



CAREER & TECHNICAL EDUCATION

Career Connected Learning
for All Students

*Recruitment and
Communication Strategies
Proven to Work for
Community Colleges*



Agenda

- Acknowledgements
- Overview
- Timeline
- Review of Brief
- Polling Question
- CTE Student Success Stories
- Resources
- Questions
- Contact Information

Acknowledgements

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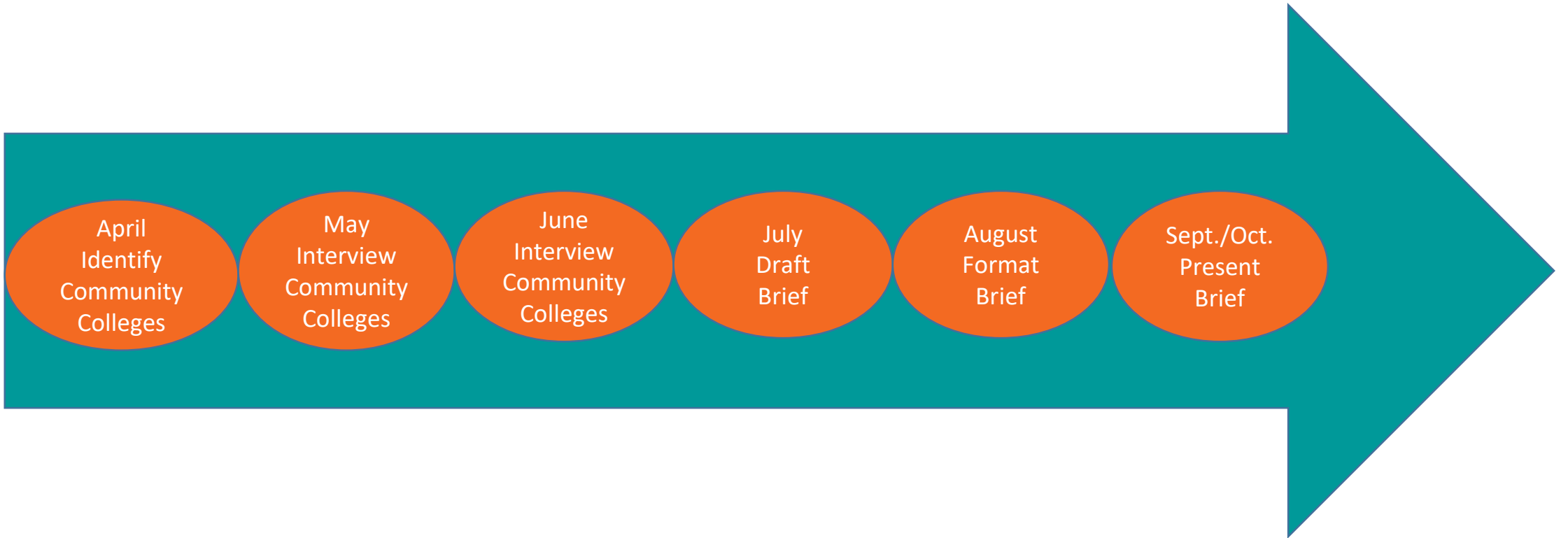
Overview

Overview

- Illinois Experienced Declining Enrollment
- Problematic Considering Skill Shortages – Healthcare, Information Technology, Manufacturing
- Stigmas and Misconceptions About Career and Technical Education
- Colleges Must “Rethink” the Ways to Communicate and Provide Outreach to Potential Students
- Exemplifies Selected Strategies for Recruitment and Communication Proven to be Effective in Enrolling Students

Timeline

Timeline



Review of Brief

Review of Brief

Strategies for Recruitment and Communication

- Many Strategies When Recruiting and Communicating
- Implement Simultaneously
- Persistence is Key
- All Students Want to Be Successful
- Be Kind, Sincere and Relatable

Review of Brief

Connect with Current and Potential Students

- Personal Connection
- Students Need to Know Services Are Available
- Interest Shown In Assisting Students to Overcome Challenges Will Pay Off in Enrollment
- **Activities**
 - E-Mail Students Enrolled Last Semester
 - Send Letters to Students Enrolled Last Semester
 - Call Students Enrolled Last Semester
 - Invite Potential Students to Events
 - Follow-up with Students that Attend Events

Review of Brief

Get Students on Campus

- Students Need to Feel Comfortable with Community College and Programs
- **Numerous Events**
 - Career Events for Elementary, Middle and High School Students
 - Manufacturing Day
 - Information Sessions
 - Competitions for Programs

Review of Brief

Reach Out to High Schools

- Students May Not be Able to Attend Events at the Community College
- Reach Out to Students so They Have Access to Program Information
- **Activities**
 - Train and Mentor Postsecondary Faculty
 - Information Sessions
 - Career Events
 - Advisors Register (CTE Staff as Advisors) Students
 - Faculty Relationships
 - Educate Counselors
 - Articulation/Dual Credit/Dual Enrollment
 - Certificate/Credential
 - Collaborate with Education for Employment (EFE) Regional Delivery System

Review of Brief

Engage Business, Industry and Labor

- Students Need to See Employment Opportunities
- Business, Industry and Labor Partners Engaged (Programs and Recruitment)
- Help Reach Non-Traditional Students
- **Assistance**
 - Hire Students
 - Work-based Learning
 - Refer Students
 - Provide Resources

Review of Brief

Build Your Network - Collaborate with Community Organizations and Agencies

- Build Your Network
- Be at Table with Community Leaders
- Present at Meetings (Opportunity to Create Beneficial Relationships)
- Many Community Organizations and Agencies such as:
 - Faith Based Organizations, Not for Profits, Economic Development Council, Workforce Investment Boards, Housing Authority, Minority Business Organizations, Illinois Department of Human Services, Public Aid, Local Water Department, Rotary, Kiwanis, Lions Club etc.
- Working with Organizations Provides the Ability to:
 - Target Populations in Poverty, Underrepresented, Mobile, First Generation Students, Those Without a High School Diploma, Women, Veterans, Ex-Offenders, African Americans etc.
- Students Need Additional Support to Ensure Equity for Success

Review of Brief

Build Your Network - Collaborate with Community Organizations and Agencies

- **Assistance:**

- Promote Program Through Mailings
- Table at Events
- Formal Agreements with Organization or Agency – Lay out what will be provided. Assisting with getting the word out about an information session regarding programs and the support that will be provided for the student while they are taking classes. These may include:
 - Housing/Shelter/Rent
 - Food
 - Childcare
 - Financial Aid
 - Mentoring
 - Transportation
 - Laptops
 - Hot Spots

Review of Brief

Join Forces with Communications/Media

- Students Need to Know About Programs
- Students Need to See Themselves in the Programs
- Work with Your Internal Marketing Department
- Many Ways to Share Program Information
- **Media Outlets**
 - Website
 - Brochures
 - Digital
 - Social Media
 - Television
 - Radio
 - Billboards
 - Newspapers

Review of Brief

Highlight Flexible Delivery of Programs and Support Services

- Students Need to be Able to Take Programs While Working, Caring for a Family
- Students Need to Know You Have Their Best Interest in Mind
- **Flexible Delivery**
 - Online Classes, Classes at a Variety of Times, Distance Learning
 - Programs Offered Where Targeted Populations Reside, Short Term Programs
 - Integrated Education and Training (IET) - General Educational Development (GED) and Career and Technical Education
- **Support Services**
 - Advisement and Counseling, Career and Employment Assistance, Financial Assistance
 - Disability Services, Tutoring, Remediation Assistance

Review of Brief

Recruiting During a Pandemic

- Recruitment Strategies Mentioned Are Virtual Now (On-Campus Events, Visiting High Schools, Tours of Programs and Businesses)
- Personal Connection with Students Even More Important
- The following are a few of the ways that community colleges are adjusting to this new normal:
 - Online Classes and Hybrid Classes
 - Provide Technology and Hot Spots for Students
 - Provide Online Support Services for Students
 - Virtual Orientation Sessions – Including Tours
 - Call Potential and Current Students
 - Social and Traditional Media to Reach Potential Students
 - Partner with Community Organizations

Review of Brief

Successful Recruiting Efforts Collect Data

- Collect Data on Recruiting Efforts Assist in Getting Results
- Measure Enrollment Trends, Student Headcount and Credit Hours Each Year
- Set Specific Targets for Recruitment Activities
 - Target Not Being Met for an Activity – Time to Implement Additional Strategies
 - For example: If you have a target of 10 students from 3 separate high schools to attend an open house, the responses should be monitored. If you have received at least 10 responses from 2 of the high schools and none from the third, then it is time to intervene with additional recruitment strategies.
- Successful Recruitment and Communication Strategies - Activities, Incentives, Programs and Partners Work Together
- Goal is to Assist Students - Obtain the Education and Skills to Enter Their Chosen Career Field

Polling Question

Polling Question

Have you found the information presented helpful in providing strategies to assist you in recruiting CTE students?

Yes

No

CTE Student Success Stories

CTE Student Success Stories

- The new Strengthening Career and Technical Education (CTE) for the 21st Century Act, Known as Perkins V, Provides the Opportunity for States to "rethink" CTE
- Illinois is Engaged in a Rebranding Effort
- The Illinois Community College Board CTE Division Requested Community Colleges Submit CTE Student Success Stories
- 13 Community Colleges Submitted 33 CTE Student Success Stories
- The Stories Are Being Compiled into a Single-Branded Collection
- The Collection will be Shared with Policymakers and the Public Throughout the State
- Goal is to Raise Awareness of the Necessity of CTE and the Boundless Opportunities in our Community College System

Resources

Resources

Successful Recruitment and Communication Strategies for Community Colleges Brief and CTE Student Success Stories

Illinois Community College Board Website at:

<https://www.iccb.org/iccb/>

Illinois Center for Specialized Professional Support Website at:

<https://icsps.illinoisstate.edu/>



Questions

Questions



Contact Information

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