

Additional Resources			
Research	Link to Article	Promising Strategies	Tools
Community Literacy of Ontario: (Successful Learner Recruiting Strategies). 2009	http://www.nald.ca/literacybasics/recruite/strategy/01.htm		
Marketing Your Adult Literacy Program A "How To" Manual. Barbara E Smith, 1996	http://www.hudrivctr.org/documents/socmarkt.pdf	Outreach is the process of contacting and recruiting adult literacy students including organizing various community agencies and service providers.	http://www.marshalladulthoodeducation.org/
KY Adult Education Program Director's Handbook (Section 7: Recruitment and Marketing). August 2008	http://www.kyae.ky.gov/NR/rdonlyres/89CF0028-E71F-41FA-8B01-1D802177D895/0/Section7MarketingandRecruitment.pdf	Kentucky Adult Education (KYAE) New Director's Handbook is a resource for new and existing adult learning center directors. KYAE also disseminates information via its "News To Use" monthly email. Linking your center to this type of email updates, blogs, and discussion groups will help keep you up to date on what is new and what	http://www.kyae.ky.gov/announcements/
Impact of Social Media on College Recruitment Grows, 2009, Dan Obregon	http://blog.intelliworks.com/edumusings/2009/1/20/impact-of-social-media-on-college-recruitment-grows.html	Much ado was made this week when a study by iStrategy Labs found that 35-54 year olds are the fastest growing demographic on Facebook with 276% growth over the last 6 months.	http://www.nationaltechcenter.org/index.php/2009/04/10/learncentral/
Social Networking Sites Become a Recruitment Tool; Indrajit Basu, 2009	http://www.digitalcommunitiesblogs.com/international_beat/2009/06/social-media-can-also-get-	Nearly 90% of admissions departments feel that social media is "somewhat to very important" to their future strategy.	http://www.facebook.com/

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<p>Penn State College of Education: Adult Education has Presence in Second Life</p> <p>The Adult Education Program is using Second Life, an online virtual environment, as a teaching, recruitment, and marketing tool.</p> <p>By William Diehl, with Pamela Batson (March 2007)</p>	<p>http://www.kyae.ky.gov/NR/rdonlyres/0ADD3565-4C29-455B-9D4D-0A5E140AE7BD/0/AdultEducationhasPresenceinSecondLife.pdf</p>	<p>The Adult Education Program is exploring the potential uses of emerging technologies, including virtual environments such as Ning and Second Life, and its use as a teaching, recruitment, and marketing tool.</p>	<p>http://www.ning.com/</p> <p>http://secondlife.com/</p>
<p>Don't Worry Kids Are Still Using Facebook...and Growing Up, 2009 Dan Obregon</p>	<p>http://blog.intelliworks.com/edumusings/2009/2/6/dont-worry-kids-are-still-using-facebookand-growing-up.html</p>	<p>Mention online social network and the first thing that comes to mind is that it's a great tool for connecting with family, friends, colleagues and even potential customers. Social networking makes it so easy to stay in touch with large groups of people that are spread out across great distances that there is a constant effort to find new ways of utilizing its power. By Indrajit Basu</p>	<p>http://www.myspace.com/</p>
<p>The Adult Education WIKI (Research and Practice): Recruiting and Serving Hard to Reach Adults. David J. Rosen, Ed. D., April 2007</p>	<p>http://wiki.literacytent.org/index.php/Recruiting_and_Serving_Hard_to_Reach_Adults</p>	<p>This paper identifies strategies of recruiting and serving hard to reach adults.</p>	<p>N/A</p>

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Samples of other State recruiting strategies		Georgia	http://adultlit.myweb.uga.edu/manual/3-10.pdf
		Texas	http://www-tcall.tamu.edu/newsletr/oct06/oct06f.html
		Oregon	http://www.oregon.gov/CCWD/ABE/PDF/ABEBrochure.pdf
		Oklahoma	http://sde.state.ok.us/Programs/LifelongLearn/AEResources.html
		West Virginia	http://wvde.state.wv.us/abe/documents/Section7.pdf
Dude, Where is My GED? (Media Campaign)		These three links in the tools column are all related to the emerging marketing strategy that has shown enormous success in Virginia.	www.madisonmain.com http://www.madisonmain.com/gallery.html http://www.kyae.ky.gov/NR/rdonlyres/CC211355-CC2F-4A15-B16D-211867E6A325/0/DudeWhereismyGED.pdf
KCTCS Advertising Efforts for Casey County are one example of modern recruiting campaigns.			Somerset College Casey County ALC advertisement.pdf
			http://www.kyae.ky.gov/NR/rdonlyres/F970BE29-B0E3-4839-8CFF-39974DC78072/0/SomersetCollegeHandouttoassistpostsecondaryrecruitment.pdf