

## Meeting Program Enrollment Goals

Promising Practices 19

### Program Puzzler

You have noticed a decline in new students enrolling in the program. To understand the decline better, you review the AspireLink data (Student Registration Form 17: How did you find out about this program?) and realize most have come from Job and Family Services referrals and word of mouth. Per the grant, the current enrollment is approximately 30% short of the projected enrollment. What steps could you take to increase enrollment?

### Peer Perspective

#### Ways to Increase Enrollment

- Analyze the location of the student population in order to offer classes in proximity to where students work and/or live.
- Draw on partners to increase awareness and referrals (e.g., temporary employment agencies, library, career centers, local businesses, One-Stops).
  - o Make sure that your program is on literacy-related service lists (e.g., Dollar General).
- Advertise in multiple ways.
  - o Speak at the beginning Head Start meeting for family advocates.
  - o Develop a public service announcement for local radio and television stations.
  - o Distribute brochures listing program services.
  - o Encourage current students to tell others.
  - o Participate in a fund raiser or community event (e.g., Walmart family literacy days, recycling drive).
  - o Participate in Business after Business activities sponsored through the local Chamber of Commerce to network and promote your program.
- Offer additional types of programming or different delivery systems, such as Madison Heights on TV for family literacy or Math Lab using the computer for distance learning.
- Set the right tone for students to feel comfortable and successful. They can recruit for you.
  - o Provide incentives to students who recruit others.

#### **Timely Tips**







Speak at local civic group meetings (e.g., Lions, Rotary, Eagles, VFW, Elks). Groups often need monthly speakers.

#### Potential Factors Affecting Enrollment

- Local economy
- Competition with other agencies (e.g., churches offering English for Speakers of Other Languages [ESOL] services)
- Unrealistic program goals

## Added Insights

### AspireLink Accompaniments

-  Annual Report Table 1 Participants by Entering Educ. Functioning Level
-  Annual Report Table 6 Participant Status and Program Enrollment
-  Attendance by Class by Month
-  Attendance by Site by Class by Month
-  Attendance by Student by Site by Class by Month
-  Program Demographic Information