

## **CAMPUS RECRUITING TIPS:**

- Use alumni networks! Have school alum help with recruitment. Students consistently report that alumni recruiters are more influential than outsiders.
- College students love free stuff! Pens, cups, sticky-note pads, etc are a great way to get students' attention.
- Establish long-term relationships with the career service offices. Counselors can plug your program year after year and give your program materials prominent placement in the office.
- Use in class-presentations. Work with professors who teach classes that interest your target audience (education, sociology, agriculture, etc) to arrange in-class presentations by program alumni.
- Make potential applicants feel welcome! Send them newsletters and other materials targeted toward current program members to create a sense of belonging.
- Be persistent! Use phone calls, emails, postcards, and other materials to follow-up with potential applicants every month.