- (Students share Success Stories)
- Back to School Summer Picnics with open Registration

Additional Marketing & Recruitment ***“OUTSIDE THE BOX”***

- Mardi Gras, Cinco De Mayo & Juneteenth Recruitment Days
- RV Mobile & Advertising Events
- Tik-Tok- “A Day in the Life...!”
- Brand Ambassadors
- Mobile Training Units for Healthcare
- Targeting Students Earlier with Signing Days
- NAACP- “Stay in School Programs”

Seth Godin, Founder & CEO Do You Zoom

“Marketing is no longer about the stuff that you make, but about the stories, you tell!”



***David Beebe,
Founder & CEO
Storified Brands***

***“Content Marketing
& Recruitment is like
a first date. If ALL you
do is talk about
yourself, there won’t
be a second date!”***

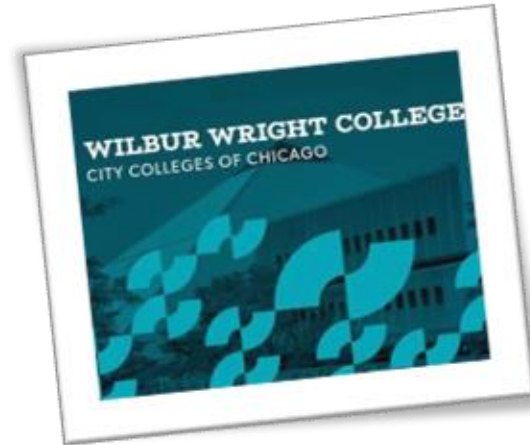


Thank You Team



Cierra Morris

WEI Director



Onie Riley

WEI Executive Director



Angie Stewart-Brown

Campus Site-Director

