

Stronger Than Ever:

**Responsive
Recruitment!**



Thanks for joining us today

Dr. Kathy Olesen-Tracey

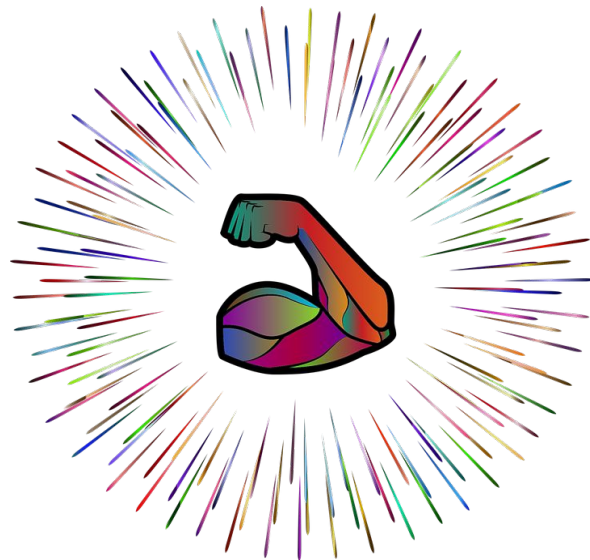
Senior Director of Adult Education and Literacy
Illinois Community College Board

Dr. Aimee Julian

Director, Illinois Center for Specialized Professional Support

Sarah Goldammer, Director

Tara Schwab, Educational Training Specialist,
Southern Illinois Professional Development Center



Success Stories: Student Voices



Success Stories: YouTube Channel

Connect with **PODER**



@PODERWorks



@poderchicago



@PODERworks



@PODERWorks

(312) 226-2002

www.poderworks.org

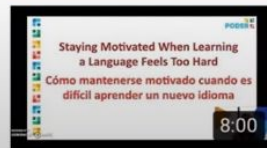


YouTube

SUBSCRIBE



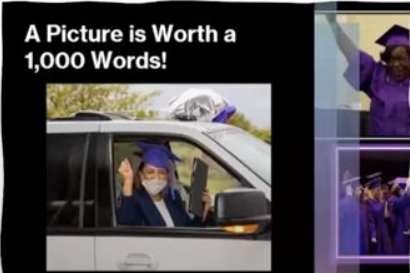
@PODERworks



Success Stories: A Picture is Worth a Thousand Words



LET'S HAVE FUN!
ENGAGE STUDENTS!



2020



Identify the problem

- Declining enrollment over several years
- Exacerbated by the pandemic
- Led to recognition of the need to revamp traditional recruitment messaging



Response to Enrollment Decline

- Support from state leadership
- Gather and disseminate information and tools
- Shine a light on what was working in the field
- Assist and empower local programs to reimagine their recruitment plans



Key Components

- Messaging to learners and to institutional leadership
- Providing access to quality programming
- Using the many digital and social tools to engage individuals



“We can bring you the learners to fulfill not only enrollment needs but also to fulfill your equity mission”

Tools and Process

- Recruitment series of webinars
- Engagement and Retention series of webinars
- Best Practices for Making Your Website Effective for Recruitment webinar
- Adult Education Recruitment Action Plan and supporting training sessions



Recruitment Series

Each webinar began with research-based information and then spotlighted good work from the field that supported the following:

- Facebook Strategies
- Geofencing Strategies
- Tik Tok & YouTube Strategies



Engagement and Retention Series

Each webinar began with research-based information and then spotlighted good work from the field that supported the following:

- Taking Time to Care
- Classroom Strategies for Getting and Staying Connected
- Harnessing Technology for Engagement

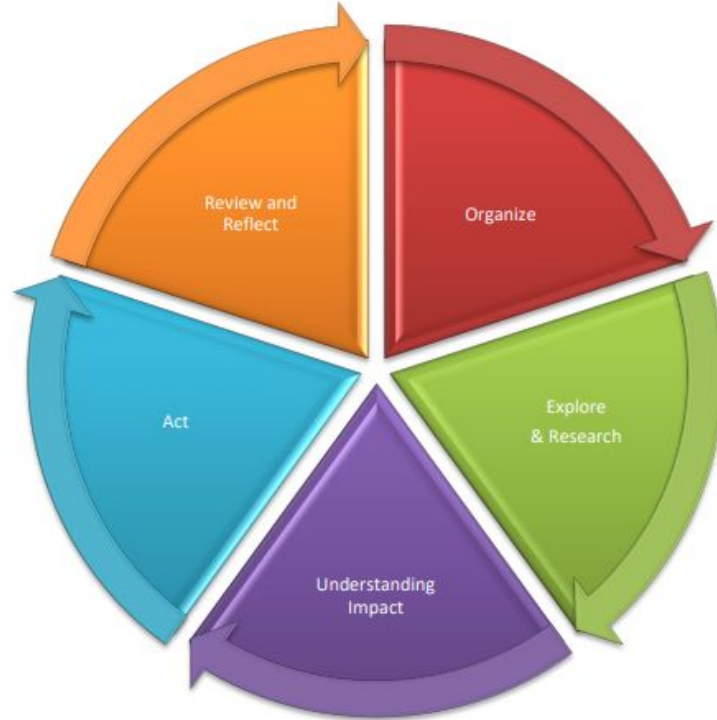


Effective Website Webinar

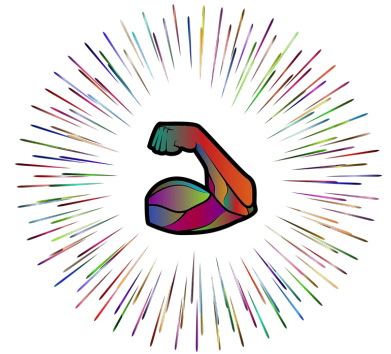
Webinar shared research-based information

- Team spent time working with individual programs to enhance their website
- Different issues depending on type of program: community colleges, community-based organizations, school districts

Adult Education Recruitment Plan



Adult Education Recruitment Plan



Understanding the Process

Goal – to ensure all program leadership understand the process and expectations for the Adult Education programs.

Gap Analysis

Goal – to ensure all program leadership have identified problems to be addressed and provide guidance and support to programs who need assistance.

Next Steps and Successful Submission

Goal – Walk each program through the next steps and provide direction regarding the action plan submission

Adult Education Recruitment Plan Toolkit

Adult Education Action Plan FY21 Documents

- [Adult Education Recruitment Action Plan Announcement](#)
- [Adult Education Continuous Improvement Plan](#) (Fillable PDF)
- [Adult Education Continuous Improvement Plan](#) (Word document)
- [Adult Education Final Action Plan](#) (Fillable PDF)
- [Adult Education Final Action Plan](#) (Word document)
- [Adult Education Action Plan Model](#) (Sample)

Additional Resources for Action Plans



- COABE Move Ahead with Adult Education Campaign
- Promising Practices from Illinois

Promising Practices

A rising tide lifts all boats. Please enjoy searching the helpful ideas and documents below that have been shared by adult educators across Illinois. Consider sharing promising practices working for you.



We know the times are unprecedented and the learning curve has been and continues to be steep as we pivot in order to reach and teach our students. We also know there are many valuable processes being created and tools being invented and/or discovered in our adult education programs in Illinois. Your adult education Professional Development Network would like to serve you by capturing these promising practices and sharing them so that ALL Illinois students can be served as thoroughly as possible.

Simply click [HERE](#) to complete a brief Google Form to share with us your promising practice

Let's hear from some of our programs!



Tools and Resources



Create content



FREE Texts



Schedule Content



Integrates with CRM /
SMS Images



Summary of Marketing Efforts

- Word of Mouth
- Video testimonials (:30, :60)
- Digital advertising – Google, Bing, Facebook/Instagram
- Homepage banners
- Postcard and expanded language mailing list
- Spanish Radio ad & PSAs
- Print ads & advertorials – *Reflejos*
- Pace Bus interior ads w/ QR code



Boost Posts

Reach: 7,062

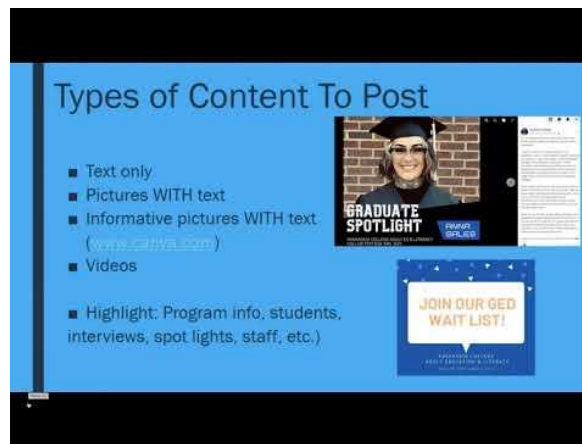


Let's hear from more of our programs!

Kaskaskia Community College

Here are some interesting findings from the advertisement on Facebook and Instagram which ran for 9 days:

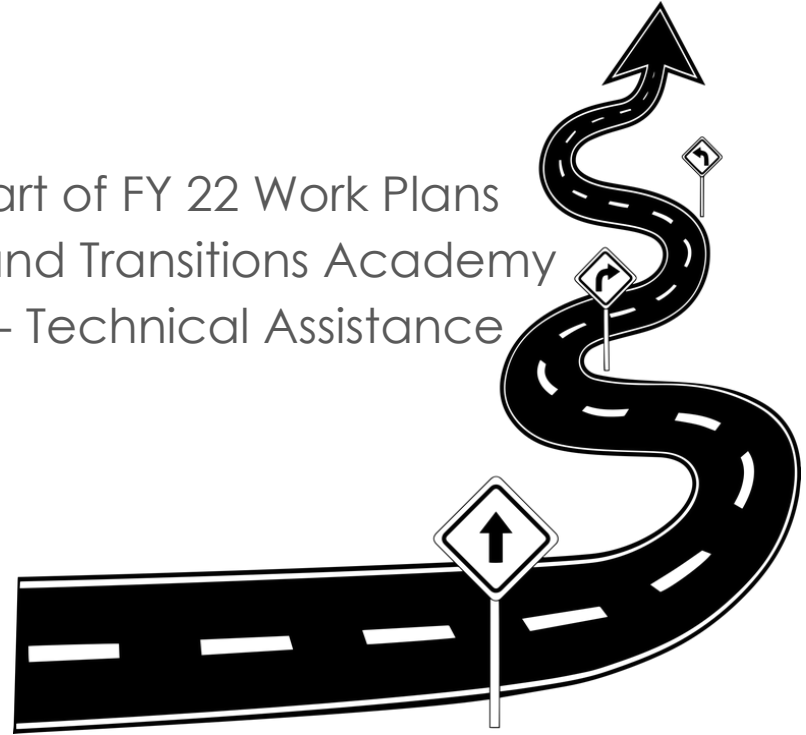
- Most hits and reactions came on last four days, Thursday-Sundays
- Target audience was anyone between the ages of 17-50 in a 40 mile radius of the main campus, incorporating almost the entire district
- The ad cost \$400 for the nine days.
- This effort reached 29,104 individuals
 - engaged 2,403 people
 - had 299 reactions (likes, hearts, etc.)
 - shared 163 times
- Largest response was from women 18-44.



This one campaign resulted in 98 new students in the AEL program at Kaskaskia College! By adding these students to current enrollment, this brought them to 2 students shy of pre-pandemic total enrollment.

Moving Forward

- Continuous Improvement Plans now part of FY 22 Work Plans
- Connections at Forum for Excellence and Transitions Academy
- Adult Education Outreach Campaign - Technical Assistance



Thanks for joining us today

Dr. Kathy Olesen-Tracey

kathy.olesen-tracey@illinois.gov

Dr. Aimee Julian

alafoll@ilstu.edu

Sarah Goldammer

sgoldam@siue.edu

Tara Schwab

tarschw@siue.edu

