Recruitment Strategies for Adult Education

PART ONE:

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Agenda

- A bit of evidence-based practices - EBP
- Hear from your peers - Joliet Junior College and South Suburban College
- Nod your head, scratch down a note, and smile
Three Part Series on Recruitment

FACEBOOK

TIKTOK AND YOUTUBE

GEOFENCING.
When recruiting learners, it is important to use multiple forms of media to market to family members and learners since the decision to enroll in an adult education program is often a family decision.

Use gender inclusive language, not gender neutral; you are actively seeking students of all genders.
Success stories matter...

Word-of-mouth marketing is a critical—and overlooked—part of recruitment!
Follow up with Students!

EMAIL STUDENTS FROM LAST SPRING

CALL STUDENTS TO CHECK IN

FOLLOW UP WITH SOCIAL MEDIA
Your webpage is the gateway to your program
IS your website...

- Intuitive?
- Accessible?
- Easy to Navigate?
- Designed and inviting for potential students?
Is there a clear place to go to get answers?
Does your program have a social media presence?
Hear from your PEERS!