Creative Ideas for Student Recruitment, Retention & Social Media Marketing

MANAGER FOCUSED WEBINAR SERIES
LITERACY ACTION NETWORK
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Strategic Class Scheduling and more

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Recruitment and Retention Strategies at Hubbs

1. Class scheduling
2. Class offerings
3. Distance Learning
4. Focusing on student needs, positive school culture and sense of community and belonging
Class Scheduling

Saturdays

Marsden Building Maintenance class had been held at the Marsden offices during the week. We realized that many potential students for this class were working during the week so we moved the class to Saturday morning and attendance exploded.

Since then, we’ve moved more employment-related classes to Saturday morning.
Class Scheduling

Friday classes

Last year, Friday classes were poorly attended. Now Friday classes are stand-alone “extra” classes: CASAS Prep, Citizenship, Advanced Pronunciation, Driver’s Permit.

Core classes held M - Th; peak times are 8:30 a.m. -- 2:30 p.m., classes are also held from 4-5 and 5 - 8.

Evening classes: M/W and T/Th - works well for students who can’t come all four nights. Offerings are complementary to accommodate students who can attend all four nights.
Class Scheduling

Daytime alternating classes

Last year, we tried having two-day morning class options to accommodate students who couldn’t attend all four days, and to open up choices for students who wanted to do two days of math and two days of writing.

Teachers gave this system a thumbs down.

However, we still have students asking about two day classes, so we may considering doing something like this again.
Class Scheduling

Spring break classes

SPPS was closed so much last winter that even my kids were sick of snow days! It was really disruptive to our classes and of course it didn't help our hours.

Spring break: offered a few core classes instead of closing.

Summer session: added 2 weeks, going from 8- to 10-week session.
Class Offerings

Used to have discrete writing and computer classes for EL learners. Now we have Communication 1 & 2. These classes address writing, speaking and digital literacy skills.

GED Online - this is a hybrid DL and in-person GED program for students who can’t come to class regularly but are willing to have an initial meeting and ongoing communication with a teacher and do most of their work online. Small but growing program.

Math Lab -- for students who can't get into math classes right away (due to managed enrollment) or who are at a lower level of math than current class offerings accommodate. One-room schoolhouse style math with a teacher and volunteer helpers.
Distance Learning

In addition to DL office hours where students can sign up for DL, staff are doing “push in” DL registration and orientation (mostly for ReadTheory at the moment) for entire classes.

Computer incentive program with PCs for People.

DL is the only program that has grown recently. Hours were up more than 15% from PY18 to PY19
Strategic planning action teams - part of SPPS strategic planning process

The ones that are most relevant to student recruitment and retention:

- Student Advising,
- Positive School Culture
- Family and Community Engagement
A simple puzzle can build community and a sense of belonging, teamwork, collaboration.
Other

In October, we had our first “new student meet and greet.” Students who started during the month were invited to have snacks with support staff and administration. Target audience: students who are in the critical 12- to 40-hour period (when so many students drop out). We had coffee and snacks - about 15 - 20 students showed up.

Celebrating successes - on bulletin boards around school, on facebook, and in person
Invisible Barriers in Student Retention

Kristy Rooney

- ABE Coordinator, Austin Adult Learning, Austin, MN
- Mindset Neuroscience Educator/Speaker
Lost Motivation/Hope

CAUSES

- **Identity**: We respond to the world out of who we believe ourselves to be. Our beliefs tend to be contained in our subconscious brain created by experiences in our past with the highest emotional weight. (We don’t often actively/continually process this information or “fact check” it.)
  - Negativity Bias
  - Myelinated Pathways
  - Fixed Mindset
- **Fear of Failure/Fear of Success**: Fear is the main culprit when it come to moving forward!
- **Rebellion against who they are there for/Not there for anyone**
Lost Motivation/Hope

Helpful Program Ideas:

● Teach Students that change and growth is possible! Let them know how their brain works so that they see that it’s just a process and not an identity.
● Celebrate the small to show growth and change. Give them a “map”.
● Teach new skills in intentional living
● Show them the choice to be there is their own
● Self-Transcendent Purpose
Anxiety

In order for learning to occur, a student must first feel safe. Safety comes in many forms: physical, emotional and social.

- Be intentional about building trusted relationships (co-regulate with boundaries)
- Teacher personally being mindful in order to be present, steady and model self-regulation (Not a poster!)
- Build classroom community and culture.
  - In group/Out group
  - Fun
Low Expectations

“*No one rises to low expectations.*” -Les Brown

- We are wired for consequence... either reward or to escape “pain”. If your students don’t have either in your program, other consequences in their life will be more important.
  - Attendance Policy
  - Grades
  - Adult Honor Society, Attendance Awards, Online Hours
Social Media & Marketing

Shari Brunes

- ABE Site Manager, Hutchinson Adult Education
- State Professional Development Committee
Does your ABE program currently use social media as a marketing tool? If so, which platform are you using?

Please use the chatbox to respond.
Creating a Facebook **Group** vs. a **Page**
I just earned my GED.

https://sites.google.com/view/iamabe/about-iamabe
“Stay in school. Don’t be like me and wait almost 25 years to get your diploma because it gets harder to remember and you need your diploma for future jobs. Best of luck!” ~Corey, today’s GED earner #nevertoo late #iamABE

“Getting my GED is always something I have wanted to do since I dropped out. My problem was never having the courage to do so, but being at Hutchinson Adult Education at Ridgewater with their wonderful teachers and programs, I was able to set a goal and reach it with the wonderful support I had. My advice is to always believe in yourself and never give up!” Words of wisdom from our recent GED grad, Chayanna Gnehmhouse. #superproud #goingplaces #performing #iamABE

“I have fun at school. I like to read and get better. I like the teachers. They are nice and I have fun.” Congratulations to Steve on his academic level gain in the area of reading. #traveler #youcanot #nevertoo late #iamABE

“I just made a level gain.”

“Don’t Run” These colors don’t run.
Getting more **LIKES**!
You like me! You really like me!
Use the INSIGHTS!
Timing is everything!
Find large, local groups.
Find large, local groups. Join and **SHARE**
Questions

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Continue the discussion on Schoology!

- Create a **FREE** Schoology account at schoology.com
- Locate the **Groups** dropdown
- Choose **MN ABE Administrators**
- Click **Join**
- Input this code **Z97XM-W9RVN**
- Click **Join** to complete

If you have any questions for our presenters, or want to continue on with a discussion of today’s topics, please post your question in the MN ABE Administrators group and we will follow up with you!

THANK YOU FOR YOUR PARTICIPATION TODAY!