

January 24, 2017

The following was sent to the listserv.

## Fresh recruitment materials now available!

Be sure to check out (and use!) these new recruitment materials, found here under the "Most Recent" header: <http://kyae.ky.gov/educators/recruitment.html>



**Get in the game!**  
Our **FREE** services can help you meet your educational and employment goals!

Ready to score an educational or employment touchdown?  
We can help you build your skills to:

- Earn GED® diploma
- Prepare for college/training
- Earn certificates
- Increase employability skills
- And much more!

1) **Super Bowl pizza box sticker sheets:** This idea comes to us courtesy of program directors JoEllen Mitchell (Pendleton) and Nichole Braun (Campbell); it is designed to be printed on label sheets (template 5164). The sticker labels would then be put on pizza boxes for Super Bowl Sunday. *Note: Many programs have shared that pizza places are happy to allow them to attach adult education marketing materials to pizza boxes if they do it themselves. Stickers make it easy!*



**Do something sweet for yourself!**  
Get started today on creating the future you deserve!  
We can help you build skills to:

- ♥ Earn GED® diploma
- ♥ Earn certificates
- ♥ Prepare for college/training
- ♥ Improve employability skills
- ♥ And much more!

**CONTACT US TODAY!**

**KENTUCKY**  
Adult Education  
Start Before Start Here!

2) **Valentine's Day Facebook cover photo and card:** These materials are designed to attract potential students and keep your message seasonally fresh; the cards may be used either as postcards or as handouts at designated locations. You may even want to ask your current students to share these "Valentines" with friends and family who need your services. If you want this theme in another format (i.e., 1/2-page fliers), just let me know and I'll be glad to create it.

Hope you find these materials to be useful! As always, if you have any ideas or need any help related to developing or executing recruitment ideas, please contact Missy Brownson by e-mail at [Missy.Brownson@ky.gov](mailto:Missy.Brownson@ky.gov) or give her a call at (502) 892-3014.