

**icsps** impacting  
educational  
equity

Illinois Center for Specialized Professional Support,  
Illinois State University, College of Education

## How to Up Your Recruitment: Strategies, Tips, and Tricks – ICAPS/IET and Bridge

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# What to expect in the next few minutes



A bit of evidence-based practices - EBP



Strategies and tips to increase recruitment



Nod your head, smile, and scratch down a note



# Tip for Recruiting!

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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.”

# Evidence Based Practices.

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- It is crucial to **dispel stereotypes** held by instructors, parents, and/or the learners themselves regarding college opportunities by raising awareness of ICAPS/IET opportunities early in the recruitment process.
- When using pictures of any student **show them working – not just watching.**
- **Include pictures with individuals in context** to reduce stereotypes by displaying elements of their personality or identity that are not work-related
- Create **relationships with employers** to provide accurate information and facilitate contact with potential speakers and resources.

# Be Intentional In Representing ALL Students

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Use images of diverse individuals on marketing materials – both online and printed materials.



# EBP

- Provide services and recruitment campaigns that draw adult education students to programs but do not take actions that single them out.
- **Use common language** instead of professional/bureaucratic terms in promotional materials; if potential students do not recognize the meaning of language do not use it in recruitment efforts.

# EBP

- When recruiting, it is important to use **multiple forms of media to market** to potential learners and family members since the decision to enroll in a program is often a family decision.
- Use **gender inclusive language**, not gender specific; you are actively seeking students of all genders.
- Use **promotional materials that feature photos and testimonials of current learners and graduates** of CTE programs.

# Success stories matter...

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Word-of-mouth  
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Word-of-mouth marketing is a critical—and overlooked—part of recruitment!

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





# Leverage new technology

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Find

Find what works for your team and your program.

Start

Start small but start somewhere!

Engage

Engage with potential and current students!

# Follow up with Students!

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EMAIL STUDENTS FROM  
LAST SPRING



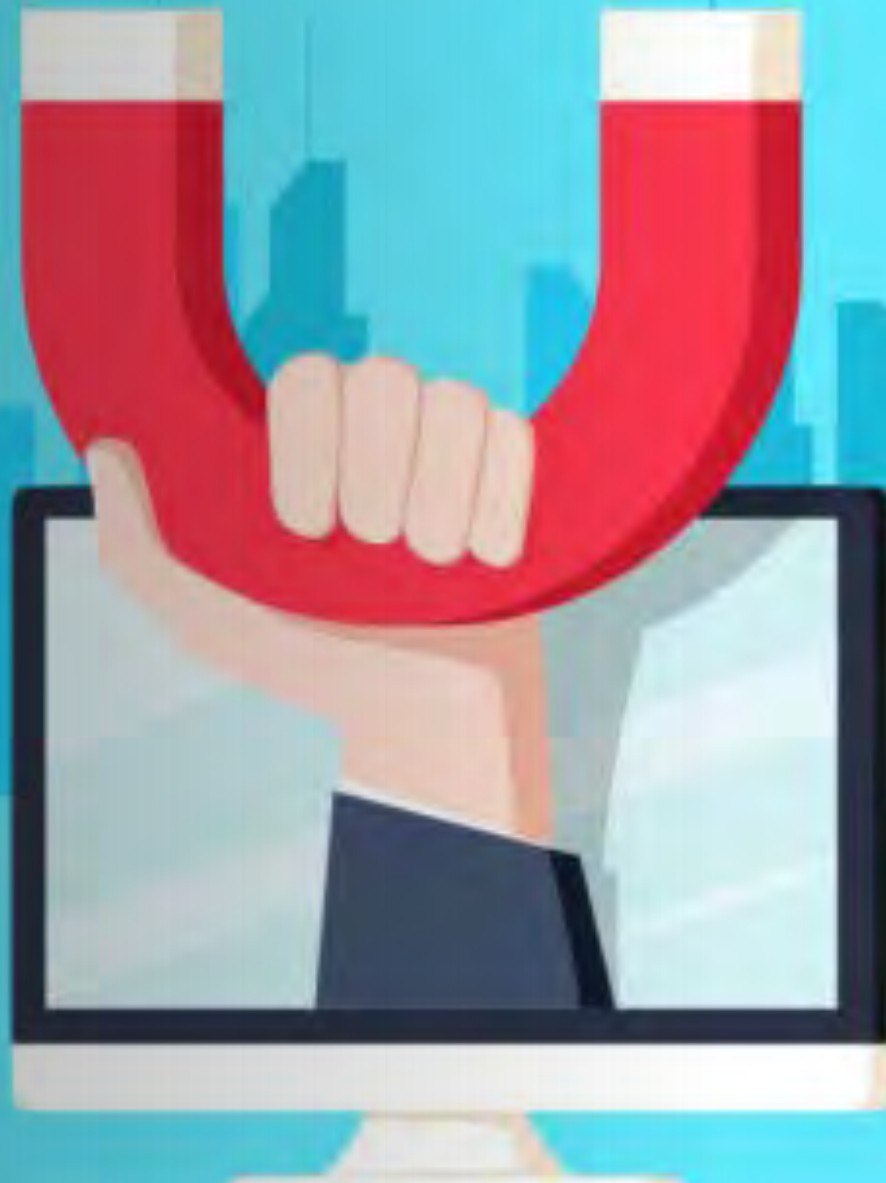
CALL AND TEXT  
STUDENTS TO CHECK IN



FOLLOW UP WITH  
SOCIAL MEDIA

Your  
webpage is  
the  
gateway to  
your  
program

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# USER FRIENDLY?

A successful, user-friendly site consists of the following qualities:



## MOBILE FRIENDLY

Since more and more people use mobile devices to access the net, your website should be mobile friendly.

## ACCESSIBLE AND LOADS QUICKLY

Your site should take no more than a few seconds to load.

## ORGANISED AND EASY TO NAVIGATE CONTENT

Content should be of good quality, well structured, easy to read, and easy to navigate.

## COMPATIBLE WITH POPULAR BROWSERS

Your site should be able to open and function normally in major browsers such as Google Chrome or Mozilla Firefox.

# Review your website to insure it is...

- ✓ Intuitive
- ✓ Accessible
- ✓ Easy to Navigate
- ✓ Designed and inviting for potential students

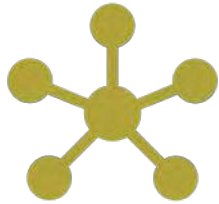


Does your program have a social media presence?

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# The three E's of Successful Recruiting!

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Engage



Equip



Empower



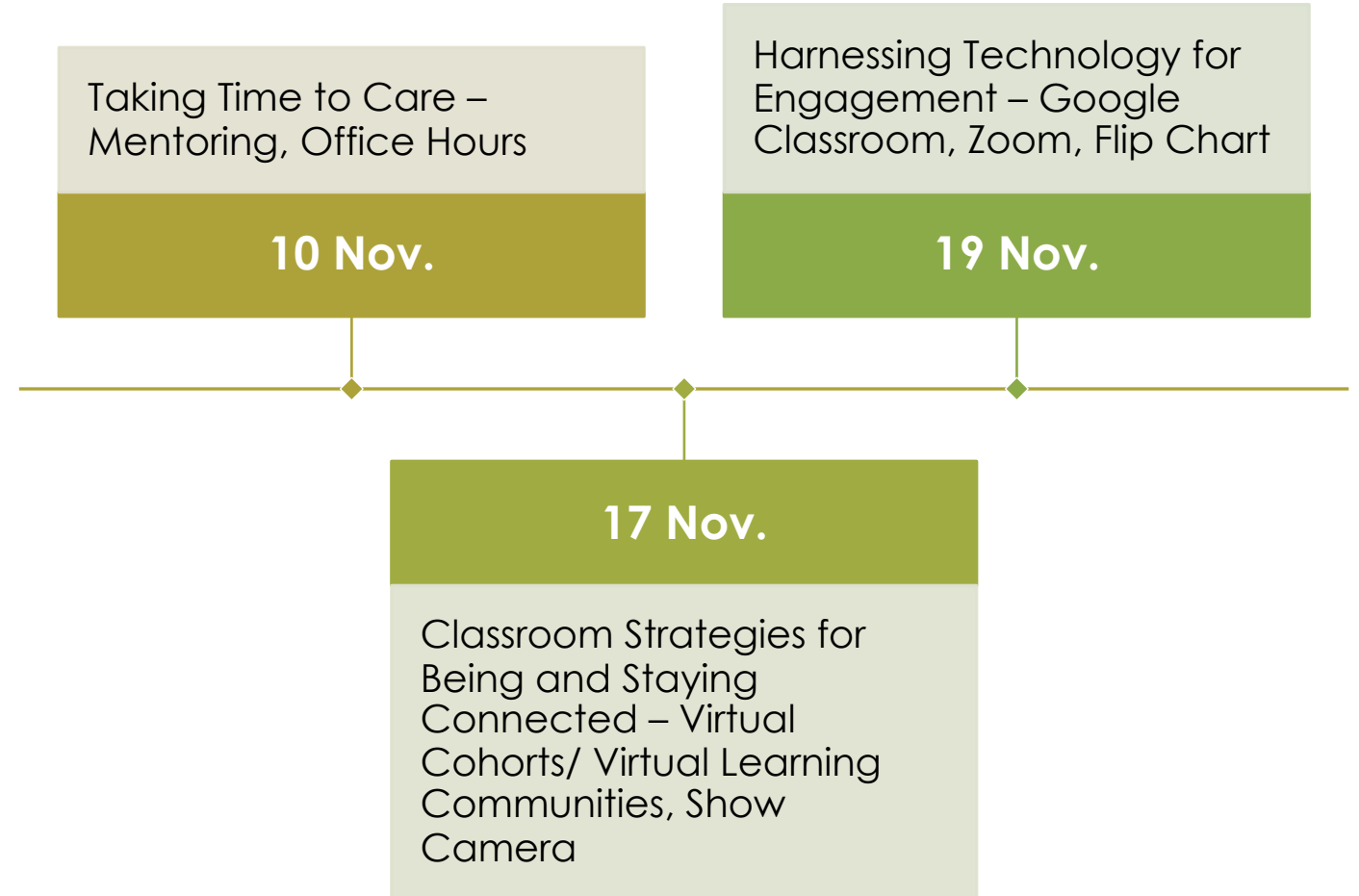
Ensure there is  
a clear place  
to go to get  
answers?

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# Save the Date!

Engagement Series  
2 PM – 3 PM  
each date



# Thank you!

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We now have planned time for a break...

Check on your kids, refresh your drink, check your email, let your pet out.

Plan to **be back at 11:00 AM** to learn about Overcoming Barriers: Promising Practices from Experienced Programs



**TRANSITIONS ACADEMY**  
**Illinois Community College Board**  
Career and Technical Education and Adult Education and Literacy