

Rural and Urban Recruitment Strategies			
Research	Link to Article	Promising Strategies	Tools
Pennsylvania PAL-PIN Project: How to Recruit Students in a Rural Area. Lynnette Sena, 1996-1997	<a href="http://www.kyae.ky.gov/NR/rdonlyres/5EECCCEF-5BB0-45F8-80F0-C446E953AAD1/0/Howtorecruitinruralarea.pdf">http://www.kyae.ky.gov/NR/rdonlyres/5EECCCEF-5BB0-45F8-80F0-C446E953AAD1/0/Howtorecruitinruralarea.pdf</a>	The nature of the rural community requires specific marketing and recruitment strategies identified in this article.	<a href="#">Appendix B and C of How to Recruit Students in a Rural Area.</a>
Pittsburgh, PA; Urban Area Recruitment Strategies: How will recruitment of basic students be affected when I pass out coupons for “free classes” or “free tutoring”? Shirley A. Derbis Greater Pittsburgh Literacy Council 2001 PALPIN	<a href="http://www.kyae.ky.gov/NR/rdonlyres/638E3FCD-B1C7-413D-BFCB-4309078E23DE/0/UrbanRecruitment.pdf">http://www.kyae.ky.gov/NR/rdonlyres/638E3FCD-B1C7-413D-BFCB-4309078E23DE/0/UrbanRecruitment.pdf</a>	Building partnerships with social services and clergy will result in a hands on approach in the betterment of the community.	<a href="http://www.literacychicago.org/abe_ged.htm">http://www.literacychicago.org/abe_ged.htm</a>