

Recruitment Strategies for Adult Education

PART ONE:

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Agenda

- A bit of evidence-based practices - EBP
- Hear from your peers - Joliet Junior College and South Suburban College
- Nod your head, scratch down a note, and smile

Three Part Series on Recruitment



FACEBOOK



TIKTOK AND YOUTUBE



GEOFENCING.

EBP

When recruiting learners, it is important to use **multiple forms of media to market** to family members and learners since the decision to enroll in an adult education program is often a family decision.

Use **gender inclusive language**, not gender neutral; you are actively seeking students of all genders.

Success stories matter...

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



Follow up with Students!



EMAIL STUDENTS
FROM LAST SPRING



CALL STUDENTS TO
CHECK IN



FOLLOW UP WITH
SOCIAL MEDIA

Your webpage
is the gateway
to your
program



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.

IS your website...

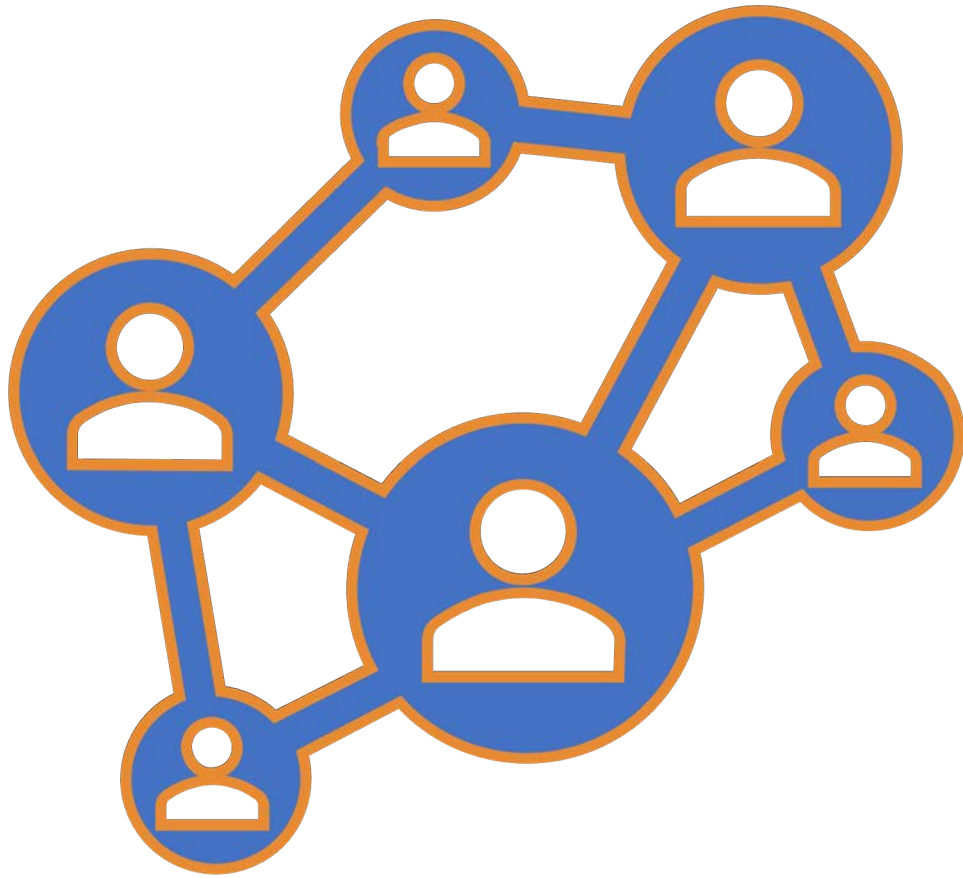
- ✓ Intuitive?
- ✓ Accessible?
- ✓ Easy to Navigate?
- ✓ Designed and inviting for potential students?

Is there a clear
place to go to
get answers?





Does your program have a social media presence?



Hear from your
PEERS!
