



# REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

Creating an Effective Local Student  
Recruitment Marketing Plan

January 17, 2018  
1:00 – 2:00 pm

Register at:  
<https://bit.ly/2D4us7c>



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## Creating an Effective Local Student Recruitment Marketing Plan

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The Find It. Be It. campaign deploys regional strategies that can be tailored at the local level to increase student awareness and enrollments in career education. This webinar supports participants in integrating the campaign tools and designing localized strategies through a systematic marketing plan to identify local goals, strategies, tactics and objectives to increase enrollments.

### Learning Outcomes:

#### Participants will understand:

- The necessary market research to develop objective-based strategies for a local plan
- The differences in goals, strategies and tactics and how to effectively measure results so that course corrections can be made to maximize enrollments
- Apply the student recruitment marketing plan template to design local strategies that engage all members on campus who interface with students
- Leverage and align Find It. Be It. regional strategies to meet local student recruitment needs

### Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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POWERED BY:

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