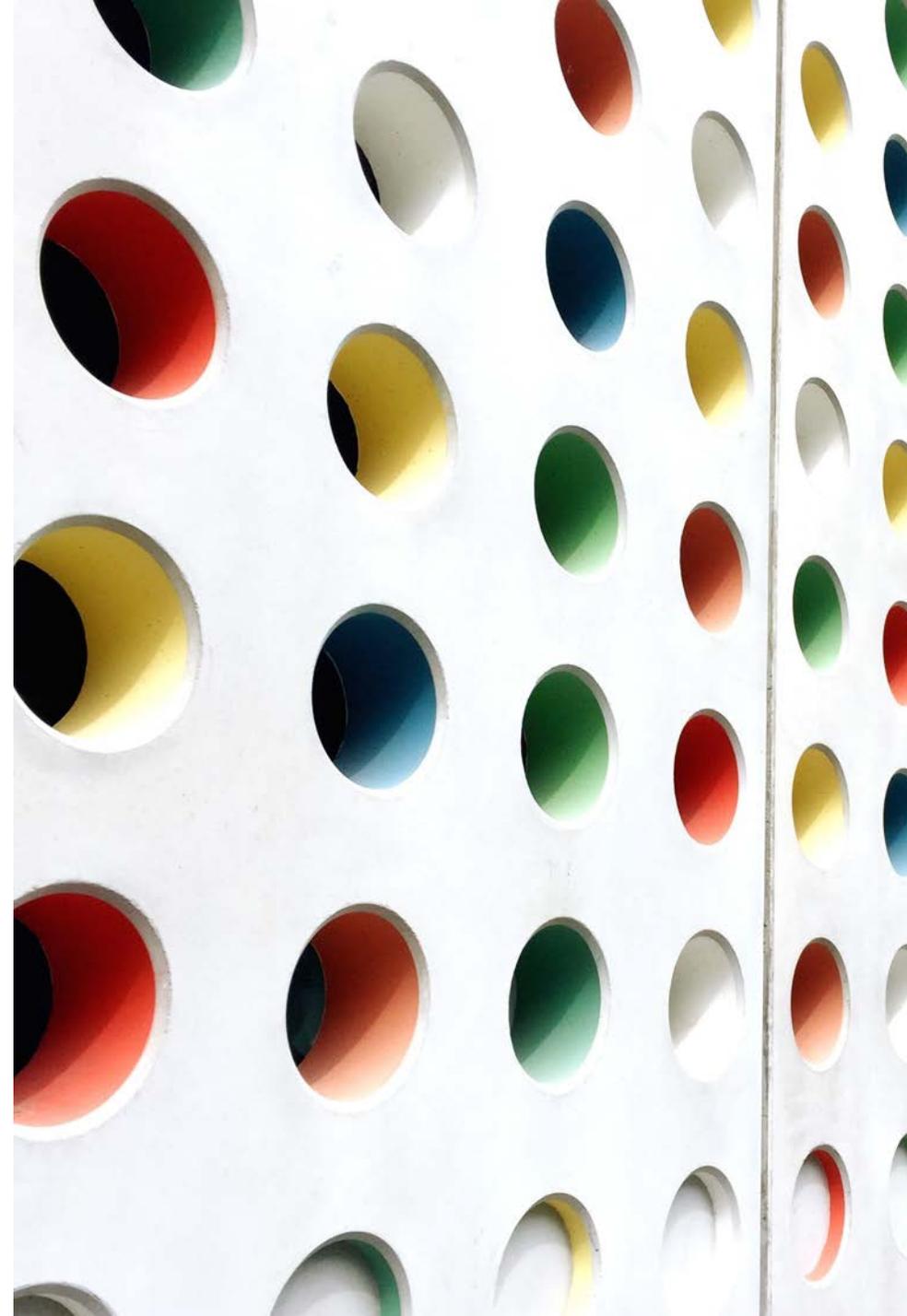


Part Three: Recruitment Strategies for Adult Education

PRESENTED BY

AIMEE JULIAN AND BRITTANY BOSTON ILLINOIS
CENTER FOR SPECIALIZED PROFESSIONAL SUPPORT
(ICSPS)

SARAH GOLDAMMER AND BEVAN GIBSON SOUTHERN
ILLINOIS PROFESSIONAL DEVELOPMENT CENTER
(SIPDC)



Agenda



A bit of evidence-based practices - EBP

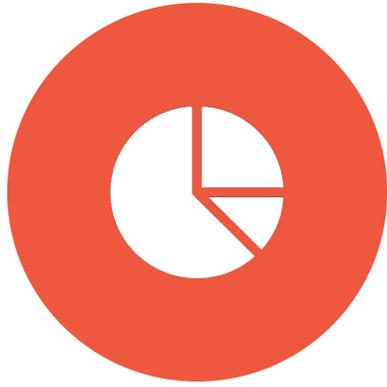


Hear from your Adult Education peers - Moraine View Community College and Joliet Junior College



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.”

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.



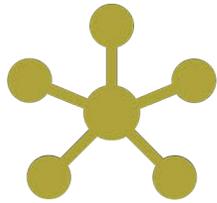


WOMM

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