

Marketing Strategies			
Research	Link to Article	Promising Strategies	Tools
Focus on Basics- Accountability in a Multi-Faceted Program. Vol 3 Issue B, 6/99: Jan Goetel and Carol Gabler	http://www.ncsall.net/?id=359	Marketing adult education programs, according to the authors, Goetel and Gabler, recruitment is the responsibility of all staff in the adult education program.	http://www.scribd.com/doc/9571179/10-Steps-to-an-Effective-Marketing-Plan
Ohio Literacy Resource Center, Recruitment and Retention. Nancy Padak and Connie Sapin, 1997	http://literacy.kent.edu/Oasis/Pubs/0400-13.pdf	Building teacher student relationships that includes trust and respect can attract participants to a program and encourages them to remain.	http://wvde.state.wv.us/abe/documents/Section7.pdf
Pennsylvania Dept of Education: PALPIN Inquiry Projects: Recruiting Students and Tutors: Tools, Techniques, planning and tracking, Paul Adomites, 2006.	Recruiting students and tutors: tools, techniques, planning, and tracking	Increasing enrollment, according to several adult basic education programs, includes various effective marketing and recruitment strategies to increase enrollment and retention which this research addresses.	(1). Pulaski County Recruitment and Marketing Plan, (2). Pulaski County Marketing Inventory, and (3). Pulaski County RAP for Adult Education PPT
Ohio Literacy Resource Center, Program Resources: Recruitment and Retention, Nancy Padak and Connie Sapin, 11/1997.	http://literacy.kent.edu/Oasis/Pubs/0400-13.pdf	Effective and targeted recruitment activities within the community will be necessary to bring participants into the adult education program, even if the community feels the adult education program is not a necessary component.	McCracken ALC 08-09 Adult Education Report Card

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NCSALL Occasional Paper, An Evidence-based Adult Education Program, John Comings and Lisa Soricone, Harvard Graduate School of Education, March 2006.	http://www.ncsall.net/fileadmin/resources/research/op_comings4.pdf	Recruiting using best practices based on an empirically evidenced adult education system is developed in this research.	http://www.ncsall.net/fileadmin/resources/research/op_comings4.pdf
Clearinghouse on Adult, Career, and Vocational Education (ACVE); Adult Students: Recruitment and Retention Practice Application Brief 18, Michael E. Wonacott 2001	http://www.calpro-online.org/ERIC/textonly/docgen.asp?tbl=pab&ID=108	Recruitment should be viewed as a multistep process of drawing people into programs rather than motivating them to sign up for a single course.	McCracken County Student Evaluation McCracken County Student Semester End Survey McCracken County Teacher Reflection on Student surveys of Classes McCracken County Instructor Observation
		Alan Weiss is a Photo Program Coordinator at the Tri-Community Photo Program in Covina, Ca. Mr. Weiss has donated several of his marketing techniques and strategies that have proven to have success with recruitment with students and the community.	Marketing Chart