

THINK, INK, AND SHARE

“Best Practice Strategies for Student Recruitment” Collected at the 2006 NBEA Convention, Tampa, Florida

The following Think, Ink, and Share ideas were collected from business educators attending the “Best Practice Strategies for Student Recruitment” session at the 2006 NBEA Convention in Tampa, Florida. The contact information provided below each idea was provided by the contributors.

- ✓ Prior to the tenth-grade orientation, I sent postcards to all sophomores with a 2.0 and higher GPA inviting them to visit our booth during orientation. If they brought the card with them, they received a key chain. The theme was “spin into a new career with business management.” As the students watched a student-created movie about the business program (using movie maker), the students received a bag of cotton candy and the opportunity to be invited into our classroom for a tour conducted by the students.

Kristen Ledman, Barberton High School, 330-753-1084, ext. 5174

- ✓ We took two computers to a high school Career Day and set them up (along with other vocational programs – EMT, Pharmacy Tech, Cosmetology, etc.). Our table promoted business. We persuaded students to take one-minute timed writings and to be in competition with each other for speed. Afterwards, we gave fliers, business cards, and phone numbers for them to contact us.

Lelia Austin, Lake City Community College, 386-754-4353, austini@lakecitycc.edu

- ✓ We involve the faculty and students in the community in non-profit organizations and include a service-learning experience within courses. For example, if you teach an office system technology (OST) class, your students could work at a local church for extra credit in your academic course using their administrative skills learned in class.

Leila A. Rodemann, Trident Technical College, 843-574-6648, leila.rodemann@tridenttech.edu

- ✓ Our high school is divided into four academies. Each academy holds a Parent Orientation Night to distribute information about the programs we offer and answer questions. To promote our business education department and FBLA, we designed a flier that could be distributed at the event, placing the information in the hands of the parents. To reach the students, we ran an advertisement in our student newspaper providing similar information to the students.

Latrice Amparan, Junction City High School, 785-717-4200, ext. 5801, deshannaamparan@usd475.org

- ✓ **Build a constructive partnership with one or two large companies. If these partnerships are successful, executives in these companies will refer our program to other companies. The best way to promote my program in cooperative education has been to provide jobs for my students.**

Joyce Smith, Rondolph CTO, 313-494-3909, joyce.smith@detroitk12.org

- ✓ **Our best recruiting strategy has been 9th-grade tours. All 9th-grade language arts teachers are asked to participate with their classes in a treasure hunt. Classes are led on a tour through all program areas looking for the treasure of their career-related courses. While on the tours (90 minutes total – about 5-8 minutes in each program area), students see live work from students in classes and watch videos created by students about skills learned and possible careers from taking the courses.**

Misty Freeman, Winder-Borrow High School, 770-867-4519, mfreeman@barrow.k12.ga.us

- ✓ **Promote National Business Education Week throughout the campus and in local area high schools. NBEA has some great marketing tools for this purpose, such as posters and pamphlets. Using these materials, develop an event on campus to bring students, faculty, local business leaders, and campus administration together to highlight the importance and need for highly educated business professionals and exciting opportunities. This brings more focus to our business programs based on our school model, which often gives opportunities to those students who may not otherwise be able to attend college.**

Matt White, ITT Technical Institute, 614-771-4888, MCWhite@itt-tech.edu

- ✓ **To promote our Honors Business Program, “The Firm,” we host an annual luncheon and invite area business leaders, principals, counselors, business teachers, FBLA and BPA advisors and students, and National Honor Society advisors. An exciting program describes the benefits of the honors program.**

Tamra Davis, Tulsa Community College, 918-595-8064, tdavis@tulsacc.edu

- ✓ **Hold a career fair. Involve students in creating promotional fliers to announce the selected date. Students then arrange the display booths, using samples of their work. Have a student-manned station to provide hands-on activities in creating documents on request at the computer (a quick personalized banner, a sticker with “Best Friends,” etc.).**

JoeAnn Streeter, Hillsborough County Schools, 813-231-1866, joeann.streeter@sdhc.k12.fl.us

✓ **Promotional activities include the following:**

- **Distributing business program bumper stickers**
- **Sponsoring dual enrollment with local colleges**
- **Preparing survey instruments to determine students' interests, their parents' interests, and local business needs**
- **Conducting hands-on projects that are visible to other students**
- **Sponsoring a middle school FBLA Chapter**
- **Hosting a Career Day with local businesses and universities and state-of-the-art presentations by students**
- **Using the most dynamic teachers at the freshman level**

Showcase success to middle school students.

Cheryl Christensen, Desert Edge High School, 623-923-7500, cchristensen@aguafria.org

- ✓ **Invite the community for free one- to two-hour workshops on Microsoft Word, Excel, or PowerPoint. Distribute fliers and registration material for four-hour workshops on computer applications for a fee or for customized courses. During Administrative Professionals Day, hold an open house and offer free keyboarding certification or 10-key certification and mini-computer workshops.**

Hold mini-sessions during college career fairs on resume writing and job interview skills.

Jean Hara, Leeward Community College, 808-455-0346, jhara@hawaii.edu

- ✓ **“Business: Bringing It All Together” is a PowerPoint presentation used for students, parents, and administrators. “What Do They Have in Common?” is a presentation to students just before scheduling.**

Demonstrate to students how each of the other disciplines (English, Fine Arts, etc.) correlate to business. Demonstrate or feature famous business people who have done well (Bill Gates, Warren Buffett, Donald Trump) and use the relationship of business to making money.

Joyce Hansen, Cedar Springs High School, 616-696-1200, joyce.hansen@csredhawks.org

- ✓ **To promote a new course to a target audience of students, prepare business-card-sized publications advertising a new course. Distribute ten copies to each student currently taking a business course. Have them print their names on the backs of the cards. Their goal is to distribute as many of these cards to “non-business” students in the school as possible. Non-business students will hopefully read the ad, write their name on the back of the card, and return the card to a business teacher. Once a currently-enrolled student has had a pre-determined number of cards returned, that student may take out more**

cards to distribute. On a pre-determined date, all returned cards are counted and prizes are given to business students who had the greatest number of cards returned.

Faye Alfano, W. F. Herman Secondary School, 519-944-4700, faye-alfano@gecdsb.on.ca

- ✓ We invited all area high school and technical school teachers to our community college to share ideas. The program included new technology methods, strategies for teaching, and program articulations into the community college.

Enid Kozlowsk, North A. Community College, 850-973-1637, kozlowskie@nfcc.edu

- ✓ At Central High School it is vitally important to sell our business education program to our advisors. They hold so much of the power for placing students that might be unsure of their path into the appropriate classes. We try to keep the importance of our classes fresh in their minds. We use posters in their offices and in the halls. We try to include them in our advisory board meetings. We also invite them into our classes often to see for themselves the importance of our program.

Tara Upson, Salina Central High School, 785-309-3561, tara.upson@usd305.com

- ✓ Develop promotional packets and deliver them to women's shelters and churches that sponsor women's programs. The purpose is to attract women who find the need to re-enter the workforce after being out for some period of time.

Teresa Moore, Volunteer State Community College, 615-230-3304, teresa.moore@volstate.edu