ICCB
ADULT EDUCATION
MARKETING

Directing student to your programs.
MARKETING PLAN

Recruit - Retain – Rebrand
Adult Education is the Solution
Whether you are looking for extra support to pass your High School Equivalency test or are wanting to build your skill set to gain the interest of employers, Illinois’ Adult Education programs can help. With 81 programs across the state, there is sure to be a fit for your needs. Check out the tools above and let’s find a program that’s right for you!
Adult Learning Hot Line

People who want information about Adult Ed programs anywhere in the state can either call or text 800-321-9511.

Operators are available Monday-Friday, during business hours: 8:30 am - 4:30 pm.
What you can do to support this effort!

Complete the Program Directory Survey sent out by ICCB

Attend professional development on recruitment and retention
What can you do today!

- Participate and engage
- Increase your online presence
- Focus on customer service