One-Stop Shopping Recruitment Event

In conducting various recruitment events, we learned that students often did not follow up and enroll in courses. There are various reasons for this, but we wanted to create an event where we “closed the loop” on getting students in our program.

We tried a “Tweet Up” and promoted our recruitment event on Twitter. You can drive participants via a URL link to either EventBrite or your Facebook page or other location to collect RSVPs and provide more information on the event.

We met at a pizza parlor that had WiFi availability and provided resources to help the students and their parents make a decision to enter the program and enroll.

At this event we had:

- Faculty
- Student Advisor
- Career Service Advisor (co-op)
- Students currently in the program
- Business reps who hire graduates

These resources were able to answer all the students questions, and the student advisor had a laptop available and worked with students to enroll on the spot.

This event would be a good follow up event to informational events you may have, and you could send out separate emails/text messages to potential students already on your distribution lists.

We did enroll students from this event and liked the idea of having resources available to help the new participants.