

Recruitment and Retention

Two of the most discussed aspects of family literacy programs are recruitment and retention. Staff members are concerned with how to attract students and how to maintain their participation long enough for participants to reach their initial goals. **The process of recruiting and retaining participants must be ongoing throughout the year and is everyone's responsibility.**

Some programs base all program activities, beginning with recruitment, on the strengths, interests, needs, and goals of prospective adult participants. To be effective, recruitment and retention activities build on what motivates the adults in the program and work to eliminate the obstacles that prevent participation. From first determining the local potential for FACE to transitioning the families on to other goals while providing ongoing support, the FACE staff will always be working on recruitment and retention.

Several barriers are present in every community. Each FACE team must develop a plan for eliminating the barriers, both real and perceived.

Adults vote with their feet. If they do not think the program is meeting their needs, they will not stay.

Who benefits from participation in FACE?

Families in the community with

- parents, grandparents, adult family members, or caregivers who want to improve their academic, work, and life skills; or
- children, prenatal through eight years of age.

Extrinsic Motivation

The first level of motivating adult learners in FACE may be to use extrinsic motivators, such as

- experiencing a success every day,
- having an Incentive Plan,
- participating in field trips with an academic purpose for the family,
- earning a Perfect Attendance Award, or
- earning a Certificate of Accomplishment.

Characteristics of Intrinsic Motivation

For adults to be motivated, they need

- feelings of competence,
- probability of success,
- interest,
- enjoyment, and
- control.