Part Three: Recruitment Strategies for Adult Education

PRESENTED BY

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Agenda

A bit of evidence-based practices - EBP

Hear from your Adult Education peers - Moraine View Community College and Joliet Junior College

Nod your head, scratch down a note, and smile
Three Part Series on Recruitment

Facebook
Geofencing
TikTok and YouTube
Tip for Recruiting!

Get Excited and Challenge the Status Quo!

“You can’t fix a problem with the same thinking that got you into trouble.”

“If nothing changes, then nothing changes.”
Leverage new technology

Find
Find what works for your team and your program.

Start
Start small but start somewhere!

Engage
Engage with potential and current students!
Be Intentional In Representing ALL Students

Use images of diverse individuals on marketing materials – both online and printed materials.
Word-of-mouth marketing is a critical—and overlooked—part of recruitment!

Rethink word of mouth – texts, tweets, posts, shares – are all word of mouth communication.
WOMM

If you could master what has been identified as the most valuable form of marketing—the one that consumers trust above all others and the one that is most likely to drive enrollment for your program—would you choose to ignore it and leave it to chance?

“collecting” instead of “connecting.”
The three E’s of Successful Recruiting!

Engage  Equip  Empower
Ensure there is a clear place to go to get answers?
Hear from your PEERS!

Kathy Cramer,
Joliet Junior College – Adult Education

Lauren Zajac and Christian Torres,
Moraine Valley Community College – Adult Education