

November 7, 2016

The following was sent to the listserv.



NEW MATERIALS! For recruitment and retention

Want to get more students in your doors – either new ones or ones who have been there before but haven't been attending lately?

To help with these efforts, some new materials have been created.

Please check out (and use) the latest materials found here:

<http://kyae.ky.gov/educators/recruitmentretention.html>. If you want something that's not included there, please let me know.

Below are two pieces that have the same design but have different messages; one is GED® student-specific (*So Close*), and one has a more general message (*Miss You*). They are both **designed to encourage students you haven't seen for a while to come back in.**

- [So Close](#) (310K PDF)
- [Miss You](#) (243K PDF)

These pieces are designed to be cut, have a personal message written on the back and put into an envelope and mailed. These pieces are not postcards on purpose, as it is important to keep our students' participation in our programs private. When sending out more general information about our programs, it's fine to use postcards (and smart to use "or current resident" in the address); when it's something that clearly suggests that someone has already been receiving our services, please put any mailed information in an envelope.

Thanks and happy recruiting/retaining!

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