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Student Recruitment Toolkit: Overview

Prospective career education students need quality, easily accessible information to make an informed decision about their career and future. To help your recruitment effort, we have created a Student Recruitment Toolkit, as part of the regional Find It. Be It. campaign. We encourage you to download, customize and share these assets at campus events, high school recruitment visits or during counseling sessions.

Here's what is in the Find It. Be It. Student Recruitment Toolkit:

Why Career Education? Brochure

This highlights the benefits of career education, focusing on the messages that resonated most with students in the Central and Mother Lode regions during market testing. Students are encouraged to learn more by visiting the Find It. Be It. website, where they can further explore their career options and corresponding programs at the region's 14 community colleges. You can customize this brochure to include your college logo, a list of your college's career education programs, career counseling contact information and website URL. Don't have a section on your website specifically for career education that is enticing for students? Keep reading.

[Click here to download.](#)

16 Customizable Career Cluster Fact Sheets

The Find It. Be It. website categorizes careers as outlined in the National Career Clusters Framework. Fact sheets, which you can customize to include college contact information, have been created for each of the following 16 clusters as noted below. [Click here to download.](#)

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, Audio Visual Technology & Communications
- Business Management & Administration
- Education & Training
- Finance
- Government & Public Administration
- Health Science
- Hospitality & Tourism



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- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

16 Career Cluster Templates

The Find It. Be It. website categorizes careers as outlined in the National Career Clusters Framework. Use these templates with headers for each cluster to announce new programs, promote specific programs and provide school-specific information to your students.

[Click here to download.](#)

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