

## Recruitment Materials and Approaches

This section describes recruitment approaches for a *Girls in Science* program including a description of the overall plan.

### Recruitment Plan

- Make contact with key personnel in the school system. School administrators, teachers, and counselors are a wonderful resource to assist with recruiting.
- Invite school personnel and parents/guardians of eligible participants to an informational meeting.
  - ❖ Pass out informational flyers and application materials. Create a power point presentation to describe the program and give copies to the teachers to show in their individual classrooms.
- If possible, take time to visit all the schools in your area and arrange a 5 minute presentation for science and math classes. This is important because program staff is able to answer questions about the program that teachers cannot.
  - ❖ It is important that all eligible girls know about the program and have the opportunity to apply.
- Ask the principal of each school for permission to put up flyers and designate a place where applications can be picked up.

### Press Release to Media

- A press release can be sent out to all of the local newspapers informing the general public about the program. For this program, all media activity was coordinated through the University's Office of Public Affairs.
  - ❖ Be sure to include a phone number and contact person in the press release.
  - ❖ The press release should describe the program. It should include the dates, eligibility criteria, and information on how to get an application.