WE WANT YOU!

Recruiting

O What is effective recruiting (aka marketing)?

  O What does it look like?

  O How do we measure it?

B. Total Participants Including TA (Participation Rate)	193	16.08%
C. Participation Statistics (% of Participants)		
1. New Participants (Per First Enrollment Date)	61	31.61%
2. Continuing Participants	132	68.39%
3. Total Tuition Assistance Participants	29	15.03%
4. Total Customized Course Participants	170	88.08%
5. Participants Enrolled in More Than One Custom Course	35	18.13%
6. Participants Enrolled in More Than One TA	8	4.15%

Recruiting

O What are we doing now?

O What is working?

O Where do we innovate?

Recruiting

O What are we appealing to?

    O Something for nothing?

    O Being a better you?

    O Leisurely fun?

Recruiting

- What's it worth?
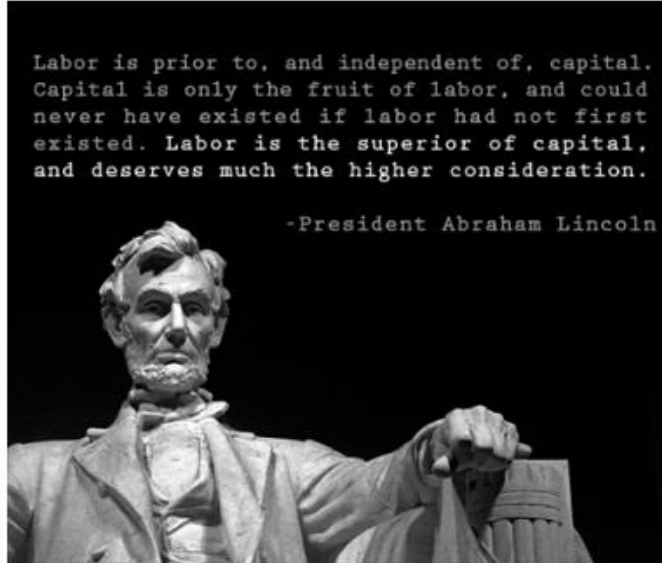
- Do you have a marketing budget?

- What is it used for?

The Institute for Career Development
Published by Sean Hayden [?] · September 3 at 9:15am · 🌐

Have a great weekend everybody!

> Labor is prior to, and independent of, capital. Capital is only the fruit of labor, and could never have existed if labor had not first existed. **Labor is the superior of capital, and deserves much the higher consideration.**
>
> -President Abraham Lincoln

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❤️ Maureen C. Chadwick, Becky Inman and 86 others Chronological ▾

36 shares

Tim Stewart you too scotty!
Like · Reply · Message · September 3 at 2:04pm

Write a comment... 😊 📷 GIF 🗒️

Recruiting

O New concepts

1. WHAT IS GEOFENCE?

Geofences can be used to target customers in physical locations, allowing you to trigger the right messages, the right campaign, at the right time and place.

Pulsate™

Recruiting

O Geofencing is the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area