

# Yes, You Can! Building Strong Enrollments, Recruitment, and Marketing for Adult Career Pathways

Thursday, February 20, 2020

1:00pm - 2:30pm



**Adult Career  
Pathways**

ACP

# Welcome!

## TECH CHECK

Astrid Liden will assist with any tech issues. Chat any questions or needs in the taskbar.

All participants are muted from our end.

Raise your hand if you want to speak during the webinar and we will unmute you.

Note: Documents are in webinar **Materials** section (no need to print; may want to look at them)

Ready to go?



# Introductions

Todd Wagner, *MN State Director and ABE Supervisor*

Astrid Liden, *ABE Professional Development Specialist, MDE*

Patsy Egan, *ATLAS Director*

Heather Turngren, *ATLAS Adult Career Pathways Coordinator*

Ron Fleischmann, *Mankato AE, SCC Connects Supervisor and Instructor*

Cathy Grady, *Hubbs Center - Assistant Supervisor*

# Objectives for today's webinar

After the webinar, you will be equipped to:

- ❖ Describe a variety of strategies for building enrollments in ACPs
- ❖ Identify what your program is already doing with building strong enrollments in ACPs
- ❖ Explain at least two ways to broaden and increase enrollment in ACPs
- ❖ Access additional resources/tools for building strong enrollments for ACPs



# Resources in Material Section of Go-to-Training

1. Building strong enrollments worksheet example Mankato ABE (PDF)
2. Building strong enrollments worksheet (MS Word)
3. Career Pathways checklist (PDF)
4. Career Pathways toolkit (PDF)
5. CP Toolkit - element three - recruitment strategies (PDF)
6. Adult Career Pathways activities (PDF)
7. Appendix 5: Marketing Materials Review Forms (MS Word)
8. Link to Ron's 2nd Point of Entry slideshow (link)

# Current Challenges around Adult Career Pathway Enrollments (ACP)



## Urban

Competing programs for learners  
Needing to recruit double the amount of learners to get enough to run an ACP

## Rural

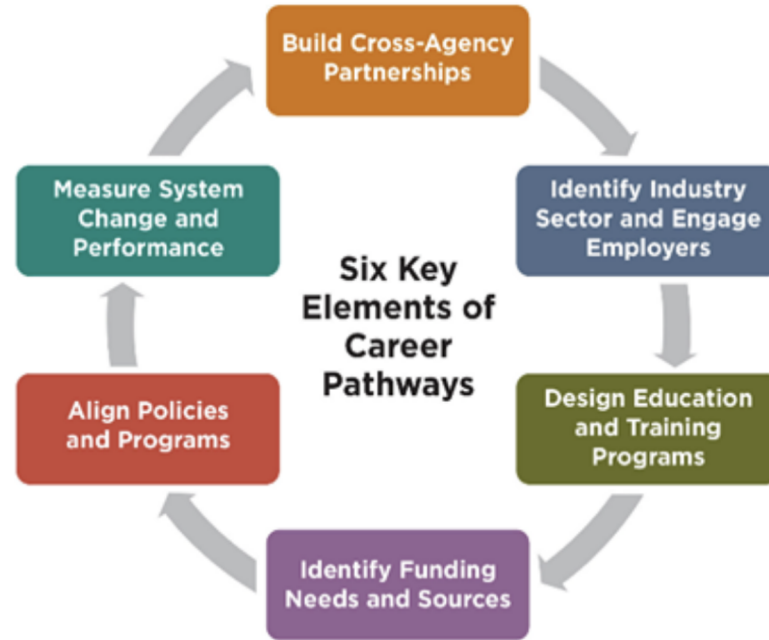
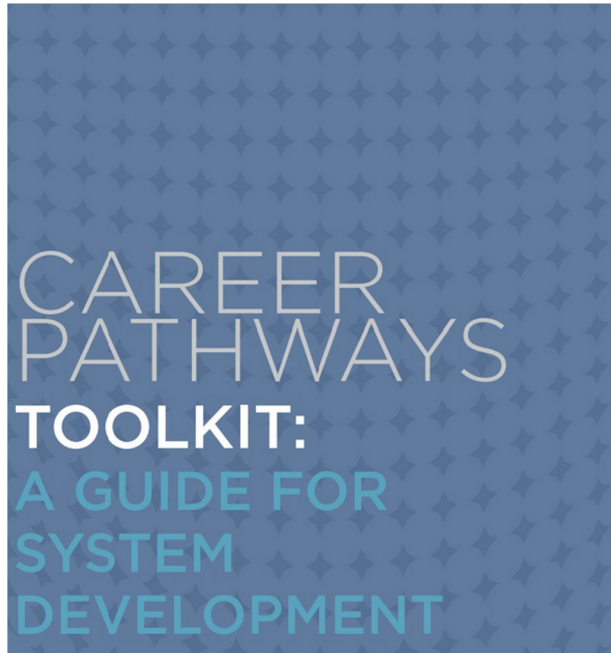
Building a cohort of learners  
Transportation  
Broadband

Learners getting employed during Adult Career Pathway (a good challenge)

Partners discontinuing training and or changing personnel.

# Career Pathways Toolkit - Element 3.2

*Identify Target Populations, entry points, and recruitment strategies*



# Critical Information Needed to Identify, Select, and Serve Target Populations - *from the Career Pathways Toolkit - Element 3.2*

## HOW TO: Critical Information Needed to Identify, Select, and Serve Targeted Populations

- Economic status;
- Residence and location;
- Educational attainment;
- English proficiency;
- Literacy skills;
- Work history;
- Culture impacts; and
- Special accommodations, if needed.

## CAREER PATHWAYS FYI: Potential Community Organizations to Collaborate With

- Minority-based, private, non-profits;
- Refugee organizations;
- Faith-based community organizations;
- Veteran organizations;
- Organizations serving individuals with disabilities;
- Temporary Assistance for Needy Families (TANF) organizations;
- Organizations serving dislocated workers; and
- Youth-serving organizations.

# ACP Tools and Resources

## Adult Career Pathways

ACP Course Curricula	—
Business / Administration	+
Education	+
General/Multi-Pathway	+
Healthcare	+
Retail/Hospitality	+
Technical Fields	+
Technology	+
ACP Development Tools	+

## ACP Development Tools

Adult Career Pathways Basics
Budgeting & Funding
Course Design
Effective Collaboration
Employer Engagement
Integrated Education & Training
Local Workforce Devel Boards
Strong Enrollments
Workforce Partnerships

Look for links in  
materials section  
of G2T



# ACP Tools and Resources

Resources / Adult Career Pathways / ACP Development Tools / Strong Enrollments

## Building Strong Enrollments – Guidelines & Examples plus Worksheet

ATLAS, 2018

A 7-step process that guides ABE programs and their partners to go beyond existing student populations and generic program flyers to instead be focused and strategic in building enrollments for adult career pathway programs. Steps include clearly defining target populations; creating recruitment strategies to reach and attract those populations with effective benefit statements; and developing student supports for persistence. The accompanying worksheet provides a tool for individual program planning and implementation. (8 pages)

- **Guidelines & Examples**
- **Strong Enrollments Worksheet**

### Adult Career Pathways

ACP Course Curricula +

ACP Development Tools -

Adult Career Pathways Basics

Budgeting & Funding

Course Design

Effective Collaboration

Employer Engagement

Integrated Education & Training

Local Workforce Devel Boards

Navigation

Partnering with Post-Secondary

Strong Enrollments

Workforce Partnerships

Look for materials  
in G2T

# ACP Tools and Resources

7 step process is outlined in worksheet & example

1. *Set enrollment goals*
2. *Identify target populations*
3. *Design program to meet needs of target population*
4. *Determine recruitment sources and strategies*
5. *Articulate benefit statements*
6. *Choose appropriate marketing tactics*
7. *Define and develop student supports for persistence*

*Planning takes time... and can result in increased enrollment in ACPs*

Look for materials  
in G2T

*Example from Mankato ABE*

## Assignment 7: ACP Cohort Building Strong Enrollments

### Target Populations

HS graduates  
Unemployed  
Underemployed (incumbent workers)  
Vets needing retrain

### Information Source

HS coun/teachers/guest speakers  
Workforce/MVAC/BECES  
Facebook/direct marketing/employers  
Vet reps at WFC, VFW, College reps

### Rationale/potential

know students/skills  
Receiving UI/known  
working  
Have skills

### Possible barriers

Want time off after HS  
4 year is only path  
Have to work  
Cost of credits/books  
Transportation  
Schedule

### Address avenues

Direct messages/HS grads  
Visual career pathway doc  
Apprenticeships/ OJT/ alternate funding/future focus  
Workforce resources  
Workforce resources  
echo college class - bridges should mirror college class time  
For healthcare, the classes/jobs are all different shifts....  
Invite into HS classes  
counselors/shop teachers  
on-ramp vs. extended bridges/Lincoln to SCC  
Background issues cannot enroll.

Low skills/don't meet cut score  
Healthcare background studies

# ACP Tools and Resources



## Adult Career Pathways Building Strong Enrollments Worksheet

*This worksheet allows you to do your own reflection and planning. We recommend that you complete this with your staff and other ACP program partners. Use the accompanying GUIDELINES & EXAMPLES side-by-side with this document to complete the assignment.*

Name:

Career pathway:

Employment goal of the pathway:

Steps on the pathway (as currently defined):

*Planning takes time... and can result in increased enrollment in ACPs*

Look for materials  
in G2T

Example

Target Population:

Low-Literacy Skills

Benefit Statement:

- Gain the skills necessary for a good paying job
- A support system ready to assist in program participation
- Flexible schedule to accommodate family responsibilities
- Personalized programs to build on current skill levels

Marketing Tactics:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Brochures          | <input type="checkbox"/> Websites                            | <input type="checkbox"/> Informational sessions      |
| <input type="checkbox"/> Flyers             | <input type="checkbox"/> Twitter                             | <input type="checkbox"/> Billboards                  |
| <input type="checkbox"/> Video testimonials | <input type="checkbox"/> Blogs                               | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> YouTube            | <input type="checkbox"/> Resource tables at community events | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Facebook           | <input type="checkbox"/> Local cable channels                | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Instagram          |  |  |

## Recruitment Sources

List all of the target populations you'd like to include in your pipeline. Underneath each one, check the box next to the recruitment sources you will be using.

Target Population:

Recruitment Sources (Check organizations you wish to include in your recruitment strategy):

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Private nonprofit organizations | <input type="checkbox"/> Faith-based organizations                           | <input type="checkbox"/> Veteran organizations       |
| <input type="checkbox"/> Community colleges              | <input type="checkbox"/> American Job Centers                                | <input type="checkbox"/> Youth-serving organizations |
| <input type="checkbox"/> Adult basic education           | <input type="checkbox"/> Secondary education                                 | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Human service agencies          | <input type="checkbox"/> Organizations serving individuals with a disability | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Refugee organizations           | <input type="checkbox"/> Secondary education/dropouts                        | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Unemployment compensation       |  |  |



# Recruitment and Enrollment Strategies vary!

Small town ~ medium-size city ~ metro area

Small ~ medium ~ large employers

Sectors vary - trades, health care, education, business

*Challenge = take what you learn and fit it to your own context...*



# Recruitment Examples

In-house ACP marketing  
Video on website  
ACP brochures  
Social Media  
Career guides  
ACP Orientation sessions

## Healthcare Careers

Guide to Colleges and Careers in Healthcare in the Twin Cities Metro Area



 INTERNATIONAL INSTITUTE  
of Minnesota

Int'l Inst. of MN Career Guide



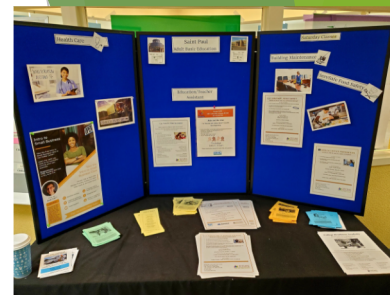
### Program Highlight:

In May of 2017, Bridges to College and Careers—Bridges to Healthcare was announced as a finalist in Innovations in American Government Awards competition by the Ash Center for Democratic Governance and Innovation at the John F. Kennedy School of Government, Harvard University.

Rochester's Bridges to College and Careers—Bridges to Healthcare is a multi-year project joining Hawthorne Education Center with Rochester Community and Technical College (RCTC). In collaboration with Workforce Development, Inc., United Way of Olmsted County, and Mayo Clinic, to provide the courses and supports that successfully transition immigrant, refugee, and/or basic skills deficient adult learners from Adult Basic Education to credit-bearing, post-secondary certifications and degrees in healthcare. These institutions/organizations with diverse cultures, funding sources, philosophies, and staffs have united and shared their strengths to improve post-secondary outcomes for at-risk students.



Rochester ABE Video



Hubbs Center in-house display

**Metro South Education**  
ESL • ADULT DIPLOMA • GED

**Why take a Career Pathways class?**

- Improve English skills
- Career planning with a career navigator
- Taught by qualified teachers
- Visit employer workplaces
- Learn from industry professionals
- Most classes lead to certifications, credentials and/or high school or college credits
- It's free

Please call or visit the Metro South main office to register:  
**952-681-6170**  
[www.metrosouth.org/career-pathways.html](https://www.metrosouth.org/career-pathways.html)

952-681-6170 • metrosouth.org • 2175 W. 80th St., Bloomington, MN 55431  
Anoka County, MN 55426 • 952-681-6170 • metrosouth.org • 2175 W. 80th St., Bloomington, MN 55431

**Metro South Career Pathways**

*Build skills for career advancement*

952-681-6170 • metrosouth.org • 2175 W. 80th St., Bloomington, MN 55431  
Anoka County, MN 55426 • 952-681-6170 • metrosouth.org • 2175 W. 80th St., Bloomington, MN 55431

**Metro North Adult Basic Education - ABE**  
January 18 at 3:49 PM

Are you a caring person looking to start your career in healthcare?  
Become a trained Certified Nursing Assistant!

ANOKACOUNTY.US  
**Health Care | Anoka County, MN - Official Website**

3 likes 1 Share

Metro North Facebook Page

Metro South ACP brochure

What ACP recruitment strategies do you or your program currently use?

- ❖ *What type(s) of social media?*
- ❖ *Do you use group texts or use Remind?*
- ❖ *Do you offer Face-to-Face Orientation sessions?*



Everyone, please use the chat feature to share what's happening in your area.

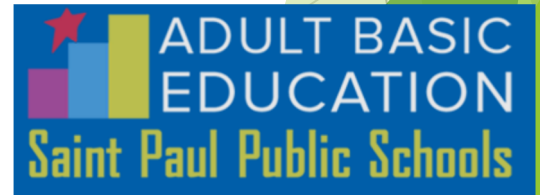
# Voices from the Field

A snapshot of strategies from around Minnesota for building strong enrollments, retaining students, and marketing for ACPs

# Cathy Grady

Assistant Supervisor

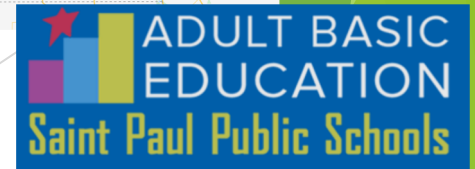
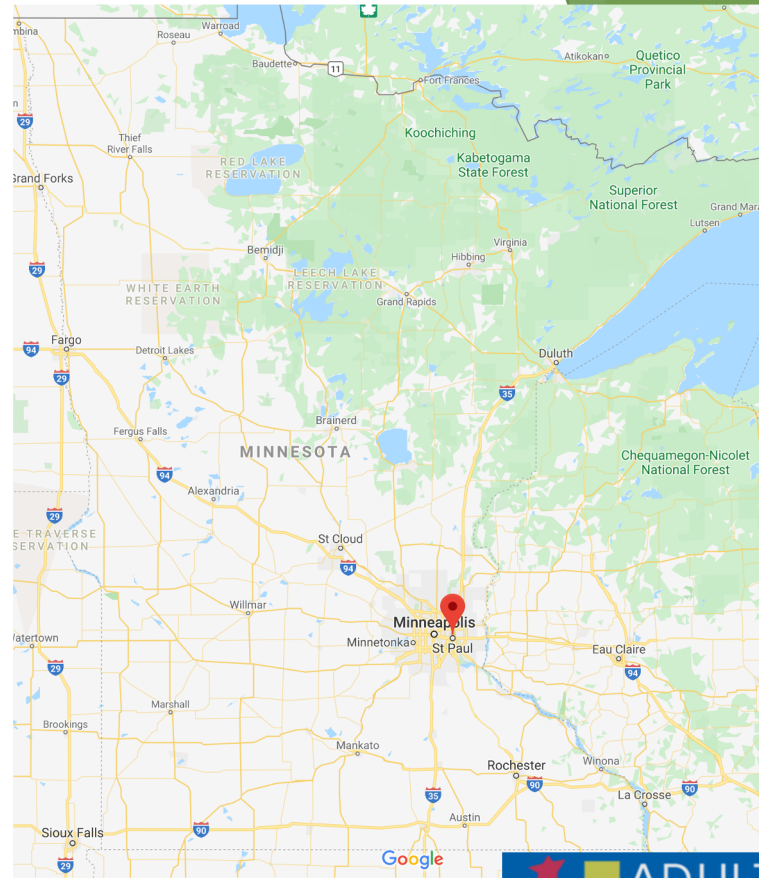
*St. Paul Public Schools  
(SPPS) - Hubbs Center*



# SPPS - Hubbs Center & Hub@Harding

## ACP:

- Advanced Child Development
- Building Maintenance
- CDL Permit
- Intro to Nursing Assistant
- Intro to Small Business
- Medical Office Preparation
- ParaPro Certification
- ServSafe
- Boiler License



# Building Strong Enrollments

## *How did you set enrollment goals?*



- ❖ Grant funded program goals are based on what we estimated in the application: the cost per student, how many complete, pass industry recognized assessment, gain employment
- ❖ Non-grant funded programs are based on overall school enrollment, level, interest
- ❖ How many students do we need enrolled and how many do we need to complete

# Building Strong Enrollments

## *Who is your target population?*



- ❖ Our student base, we try to tag those who have career goals and show interest in Health Care, Nutrition Service, Education, etc.
- ❖ We speak to classes in Family Literacy about Child Development classes. We connect with nutrition service workers and custodians in our district who need special licensure for advancement.



# Building Strong Enrollments

## *How did you set enrollment goals?*

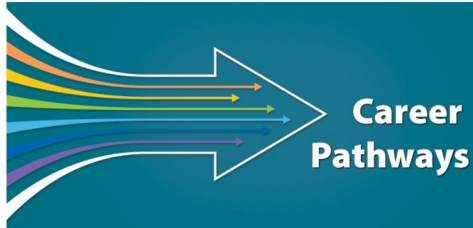


### Strategies Used:

- ❖ Offer classes on Saturdays
- ❖ Provide both online and classroom learning
- ❖ Pull in guest speakers that offer employment options and highlight those jobs to students

# Building Strong Enrollments

*What specific strategies and marketing tools were used? Were they effective?*



- ❖ MailChimp promotional email
- ❖ Facebook to highlight graduating classes and upcoming classes
- ❖ Flyers to stakeholders; SPPS Nutrition Services, Building Maintenance & Human Resource Department. Go out to Marsden work sites and speak directly to managers and workers.

# Building Strong Enrollments

*What social media did you use for recruitment?*



- ❖ Facebook
- ❖ MailChimp through email
- ❖ Texting

# Building Strong Enrollments

*How did you focus on internal recruitment?*

*How did you focus on external recruitment?*



- ❖ Internal recruitment: the teacher who teaches the ACP will go into leveled classes to promote
- ❖ We make announcements about upcoming classes and we table during high traffic times
- ❖ External recruitment: primarily to partner agencies (CareerForce, Goodwill) and consortium members

# Building Strong Enrollments

*What tools and resources have been useful?*



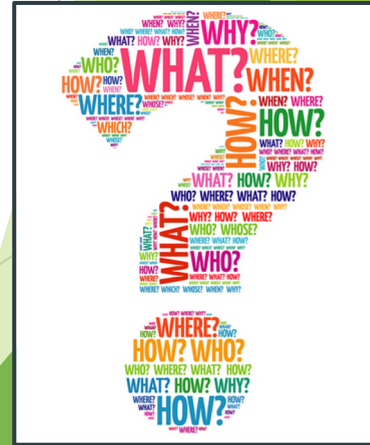
- ❖ Consistency
- ❖ Word of mouth
- ❖ Having a good product

# What is one “takeaway” or one question you have from Cathy’s presentation?



Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!



# Ron Fleischmann

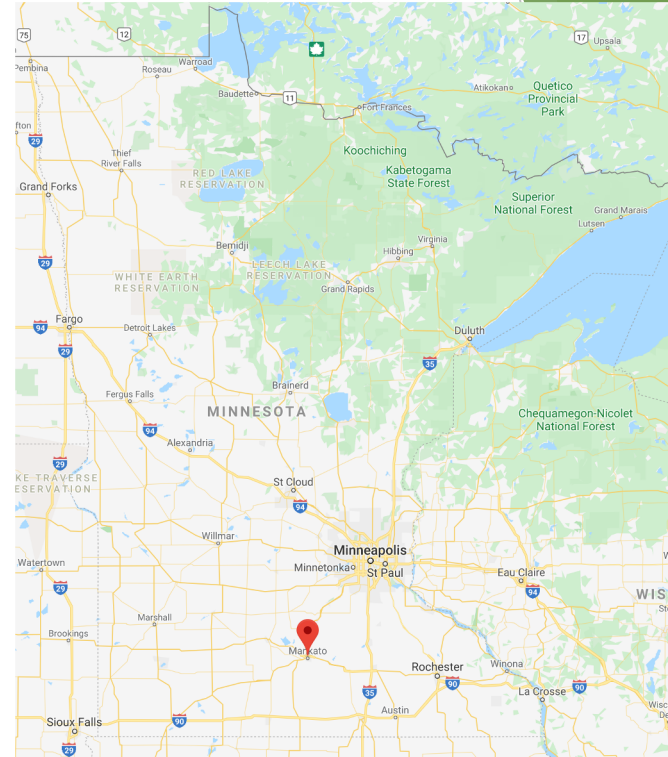
**SCC Connects Supervisor  
and Instructor**

*Mankato Adult Education*



# Mankato Adult Education

- ❖ Mankato Area ABE serves about 820 adult learners
- ❖ We offer Adult Career Pathways in both Healthcare and Manufacturing





# Building Strong Enrollments

*How did you set enrollment goals?*



- ❖ Increase enrollment in Bridge to Integrated programs (healthcare and manufacturing)
- ❖ Develop feeder onramp program
- ❖ Increase partner referrals
- ❖ Expand on 2nd Point of Entry - welding

# Building Strong Enrollments

## *Who is your target population?*



- ❖ Unemployed or underemployed

- ❖ 1st Generation college

- ❖ Non-traditional

- ❖ OnRamp: Reading D or A TABE 5.0 / CASAS 230

  - (Manufacturing only) Math M, D or A TABE 4.5

- ❖ Healthcare Bridge: Reading D or A TABE 6.0 / CASAS 236

  - Math TABE on file (for future class selection)

- ❖ Manufacturing Bridge: Reading D or A TABE 6.0 / CASAS 236

  - Math M, D or A TABE 5.0

# Building Strong Enrollments

## *How did you set enrollment goals?*



- ❖ Rebrand to SCC Connects to get more partner buy-in and referrals
- ❖ Have Partners and ACP Supervisor visit and teach portion of OnRamp
- ❖ Develop mechanism to expand on 2nd Point of Entry in Manufacturing (pilot)
- ❖ Find way to make position more self-supporting

# Building Strong Enrollments

*What specific strategies and marketing tools were used? Were they effective?*



- ❖ Expansion of 2nd point of entry (ABE)
- ❖ Development of 2nd point of entry for bridge to integrated (P2P)
- ❖ 1 ½ week timeline for 2nd point of entry for bridge to integrated with CARROT (PPE)
- ❖ We are learning a lot, but YES!

- **Building Strong Enrollments**
- *What social media did you use for recruitment?*



- ❖ Word-of-mouth/Facebook
- ❖ Focus on high demand program with a dedicated cohort of students
- ❖ One semester program with max/max of 20 students
- ❖ Waiting list every semester
- ❖ Development of back-to-back diploma

# Building Strong Enrollments

*How did you focus on internal recruitment?*

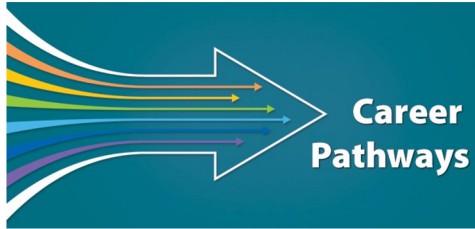
*How did you focus on external recruitment?*



- ❖ Dedicated buy-in from welding teacher
- ❖ Strong relationships with business partners (pay/in class help/new shop/access to class/mock interviews)
- ❖ Students are best ambassadors
- ❖ Facebook posts

# Building Strong Enrollments

*What tools and resources have been useful?*



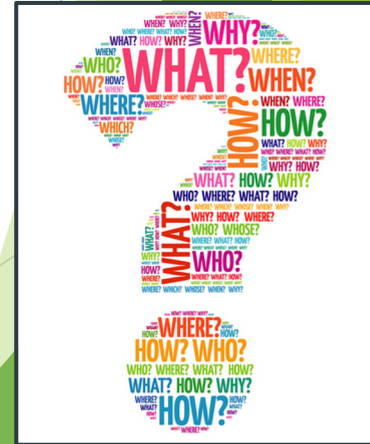
- ❖ Rebranding - SCC Connects
- ❖ Amazing CareerForce Navigator
- ❖ Relationship with welding instructor
- ❖ Relationships with partners
- ❖ Relationships with past students
- ❖ Relationships with HS Shop teachers

# What is one “takeaway” or one question you have from Ron’s presentation?



Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!







How do you begin building strong enrollments for ACPs





# Career Pathways Checklist - Self-assessment Tool

Locate:

- *In materials section of Webinar*
- *ATLAS ABE - ACP Resources*



**Adult Career  
Pathways**

ACP



## CAREER PATHWAYS CHECKLIST

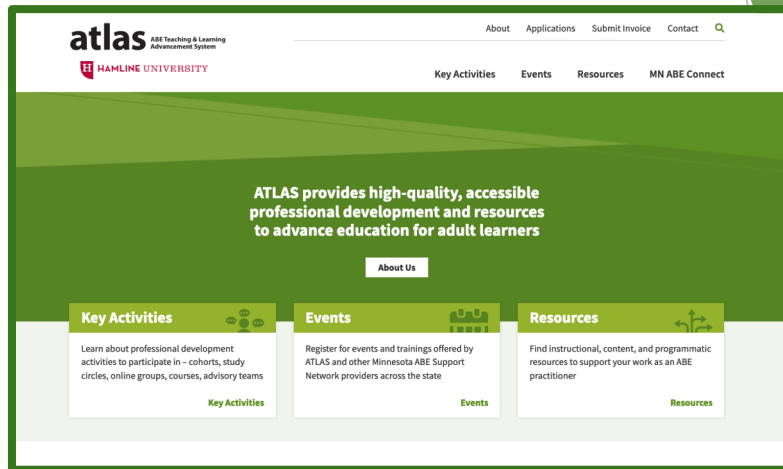




**Adult Career  
Pathways**

ACP

atlasABE.org



Access ACP Tools and Resources

ATLASabe.org > Resources >

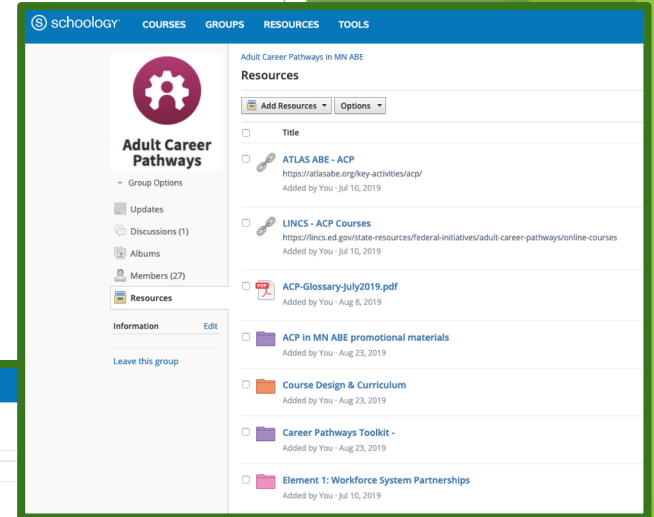
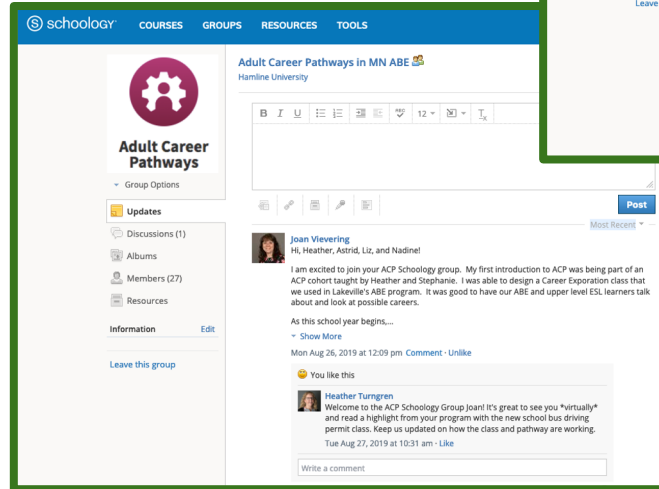
Adult Career Pathways



# ACP Schoology Networking Group



- *Post questions*
- *Share resources*
- *View links & materials*
- *Connect with ACP in MN*



# Join the ACP Networking Group



## Adult Career Pathways in MN

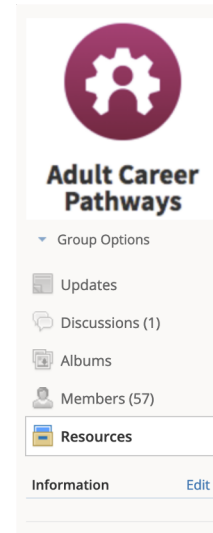


### Join the ACP in MN ABE Schoology Group -

1. If you don't already have a Schoology account, go to [www.schoology.com](http://www.schoology.com) and sign up as an Instructor. (This is important!)
2. Once you are in your account, go to the top blue bar, choose Groups, and then click My Groups
3. Click Join a Group and then enter the group access code **H6K9-V3WR-RRWNR**.
4. Post your general questions, ideas and resources in the Updates section of the group. This is the page that will appear after you enter the group.
5. Configure your settings to send notifications; this will keep you updated on ongoing discussions!

### Group Resource Folder - ACP in MN ABE promotional materials

- Find examples (videos & more)
- Share your work! (send to Heather T. and will be uploaded)



Adult Career Pathways in MN ABE

### Resources

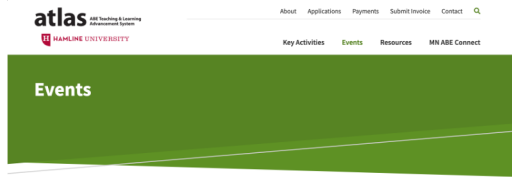
Add Resources Options

- ☐ Title
- ☐ **ATLAS ABE - ACP**  
<https://atlasabe.org/key-activities/acp/>  
Added by You · Jul 10, 2019
- ☐ **LINCS - ACP Courses**  
<https://lincs.ed.gov/state-resources/federal-initiatives/adult-career-pathways/>  
Added by You · Jul 10, 2019
- ☐ **ACP-Glossary-July2019.pdf**  
Added by You · Aug 8, 2019
- ☐ **ACP in MN ABE promotional materials**  
Added by You · Oct 17, 2019

# Questions on Resources?

Chat out your questions - or “raise your hand”





# Save the Dates - Future ACP Events

Find a list of ACP-Related events in Materials section or  
Register online at [ATLASABE.org](https://ATLASABE.org)





## Regional Events:

Friday, March 6, Metro Regional @ Hamline

Thurs-Fri, March 26-27, North Regional @ Grand Rapids

Friday, April 17, South Regional @ Mankato

## ACP Webinars:

One Room Schoolhouse, Tuesday, March 3 - 2:00pm - 3:30pm

*Creating Adult Career Pathways in a One-Room Schoolhouse Setting*

Webinar #5 Thursday, May 14 - 1:00pm - 2:30pm

*Yes, You CAN! Navigation in Adult Career Pathways*

## Adult Career Pathways Institute

Friday, May 1, 2020 8:30am - 4:30pm @ MDE in Roseville

*Thank you  
and see you at Regional Events, on  
May 1, and online again on May 14!*



**Adult Career  
Pathways**

ACP

