

Madison County Adult Education (A.I.M.) Recruitment/ Attendance Practices

- Program brochures placed throughout the community in as many locations as possible (community bulletin boards, churches, food pantry, goodwill, dollar stores, restaurants, factories, laundromats, etc.)
- Program Web site included as link on other education/workplace websites whenever possible
- Continuous running ads in local paper and weekly Advertiser that goes free to all county households
- Presence of program representative at any community events that may be frequented by potential students.
- Constant contact with county Job Center and community Based Services including bulletin board posters, business cards, brochures, and at least once per week in-person recruitment during peak service hours
- Gas cards (obtained through a grant and purchased at discount from Speedway) used for rewards to students who recruit others or show good attendance
- Encourage word-of-mouth recruitment from student to family and friends
- Direct calls to student no-shows
- Direct calls to student drop-outs after two or more class meetings missed
- Attendance/ membership by Program Director in any county organization that may provide potential student enrollment, including Chamber of Commerce groups that provide link to local business and industry and County Schools I.
- Periodic placement of door-hanger bags in targeted at-risk neighborhoods through local hype agency. Bags include program pencils, business cards, brochures, program magnets, candy, etc.
- Ads on local free cable channel
- Radio ads when funding allows