

# 80220 Talking Points for Recruiting Students to ACE Cohorts

A faculty member at Cabrillo College shares their suggestions for student recruiting at Guided Enrollment events:

- Set up a table with fliers in the hallway near the student assessment area—to create an opportunity to speak with students as they line up and as they come out of their assessments.
- Use a colorful poster to generate visual interest—students enjoy reading the quotes and looking at the photos—so that can be a winner in terms of promotional advertisement!

## **Ideas that one can share with students to generate interest:**

- ACE is a student success program designed to prepare students for college in 1 semester.
- There are two ways to start college:
  1. Pick your own schedule/courses, or
  2. Join one of our programs.Recommend option 2 because you'll get the skills you need to succeed now (while getting your English requirement out of the way) and later on when you will take courses on your own.
- Mention high attrition and drop out rates--this is one of the reasons why these programs were invented – to make sure students succeed and don't end up dropping out or failing courses, etc. (Demystify the idea that you're "wasting" time by taking the ACE program--tell them they're actually "saving" time!)
- ACE is award-winning program--started in Watsonville, CA--that has since expanded nationwide (List states in which ACE is now available.) Tell them colleges are asking ACE for training and want to know how we do what we do! Students like hearing this!
- Explain that the Columbia University study that showed ACE students did better long-term.
- Social Justice Research Course--give examples from past cohorts' presentations. Let students know we don't dictate their project selection--they must determine the focus (they like this!); they'll get to work in teams; it culminates in a big presentation, etc.
- ACE cancels classes 1 full week so students can do their surveys and collect data; students seem to really like hearing about this 1 week cancelation of classes; they giggle and show a lot of interest and their eyes widen; I also tell them they'll get to compare results (i.e., Aptos respondents vs. Watsonville; men vs. women; etc.). We also tell them they get college credits for this week.
- For the Foundation Course, ask them if they've ever met a teacher who probably should have never been a teacher, or a salesperson who was probably in the wrong profession? They all nod in agreement. Tell them that one thing we do in the FC (in addition to bonding with the group, etc.) is figuring out their working style because ACE wants students to make wise career decisions down the line, and the way we do that is by knowing our strengths and weaknesses and who we are as a person. I also tell them we, as instructors, have to also do the FC (FELI) and how transformational this experience is.
- Tell them ACE is not traditional and is in fact a very dynamic program (the opposite of sitting bored in the back of the room.)
- Tell them it's a great program if you're shy but also a great program if you are outgoing (either way, you will interact and make new friends.)

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- Let them know if you still see former ACE students, and if former ACE students outshine the rest and continue to form study groups and support one another (the success continues)-- they like hearing this too.
- Tell them "space will run out soon"...
- Students like that they are looking at their potential 'English' (fill in the blank for your discipline) teacher (although we know we can't quite replicate that for all students.)
- Go through each course in the ACE cohort, and describe how it all "fits" together; students like hearing that they won't have major assignments due during the same week.
- Be enthusiastic about what you are saying (warm, cordial, smiles, etc.)
- Don't push them, however. Tell them it's their "choice," and for those who are unsure, circle the telephone number on the flier and tell them to contact ACE if they decide to join, etc.

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