

Pulaski County Adult Learning and Literacy Program

Adult Education Learning Center

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Recruitment and Marketing Plan- August 2008

OBJECTIVE

To inform and educate the public and the economic community about the varied services provided through the adult education and literacy program and encourage their participation in the program.

GOALS

To reach individuals/agencies/businesses/organizations in the community that may need the services provided through the adult education and family literacy program.

To utilize various advertising, publicity, recruitment tools and materials, and strategies for different types of targeted markets (adult literacy, family literacy, English as a Second language, workplaces/businesses, state and local government agencies, civic community, and professional organizations, and individuals in the community).

To increase the enrollment of students in the adult education and family literacy program to meet state's enrollment goals for the local program.

STRATEGIES

Adhere to the program's mission statement.

List the program's services with a brief description/synopsis and stress that services are free to students.

Devise and conduct training programs that will make and/or increase the awareness of the services.

Network, partner and make alliances with other programs, agencies, businesses, organizations, etc.

Design and implement marketing and promotional plans, communication and different kinds of advertisements.

Monitor the results of program's marketing plan. Find out what works by using surveys, questionnaires and program/instructor evaluations. Revise as needed.

RECRUITMENT/PUBLICITY/ADVERTISING PLANS

Marketing Communications

Media Relations

Information by Word of Mouth (Networking) – Special Events (Outreach)

Advertising/Advertisements

Marketing Communications

1. Pass out business cards.
2. Include a "signature line" file to use for E-mail messages.
3. Get "testimonials" from former or current students.
4. Have a nametag or pin for each staff member with the program's name.
5. Select a slogan and use it in all communications-letterheads, business cards, envelopes, etc.
6. Use eye-catching stationery, paper, envelopes, etc.
Use program/class evaluation forms and convey the results in ads/articles/surveys.
7. Update the program's Web page.
8. Include information from all adult education staff on the school systems teacher Web pages.
9. Write, format and distribute education/teaching "how to" handouts at meetings, job fairs, agencies, etc.

Media Relations

1. Write and submit a monthly column for the local newspaper.
2. Publish an article, column and/or ad in specialty magazines/publications: Southern Kentucky Health and Fitness, Southern Kentucky Home and Family, Pulaski Pulse, and Kentucky Families Today.
3. Write and send timely news release to local newspaper.
4. Appear on the radio or TV ads.
5. Make use of public service announcement on the radio and the local cable station.
6. Make a publicity photo and use with news release and stories.
7. Write a letter to the editor about the success of adult education and its services.
8. Create an annual student award and publicize it.

Information by Word of Mouth (Networking) – Special Events (Outreach)

1. Join local organizations, such as the Chamber of Commerce.
2. Mail informational materials/brochures to local civic/businesses organizations.
3. Serve on a board or advisory committees.
4. Hold an “open house” yearly.
5. Set up a booth at job fairs and other types of fair/trade shows.
6. Offer to give a speech or presentation for a career day, job fair, or school, PTA, etc.
7. Write and distribute a “How to or Did You Know” booklet/handouts with a “Compliments of” notation.
8. Appear at events and network with those who are there.
9. Use personal contacts and network.
10. Customize training/classes/workshops/seminars for interested organizations and businesses.
11. Use every available contact to exchange information that will make your program known in the community and workforce.
12. Train the staff and students to promote referrals.

Advertising

1. Include URL and e-mail address on all marketing materials.
2. Have phone stickers preprinted with contact information.
3. Have Rolodex® cards printed with adult education contact information.
4. Get notepads printed with adult education contact information in the letterhead.
5. Buy “sticky” notes and attach a top sheet advertising adult education.
6. Make “recipe” cards with a “catchy” title selling adult education.
7. Advertise in specialty or trade magazines.
8. Advertise in the “Yellow Pages”.
9. Write an ad geared toward non-English market. Write the ad in Spanish or Japanese.
10. Display a collection of brochures, flyers, etc. in the center’s reception area.
11. Make a “marketing kit”. Including such things as business cards, list of staff and their biographies, list of services, program information, testimonials, evaluation results, awards information, program facts and figures, etc.