

October 26, 2016

*The following was sent to the listserv.*

## **AOKY Incentive and Recruitment Information**

***Related to the AOKY e-mail we sent earlier, we thought it may be helpful to share two AOKY-related e-mails that were recently sent to program directors. Both e-mails' contents are included below.***

### **AOKY Incentive E-mail**

We have a statewide goal of 20 **new** Accelerating Opportunity (AO) students at each KCTCS college in the spring semester. In effort to encourage all adult education programs' participation, we are offering the following incentive:

- If a KCTCS college reaches the spring goal (i.e., 20 new AO students), **all adult education programs who referred students who enrolled in that college's AO program will be entered into a COABE Conference drawing.** The adult education program will be entered the same number of times as the number of students they referred and were enrolled. Thus, the more students who enroll, the more chances you have to win! For example, if the adult education program referred three students who enrolled in AO, the program would be entered into the drawing three times.
- The drawing will consist of a KYAE staff member pulling seven program names. **Each drawn program will get two instructors' trips to the next COABE Conference paid for, including conference fees, travel, lodging and meals.** Once a program's name is drawn, it is disqualified from further pulls; therefore, each program has the opportunity to send only two instructors.
- The drawing will occur after Spring I AOKY enrollment is confirmed.
- Programs who send their instructors to the COABE Conference must ensure on-site services continue during that time.

**If you have any questions, please contact Cody Davidson.**

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### **AOKY Recruitment E-mail**

Dear AOKY Stakeholders,

***The time to recruit AOKY participants for the spring semester is NOW!***

There are eligible AOKY participants enrolled in Adult Education programs, applying to KCTCS institutions, seeking help at their local Kentucky Career Center and at community organizations. Let's not miss the opportunity to talk to them about AOKY!

***Our goal is to have at least 20 students enrolled at each of the 16 KCTCS colleges this spring. Please do your part to make that happen!***

This email is full of information that should help you and your team get the word out and to know how to talk to potential students. We hope you find it useful.

### **Best Practice Spotlight: Jefferson Recruitment**

Jefferson Community & Technical College had more than 20 students enroll in AOKY this fall semester. Here are some tips from their team on how they recruit students:

- Always recruit! As soon as the semester starts, they start recruiting for the next semester; there is never a day they don't recruit.
- Keep frontline staff informed about deadlines, such as college deadlines, FAFSA applications, Wonderlic testing etc.
- Share local "Steps to Getting Started" handout (see attachment) with everybody, including frontline staff, potential participants, instructors etc. It's their number one recruitment tool.

- Figure out where the students are and schedule information sessions about AOKY with them (ex: Ready to Work, Youth Career Center, KY Career Center, local KYAE program, other community organizations, etc.). Included in the session:
  - o Show "Know the odds" Kentuckiana works video (see link below)
  - o Show applicable AOKY video testimonial
  - o Ask, 'what are your plans after GED?'
  - o Give them AOKY application and encourage them to fill it out then and there
  - o Discuss importance of stating they don't have a GED on the KCTCS online application
  - o Hand out "Steps to getting started"
  - o Work with participants to identify what their next step is
  - o Schedule the Wonderlic test for the participant
- Send every person who shows interest in AOKY an email within 24 hours of the first time we talk (either in person or phone). Attached is a sample.

**Best Practice Spotlight: Hazard's pre-enrollment program**

Hazard's AOKY team has created a pre-enrollment program called *Opportunity You!* for AOKY students to keep them engaged from the time they apply to the time the semester starts. Students take the four-to-eight week course in person and via Blackboard; topics include: How to apply at the college, registering for classes, study skills, financial literacy, resources and much more. Hazard has seen an increase in retention from the time students apply to the time the semester starts since implementing the program. See attached program flier for more information. Lucy Langdon, the local AOKY Success Coach/Coordinator, and her team will host a webinar on October 10<sup>th</sup> at 2:00 pm EST to share the syllabus and answer any questions you may have about this program so you can replicate it locally. More information about this webinar will be shared in a separate email communication.

**Attachments:**

- AOKY FAQ
- Jefferson's information referenced above
- Hazard's Opportunity You! flier

**Additional Resources:**

- KYAE AOKY marketing material (fliers and PPT): <http://www.kyae.ky.gov/educators/14Marketing.htm>
- AOKY Brand Guide and customizable templates: [https://kctcs-my.sharepoint.com/personal/harmony\\_little\\_kctcs\\_edu/\\_layouts/15/guestaccess.aspx?guestaccess\\_token=xT6vNqbjGqomdDVZNCsBVtIT3ostyLGhJMU8k0%2bq%2fk%3d&docid=154f619f7e4664660975011575e32b67a&rev=1](https://kctcs-my.sharepoint.com/personal/harmony_little_kctcs_edu/_layouts/15/guestaccess.aspx?guestaccess_token=xT6vNqbjGqomdDVZNCsBVtIT3ostyLGhJMU8k0%2bq%2fk%3d&docid=154f619f7e4664660975011575e32b67a&rev=1)
- AOKY website: <https://aoky.kctcs.edu/>
- AOKY testimonials: <http://aoky.kctcs.edu/Testimonials.aspx>
- Online referral: [https://aoky.kctcs.edu/referral\\_form](https://aoky.kctcs.edu/referral_form)
- "Know the odds video" from KentuckianaWorks: <https://www.youtube.com/watch?v=wBEWjb6gX6I> (anybody can use it!)

Thank you for your hard work!

**Harmony Little**

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