

80005 ACE Student Recruitment Best Practices

Recruitment Basics – *allow a minimum of 6 weeks to complete all steps*

1. Identify the ACE Program cohorts, and their characteristics.

Factors:

- a. Number of cohorts to be offered
- b. Features of cohort designs (English one level below transfer, Nursing, CTE, etc.)
- c. Name each cohort, to provide an identifier of Campus, Semester, and English Level or other specific characteristics
- d. Find out from College Deans the Minimum and Maximum number of students per cohort
- e. Determine (count) the number of weeks before the semester starts

2. Recruitment Team Development

- a. Designate staff member(s) to engage potential students from initial contact through the enrollment process
- b. Build an office of highly trained student ambassadors to go out and help with the recruiting efforts.

Note: Many students have had few great experiences in an educational setting, so the recruiting process needs to engage the student and assure them that they are making a well-informed and beneficial decision.

- c. Create awareness of ACE for the faculty, staff and other organizations on campus to build a solid team of embedded recruiters within the college.
- d. Identify and contact community partners. Build strong relationships with the partners to keep the effort low and output high for recruitment. When passing on knowledge of ACE, when more people buy into the idea, more people will be willing to help with recruitment.

3. Prepare Materials to Promote the ACE Program and Cohorts

- a. Design ACE Program brochure and flyer using your college information
- b. Distribute flyers around campus (and outside campus if applicable)
- c. Develop press releases to distribute among interested people
- d. Determine Presentation dates and publish on a wall calendar, board, and/or website to communicate to interested groups

4. Develop IT Tools for Recruitment – *see content on ACE Center website*

- a. Create an engaging website, with downloadable brochures, videos, and podcasts, and an interactive method of allowing prospective students to express interest online
- b. Videos on Demand - Student and Faculty experiential videos showcase the experiences of those involved in the ACE, with a personal connection that helps draw in students.
- c. Podcasts on demand - Interviews and radio broadcasts centered around ACE content

5. Promote the Program by Conducting Presentations at:

- a. College Entry Assessments
- b. Basic Skills classes
- c. CTE classes (*if applicable*)

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- d. 1 hr ACE Information Sessions (adapt ACE Recruiting Presentation 80020p1 *Student Recruiting Slides-20120220.1.pptx*)
- e. Educational or community events
Note: Record names and contact information of prospective students

6. Stay Connected and Encourage Enrollment During your Recruitment Cycle

- a. Contact key campus groups to network
- b. Participate at campus events: distribute ACE marketing materials
- c. Define and publish Office Hours for walk-ins
- d. Contact interested students for information meetings: one-on-one or group meetings (mail/email/phone)
- e. Call students and motivate them to come to the first day of class

7. Advertising Outreach

- a. Distribute ACE Program marketing brochures to places where your college brochure is posted and to high schools, adult schools, doctor offices, lawyers, community based organizations, health and school fairs, mental health agencies, etc.
- b. Hang flyers wherever potential members may see them (doctors' offices, laundromats, libraries, supermarkets, etc).
- c. Contact key organizations & professionals in your county, city and community-based organizations.
 - i. Educational institutions
 - ii. Mental health centers, hospitals
 - iii. Parole officers

Describe ACE presence at your college and show the promotional video. Obtain a follow-up face-to-face meeting.

- d. Word of mouth: contact people identified by ACE Faculty and group members to tell them about the ACE.
- e. Hold Information Sessions. Plan at least three information sessions open to the public during the recruitment cycle. Advertise the sessions. Communicate session dates on a community-accessible wall calendar.
- f. Ask students involved in the registration process to invite their friends to register for ACE.
- g. Submit PSAs to local radio stations; they're often free for nonprofits.
- h. Offer interviews on local TV and radio, especially bilingual stations.
- i. Create bulletin board announcements for cable TV
- j. Churches - place a small announcement, brochure or flyer in the bulletin
- k. Present ACE talk at local Rotary clubs, nursing and professional associations, high schools, and community service organizations.
- l. Post ACE info on nonprofit and educational Internet sites.
- m. Create press releases
- n. Call staff at help lines and referral lines to inform them about ACE
- o. Develop a newsletter
- p. Find out about campus events and participate using ACE marketing materials

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8. **Determine what types of organizations can provide student prospects.** (*note the techniques that work well for your college*)
- a. Word of mouth referrals from former ACE students
 - b. On Campus Referrals
 - i. Assessment
 - ii. Counseling
 - iii. Student Ambassadors
 - iv. Classroom Visits
 - c. Educational Partners
 - i. Secondary Schools
 - ii. Adult Schools
 - iii. Colleges
 - d. City Organizations
 - e. County Organizations
 - f. Non-profits
 - i. Family resource centers
 - ii. Teen clubs
 - g. Public Resources
 - i. Public Access Television
 - ii. Radio Service Announcements

Typically 3-5 interested students convert to a single registered student.

9. Student Cost Management

Support students to apply for Financial Aid so the tuition costs do not become an additional barrier. For workers, explain benefits of coming to school.

10. More Tips

- a. Establish ACE brand recognition and program awareness among the community
- b. Focus on four specific stages of student life, in which the social interaction and the attitude toward achieving better options is a lifestyle priority:
 - i. Attempted college before
 - ii. In college already
 - iii. Adults (part-time workers or parents)
 - iv. Workers

Additional niches:

- i. High School Students
- ii. ROP /Academy Students
- iii. Athletes
- iv. Transfer Students
- v. Basic Skills Students

11. Identify the best channels to reach your target audience.

- a. Phone outreach has proven more successful among students who are in college already.
- b. Face to face meetings are more effective with adults.
- c. Printed media, ads and press releases are appealing for workers.

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12. **Communicate to prospective students** that ACE offers a unique experience to solve exclusive and particular "needs". Target students who are looking for something to help them believe that a college education is possible for them, and can be rewarding, fun, and adventurous - a fulfilling experience that would take them on a journey into themselves and allow them to better their life conditions.