

Marketing, Recruitment, Retention Timeline

MONTH	SPECIFIC TASKS	RESPONSIBILITY OF
July, August, September	Develop and implement a Recruitment/Retention Plan Send letters to agencies, organizations, and businesses re: ABE Distribute table tents, posters, fliers Send letters to dropouts from previous year Identify potential members of SRT/advisory council Run specific ad/schedule of classes in local paper Analyze data from last year's program	inst, aide, CD, RC, SRT inst, aide, CD, RC, stud, vol inst, aide, CD, RC, stud, vol inst, aide, stud, vol inst, CD, RC inst, aide, CD, RC, vol inst, CD, RC, SS
October	Convene SRT/advisory council to set goals, etc Contact various organizations, businesses for presentation Run follow-up story in paper about classes Follow-up on students who expressed interest but didn't sign up, those who pre-registered but didn't show up for the first class, or those who came a few times but stopped coming Publicize GED Tests dates	inst, CD, RC inst, CD, RC, stud, SRT inst, aide, CD, RC, vol inst, aide, stud, vol inst, aide, CD
January	Review R/R plan to date and make adjustments in scheduling, delivery, or structure Develop strategies for next three months Re-stock brochures, fliers, table tents, and posters around the county Run human interest story in paper Run ad in paper for specific offerings Send letter to agencies, organizations, businesses re: ABE	inst, CD, RC, SS, stud, SRT inst, CD, RC, SS, stud, SRT inst, aide, CD, stud, vol inst, aide, CD inst, aide, CD inst, aide, CD, RC, stud vol
February	Convene SRT/advisory council to plan Open House for Legislature Publicize GED Tests dates	inst, CD inst, aide, CD
March	Follow-up on non-completers Send letters to agencies about last mini-class for year and urge them to send referrals Review R/R Plan to date and make adjustments in scheduling, delivery, or structure	inst, aide, stud, vol inst, aide inst, CD, RC, SRT
April	Develop list of people to invite to recognition ceremony Run human interest story in paper on value of ABE focusing on a student who will be recognized for attaining GED, obtaining a job, or whatever	inst, aide, CD, RC inst, aide, CD
May	Invite students, county personnel, state personnel, legislatures, etc, to ABE recognition ceremony; complete last minute preparations	inst, aide, vol
June	Conduct ABE recognition ceremony (press and media coverage) Send follow-up letters to non-completers inviting them to next year's classes Complete end of year reports Go over R/R Plan and calculate retention rates, determine patterns, and develop strategies for next year	all inst, aide inst, aide inst, CD, RC, SRT

Key:

inst=instructor; aide=aide; CD=county director; RC=regional coordinator; SS=state staff/support staff;
stud=student; SRT=student retention team; vol=volunteer