

## 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.

# Flyer

A flyer should contain the following information:

- ◆ Program title.
- ◆ Contact information.
- ◆ Descriptions of the following:
  - The program.
  - Program design.
  - Participants (list any eligibility requirements, and counties or parishes for which the program is available).
  - Additional program information: location, mentor accessibility, rewards, etc.

# General Communication

## Example

Program Title (*i.e. Girls in Science*)

Sponsor Information (*i.e. Sponsored by the Department of Kentucky College of Behavioral Science*)

**What:** Description of the program, number of desired participants, listing of counties or parish's included, general description of activities in the curriculum program, and list the number of mentors each student will have.

**When:** To be arranged or list specific dates.

**Where:** List residence location. (*i.e. Students will stay on campus in a dormitory at the University of Kentucky for a one-week period*)

**Why:** A statement addressing why students should want to participate. Such as: Because you deserve the best! Careers in science and research are for women, and we encourage each to achieve her fullest potential.

**Cost:** List program costs - if any. *For example: "It's free! We will cover the expenses of room and board, plus \$100 a week. When you complete the two-year program, we will provide you with a \$1000 scholarship for any college you wish to attend.*

For an application or more information please contact any of the following:

List Contact Information for one or more persons, including name, address, phone, and email if applicable. Contact information should be accurate and legible.

**Funded By:** List funding/support for the program

# Superintendents Communications

## Example

### Program Title

**Office Contact Information**

*Example: University of Kentucky, 1234 Anywhere, USA  
Phone: (859) 000-0000; Fax (859) 000-0000 Email: staff@uky.edu*

**To:** School Superintendents

**From:** Person(s) running the program

**Date:** (? / ?? / ??)

**Re:** Title of program

Content Information should include a description of the program, providing the superintendents with pertinent information on the program.

Make note of all enclosures (*such as: flyers and application materials.*) Specify if they may make duplicates of the materials or if they must request official/original copies of the application materials as needed.

Mention any additional information that can be accessed (*i.e. web site, power-point presentation(s), etc.*)

End with a comment suggesting open communication. *For example: Please let me know if there is anything you might need as you talk to young women about this new opportunity. I will call next week to follow up with this memo.*

Sincerely,

Name of Program Director

## Power-Point Presentation Contents

- ◆ Program title.
- ◆ Program description.
- ◆ Brief outline of program activities, locations, dates, etc.
- ◆ Brief outline of summer, Saturday, and school year program sessions.
- ◆ Describe the connection between the program session and mentoring.
- ◆ Goal(s) of the program.
- ◆ Requirements for acceptance into the program.
  - ◆ Counties or parishes included.
  - ◆ Age.
  - ◆ Any additional requirements.
- ◆ The program's learning targets.
- ◆ Costs.
- ◆ What is needed from possible participants, teachers, principals, superintendents, parents, etc?
- ◆ Benefits from participation.
- ◆ Contact information.
- ◆ Funding, support, grant number etc.