

## Recruitment and Retention Tips and Calendar

As a FACE team, participate in and facilitate ongoing activities to build awareness of FACE in the school and community.

### Calendar

- Distribute up-to-date FACE posters and flyers.
- Have the home-based adults interested in transitioning to center-based programming schedule an interview with the adult education teacher at the school. Discuss the student's education needs and participation level during the interview.
- Encourage students to carry around FACE postcards or business cards to distribute to interested families.
- Know your community partners and make sure they know you. These partners can be a valuable source of program referrals and opportunities to share your program information and benefits with the larger community.
- Prepare a short explanation of the FACE program to share.
- Make sure your flyers and promotional materials are eye-catching, easy to read, and up-to-date.
- Consider handing out flyers in different colors at different events so that you can track which events are the most effective for recruitment. Keep a spreadsheet or list with information about where the flyers are coming from, so the team knows which places are the best areas to recruit from.
- Host an open house with refreshments to offer information about the program and show potential participants the program space. This is also an opportunity for current families to share their stories with attendees.

### Calendar

- Hold a fun and engaging Family Orientation prior to beginning the program to ensure that families have an understanding of the opportunities and expectations.
- Display photos of FACE families and projects completed by families. Provide opportunities that give families a feeling of ownership of the space.
- Create a resource board with up-to-date information for families about upcoming activities, such as community events, job postings, Tribal Council meetings, etc.
- Check in regularly with families to celebrate their progress and encourage those who are struggling to meet their goals.
- Communicate to families the importance of regular attendance and work with them to create an attendance policy that promotes accountability.
- Ensure that session topics are informed by families' interests and needs.

## Calendar

August	September	October
<ul style="list-style-type: none"> <li>• Create a detailed recruitment plan ensuring all staff have roles.</li> <li>• Develop recruitment materials and post flyers in the community.</li> <li>• Approach businesses for incentives and resources.</li> <li>• Hold an Orientation for families.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish an attendance policy with participants.</li> <li>• Work with families to set goals.</li> <li>• Display photos, student work, and information on bulletin board.</li> <li>• Start a “Student of the Month” program and provide incentives, if available.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue recruitment efforts with a focus on community partners who can provide support.</li> <li>• Plan a “bring a friend” day and encourage parents to bring guests.</li> <li>• Help parents prepare for conferences with teachers.</li> </ul>
November	December	January
<ul style="list-style-type: none"> <li>• Celebrate Family Literacy Day (November 1<sup>st</sup>).</li> <li>• Update bulletin boards.</li> <li>• Design new recruitment materials for use in the new year.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a plan to keep parents engaged over the holiday break with transfer-home activities.</li> <li>• Create a “photo booth” where families can take fun pictures together, and display them around the classroom.</li> </ul>	<ul style="list-style-type: none"> <li>• Make phone calls to participants who may be slow returning to class following the break and support them in returning to a routine.</li> <li>• Distribute new flyers in places where students have been recruited.</li> </ul>
February	March	April
<ul style="list-style-type: none"> <li>• Have families help plan for and host a recruitment event.</li> <li>• Ensure program information is included in the school newsletter and on social media, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Update bulletin boards.</li> <li>• Help parents prepare for spring conferences with teachers.</li> <li>• Encourage students to share their program experiences within the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Plan a school-wide PACT activity.</li> <li>• Have parents write a collection of personal essays on their program experience.</li> </ul>
May	June	July
<ul style="list-style-type: none"> <li>• Collect feedback from parents on their program experience.</li> <li>• Create a fun summer learning plan including homework packets, reading logs, project-based learning, and PACT activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Host an open house as a recruitment activity.</li> <li>• Maintain contact over the summer with participants who will be returning, send postcards, and make phone calls.</li> </ul>	<ul style="list-style-type: none"> <li>• Review family feedback.</li> <li>• Review and revise previous recruitment plan.</li> </ul>

**Next Step:**

With your team, review your site’s recruitment & retention calendar.