



# DL101 Minnesota

## RECRUITMENT Webinar

WEBINAR RECORDING:

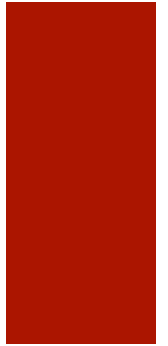
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### Agenda –

- House-Keeping & Announcements
- Two Minute Check-in
- Presentation on Recruitment from SCRED
- Q & A/Discussion



## Two Minute Check-in



**Please summarize the recruitment efforts you are trying during this pilot.**

**Let us know how the strategies you described in your site plan are going.**

# Carver-Scott Educational Co-op

- Skills Tutor
- Target Audience: 1. GED learners who reside in areas that do not have the ability to support a regular on-going class or have scheduling conflict with existing classes. 2. GED and English language students in hybrid instruction who have access and ability to use DL outside the classroom to supplement time they spend in the classroom with an instructor.
- DL and Hybrid models



Helen Ahearn & BarbAnn  
Pappas

# CLUES (St. Paul)

- Skills Tutor
- Target Audience: We are looking to target students who are unable to attend programming during our scheduled class times, or students who can attend 1-2 classes a week but will not be able to do so with regularity.
- DL model



Fidelity Kernes & Kendall Bruhl

# Glacial Lakes ABE

- Skills Tutor
- Target Audience: GED Learners, age 25 and under, with a special emphasis on recruitment at our smaller sites (Atwater Cosmos Grove City, Paynesville, Buffalo Lake/Hector/Stewart).
- DL model



Julie Mischke, Jim Nicholson &  
Shari Johnson

# Adult Options in Ed. (AOIE) - Hopkins

- Skills Tutor
- Target Audience: Paul's Adv. ESL evening class at SLP with addition of ABE students in SLP day and evening program.
- Hybrid model (?)



Paul Dunkirk & Jane Kono

# Mankato Area ABE

- Skills Tutor
- Target Audience: Students wanting to improve their basic skills, working at the pre-GED or GED level will be the target audience for Skills Tutor. GED students will need to have a TABE GE of at least 2-3.9 to be eligible. ESL students who are waiting for the next quarter to begin and several existing classes will be the target audience for Skills Tutor. ESL students will need to have a CASAS score of at least 201 to be eligible.
- DL and Hybrid model (?)



Bev Mountain, Mary Kate Lewis,  
Marilyn Solberg & Heather Block

# St. Croix River Education District (SCRED)

- Skills Tutor
- Target Audience: Those students who have computer access, computer skills, & do not have the ability to attend onsite classes regularly
- DL only model



Kathy Horbacz, Sarah Rydberg & Sally Welsh



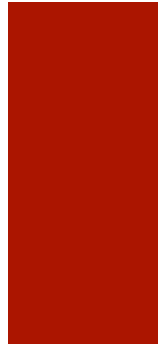
# Neighborhood House (St. Paul)

- English for All
- Target Audience: people who can demonstrate the ability to work independently by completing a take home assignment prior to beginning the program and also communicate effectively through meeting bi-weekly on site with a teacher to discuss material and obstacles.
- DL model



Jesse Zager & Kara Schommer

# South Washington County ABE



- PLATO
- Target Audience: Our current students (GED, basic skills, and writing) desiring additional opportunities outside of the regular classroom instruction for the purpose of improving their basic skills
- Students without the means, or limited means, to make it into our scheduled classes. Students whose schedule conflicts with our class schedule or without reliable transportation would be good candidates for our DL option
- Our target population will be self-motivated, able to work independently and possess (at least) basic computer skills, a reading level equivalent to 6th grade or beyond, and have access to a reliable, and updated personal computer.
- DL model



Susie Peichel & Shane Mueller

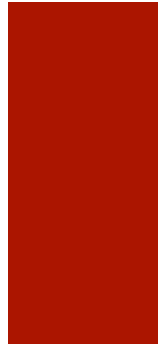
# Osseo ABE

- Skills Tutor
- Target Audience: students in basic skills classes who are at NRS low-intermediate, high-intermediate and low adult secondary educational functioning levels. In our system, these are preGED, Academics and GED FastTrack students.
- DL model



Julie Pierce & Jennifer Carlson

# Metro North ABE (Brooklyn Center Community Corner)

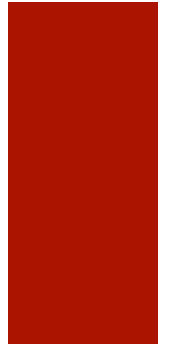


- Skills Tutor
- Target Audience: Students who are already studying in our study lab program who wish to put in more time to gain their educational objectives. Another audience will be study lab students who for varying reasons have to discontinue their study lab experience but who would be able to continue in a distance learning program.
- DL only or in lab

Mark Zosel



# Metro North ABE (Blaine Learning Lab)



- Skills Tutor
- Target Audience: The majority of the participants come/will come from our higher-level ESL classes and our mid-level ABE classes.
- Hybrid model

Molly Stewart & Charles LaRue





**DL101**

# **Recruitment**

# St. Croix River Education District

Sarah Rydberg, Kathy Horbacz, Sally Welsh

# Recruitment Strategies



- Build relationships with our CBO's and workforce centers
  - ✓ ABE Located at Pine Technical College
  - ✓ Jobs and training located at Pine Tech
  - ✓ Attend monthly meetings at Pine Tech
  
- Provide information to local businesses
  - ✓ Make contacts and presentation at Chamber
  - ✓ Packet to put up at business and face to face contact

# Recruitment cont.



- Send information in student mailings
  - ✓ One sheet info page home with elementary kids
  - ✓ Community Education brochure
  
- Use social media ex. Facebook/Twitter
  - ✓ <http://www.facebook.com/pages/Pine-City-Adult-Basic-Education-SCRED/348318451846870?sk=wall>
  - ✓ <http://www.scred.k12.mn.us/School/Index.cfm/go:site.Page/Page:10/index.html>
  - ✓ <http://www.pinetech.edu/business-and-partners/etc/etc-categories/education/adult-basic-education-abe>



# Recruitment cont.

- Presentations at district events
  - ✓ Present to school board
  - ✓ Parent teacher conferences
  - ✓ PTA
- Provide information to our GED Testing Center
- Provide staff development to ABE teachers
  - ✓ Aware of what is available
  - ✓ Trained on how to use distance learning tools
- Build relationships with our local school districts alternative programs



# Recruitment Strategies

- Build relationships with our CBO's and workforce centers
- Provide information to local businesses.
- Send information in student mailings.
- Use social media ex. Facebook/Twitter
- Presentations at District Events
- Provide information to our GED Testing Center
- Provide staff development to other ABE instructors
- Build relationships with local school districts alternative programs



# Questions?

Contact Sarah, Kathy & Sally

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