

Tip Sheet

Recruitment

- The best recruitment tool is an effective program. Word of mouth is your best friend.
- Posters that showcase nontrad students and activities.
- Brochures/Flyers –informational mailings to middle school parents about career nights
- News releases –feature articles about successful participants will encourage others to enroll.
- Letters-to the editor on current appropriate events can include information on the program.
- Networking – utilize your business cards and practice what you preach.
- Radio/TV Public Service announcements. Create a 30 or 60 second PSA that can be shared with a local station. Set up an on-air interview for nontrads.
- Websites –Career fairs – invite middle students to attend.
- Do informational sessions on career choices for school groups.
- Presentations by successful nontrad persons and for outside groups.
- Provide effective labor market information and career counseling.
- Establish sustainable support services and groups, including mentors, and publicize these.

Retention

- Meeting students' needs encourages them to stay in programs.
- Certificates for those who complete the program.
- Positive reinforcement for exhibiting appropriate employment skills – attitude, dress, demeanor, professionalism, etc.
- Encourage nontrads to keep tabs on each other (peer networking) for support and friendships.
- Alumni group meeting on a regular basis following class sessions.
- Invite former nontrad students (grads) to speak at Orientation or other functions.
- Offer job-shadowing experiences.
- Offer mentoring.
- Submit newsletter articles to the home school.
- Support service availability for school and summer activities– child care, transportation, tools/supplies, tuition, etc.
- Regular contact with program while in training.
- Tutoring assistance for those who have a need.
- Regular financial aid seminars for all types of training.
- Help participant identify one person in their circle who will be supportive of their efforts.
- Mail new nontrad participants in area schools information concerning support services you offer.
- Distribute a monthly/quarterly newsletter to your nontrad list containing items of interest.
- Offer job-shadowing experiences in their field.
- Provide a mentor currently working in their field.
- Offer specific tutoring where needed.
- Provide support group activities combining various nontrad groups.

- Compile a nontrad phone exchange list that encourages peer networking and sharing.
- Establish a policy to meet with students before they withdraw from a program.

Support Services and Mentoring Suggestions

Group and individual support

- Skills identification and transferable skills
- Assessments and their explanations
- Resumes, cover letters, applications
- Self-confidence/self-esteem
- Labor market analysis
- High priority and gold collar jobs including nontraditional and entrepreneurial
- Training and financial aid including apprenticeships
- Problem solving
- Goal setting and individual career plan
- Stress management
- Time management
- Financial literacy
- Parenting skills
- Interviewing
- Job search/networking
- Communication skills
- Decision making
- Thinking skills

Special Sessions/Events

- Field trips, career fairs, volunteer activities, Habitat for Humanity, etc.
- Follow up/alumni groups/networking – brown bag lunches or Saturday breakfasts
- Mentoring – particularly for nontrad participants
- Healthy living/wellness – variety of topics on food choices and physical conditioning
- Time management in school and out

Related Activities

- Math remediation and software
- Computer sessions including email and internet
- Job placement assistance
- Internships
- Job shadowing