



Leveraging Technology for Increased Enrollment

4 Year Recruitment Plan Example

I. Pre Recruitment Years (raising CTE awareness)

These are general recruitment initiatives and events. They can begin as early as the 3rd or 4th grade, depending on availability of personnel, funds and creativity of those charged with the recruitment of students into CTE. These types of activities include career fairs, summer academies, outdoor classrooms, Scouting CareerTech, and any other event designed to get students on the campus.

II. Freshman Year (raising CTE interest)

Recruitment Events

General “Structured” Contact Events – career fairs, summer academies, outdoor classrooms, Scouting CareerTech, and any other event designed to get students on campus and learn about the career cluster/pathway concept.

Letter Campaign

Email – 1-2 general interest, “cool” emails, direct towards online inquiry form
Student – 1 general postcard, “cool,” direct towards online inquiry form
Parent – 1 letter informing of opportunities through CTE

III. Sophomore Year (raising CTE inquiries)

Recruitment Events

Multicultural Day – special program for minority students interested in career and technology education
College Days- have partner colleges on campus and invite all Alliance eligible students
Career Pathway Specific – targeted recruitment events for career interest

Letter Campaign

Email – 3-6 specific letters designed with career interest
Student – invitation to a personalized campus visit

Summer of sophomore year

Student letter, send emails and make phone call to all sophomores that meet established admissions criteria. Direct them to online inquiry form.

Spring of sophomore year

Designated representatives complete sophomore visits in the high schools
Send Career Pathway specific letters to targeted students.

Summer of sophomore year

Special mailers, e-mails and phone call projects to
Personalized contacts from representatives focusing on targeted cohorts of
students

IV. Summer Transition for Applicants/Enrollees

Recruitment Events

Summer Orientation – host enrollees on campus for day event including lunch,
class discussion, meet instructors

Letter Campaign

Email – inform about happenings of campus, encourage enrollment completion
Parent – let them know what is still needed
Student – “Welcome to” postcard

V. Junior year

Letter Campaign

Email –1-2 emails in spring semester telling of opportunities

Students – 1 letter in spring semester

Parent –1 letter in spring semester

VI. Senior year

Email –1-2 emails in spring semester telling of opportunities

Students – 1 letter in spring semester

Parent –1 letter in spring semester

Graduate Letter – Congratulations letter to students graduating from sending
schools. Let students know that you care and that if they need training you have
the opportunities.

Attended sending school assemblies and award certificated of completion to Tech
Center graduates

Ongoing Events

Principals and Counselors Conference – day intended to inform sending school
administration of career and technology education and the opportunities that await their
students

Campus Visits – designated contact people for campus visits by prospects

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