



Innovative Program Design, Outreach, and Recruitment

FIRST LITERACY

FRIDAY, MARCH 11 AND 25, 2022

1:00 - 2:30 PM

SESSION 2

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Learning Objectives

Participants will be able to

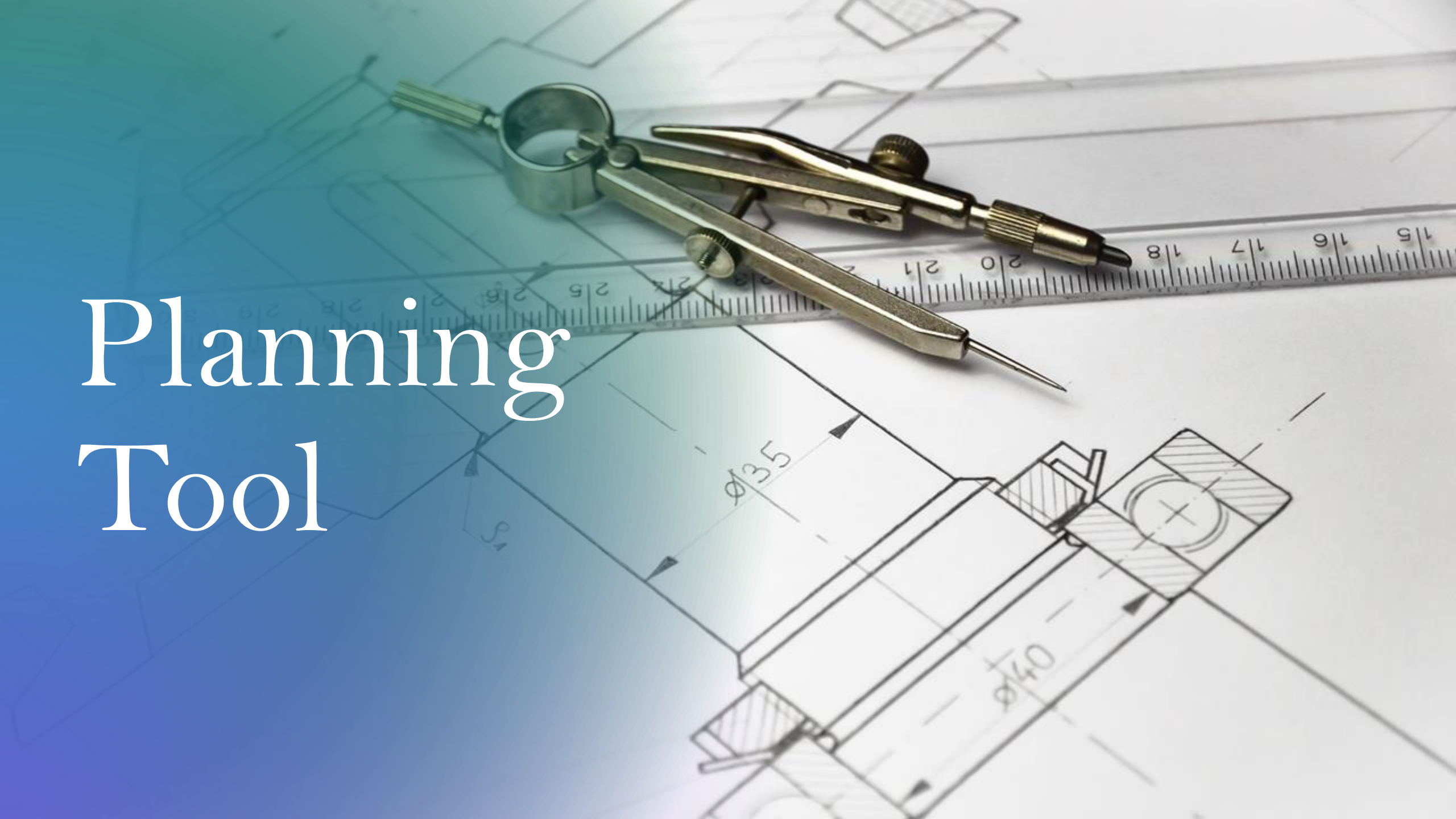
- implement tools and strategies to conduct an assets and opportunities assessment;
- use data to identify opportunities for innovative programming;
- use student and staff feedback to inform program design; and
- identify and implement outreach and recruitment strategies to enroll the right students in the right classes.





Program Design

- Target population
- Course Information
- Planning
- Recruitment & Enrollment
- Marketing
- Implementation
- Partnerships
- Funding and Resources
- Exit Strategy



Planning Tool

General Planning

- Use data from assets & opportunities assessment
- Target population
- Course objectives & goals
- Staffing plan
- Identify & approach partners
- Funding & revenue requirements
- Data collection & program evaluation



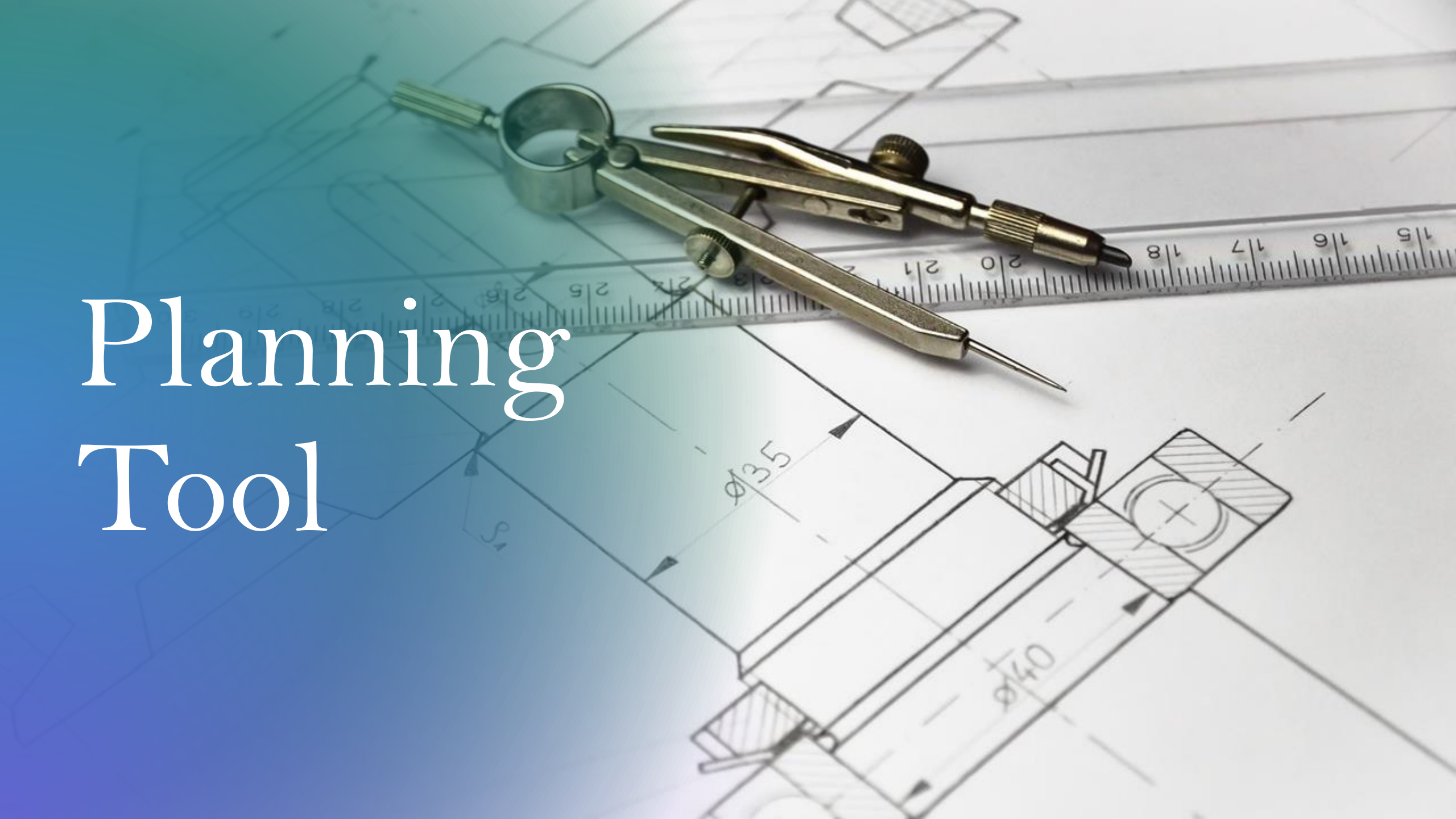
Curriculum Planning

- Learning objectives
- Assessments
- Unit plans
- Lesson plans
- Course materials
- Assessment tools
- Syllabus



Breakout Room Discussion

- Review the Planning and Curriculum sections of the planning tool
- Review the data from your Assets & Opportunities Assessment
- What can you fill in now?
- What other information/staff support do you need?
- How will you use this tool in your program?



Planning Tool

Enrollment Process

- Timeline
- Enrollment criteria
- Forms
- Recruitment plan
- Marketing materials
- Applicant tracking



Recruitment Plan

Course information

- Target enrollment
- Population
- Recruitment/outreach strategy

Information for applicants

- Class description, dates, schedule, location, format
- Technology needs
- Cost
- Enrollment process & contact information



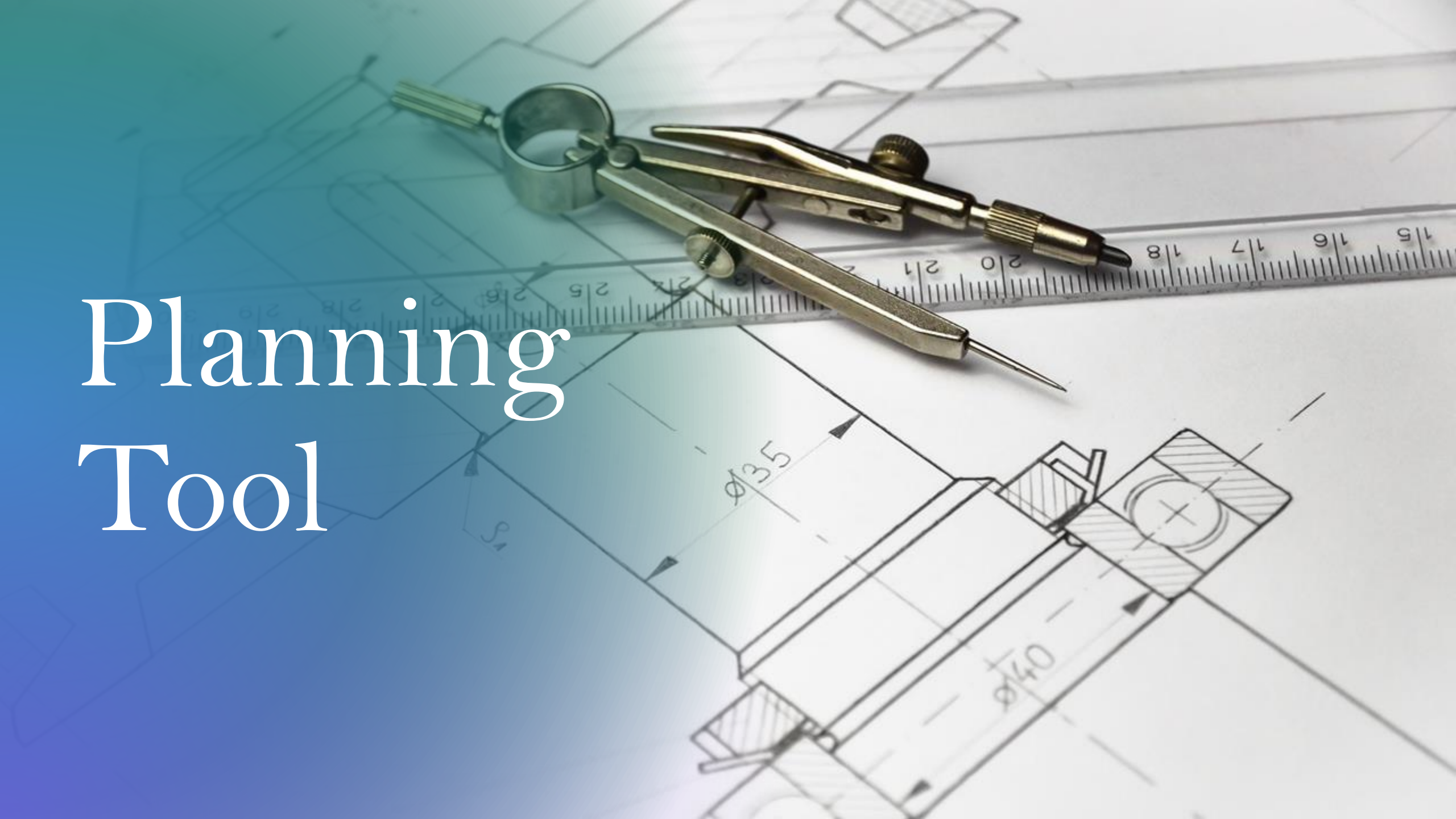
Marketing Plan

- Marketing Materials
- Print/electronic
- Distribution plan
- Who is responsible?
- Distribution schedule



Breakout Room Discussion

- Review the Enrollment, Recruitment, and Marketing sections of the planning tool
- Review the data from your Assets & Opportunities Assessment
- What can you fill in now?
- What other information/staff support do you need?
- How will you use this tool in your program?



Planning Tool

Implementation

- Course logistics, scheduling
- Hiring/staff assignments
- Course infrastructure & materials
- Assessments
- Launch!
- Instruction
- Data collection & evaluation
- Resource tracking



Partnership Plan

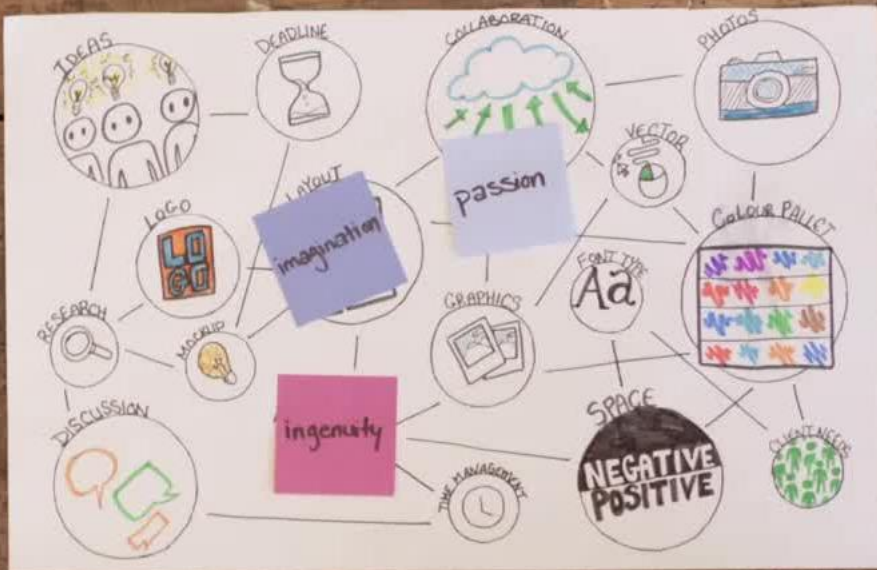
- Partner role & contact
- Staff managing relationship
- Goals & actions w/due date
- Notes & follow-up

Financial Plan & Exit Strategy

- Financial Plan
 - Personnel costs (with fringe)
 - Materials & general costs
 - Funding & revenue
 - Additional fundraising required
- Exit Strategy
 - Criteria (benchmarks & dates)
 - Staff responsible for monitoring
 - Action plan to implement if criteria not met

Breakout Room Discussion

- Review the Implementation, Partnership, Financial, and Exit Strategy sections of the planning tool
- Review the data from your Assets & Opportunities Assessment
- What can you fill in now?
- What other information/staff support do you need?
- How will you use this tool in your program?



Questions & Open Discussion

