Campus: 2025-2026 Recruitment Plan and Calendar Events

Month	Training and Planning	Action/Event	Audience	Responsible Team Members and Roles	Fall Timeline	Location	Materials/Resources	Documentation/Outcome	Number of Students	Follow Up Actions|Links	Applications Submitted	Notes: What would you do differently for the next event?
September	Your Recruitment Team is trained and has working knowledge of how to maneuver through SchoolMint. Your recruitment plan is diverse, robust, and strategic. Team members understand the sense of urgency regarding procedures and the recruitment process. Team members have designated and targeted roles and responsibilities that can be measured and actively monitored via schedules, timelines, checklists, and team goals and expectations. Your team's goal is clear and will ensure that you maximize your program's seating allocation. Each student is communicated with as well as parents. Students are well aware of their selected pathway and program expectations. Your counselor is active in the advisory and Master Scheduling of all students. You have a comprehensive plan for student retention and on track. Intervention mentions are in place for incoming freshmen to support all efforts to increase students' success.	Visit Feeder School PTA/PLC | Campus events| Counselor| Campus Tours| Bring a Friend Event| Picture Day| Scheduling Updates|Industry Partner Events| Lunch Period Table Event|Pop Up Shop Events (Extra Credit for Application Completion)| Campus Carnival (Meet Current Ambassadors and students)| meetings for recruitment 8th grader. Informational Flyers to all middle school counselors. P-TECH/ECHS Recruitment Workshops (Example/Suggestions)	8th Grade Students, Parents, and Campus Faculty	Collegiate Staff, Teachers, Students	Month| Date|Year	Campus Location or Venue	Post links to Flyers, compose Email messages targeting overall expectations and outcomes, P-TECH/ECHS Banner, table cloths, SWAG and additional invites to future events via mass email or call outs	Students attend a campus tour during open house events. After the tour families are provided paper or computer-based applications and assistance with completing the application before departing the event. Interested families completed the Interest form with all contact information. Follow-Up email reminding them of open house events. Updated videos uploaded to the External Google Drive. Parents will receive additional communication reminding them of important dates. Call Outs for those who are registered to invite them. Have students and parents complete a media release form so their may appear on the campus web page and in their campus newsletter.	A total of 25 students registered to attend the event. (Survey documents registration) A total of 25 students attended. 15 students completed the application process with a parent or guardian. At this time we have 30 completed applications and will begin interviewing on (date).	Call Outs, Personalized Emails, Bulk Emails, Personalized Phone Calls, Post Cards, Informative (Parent/Student) Group Meetings	15 Total from the current event. We have 30 overall at this time.	I would ensure that.... I would prepare more packets for... I would contact the counselor and support staff to assist more with the process. I would connect with the local radio station to support... I would ensure that industry partners are included to support student exposure
October	Recruitment / program items	Itemize list of recruitment items (swag)	middle school students	TAs, Clerk	**10/8/25**							
	Schoolsby visits	on campus recruitment during schoolsby	8th grade (Piedmont, Young women's, young men's, ARSA)	Counselor (9th)								
	Flyers	Flyers for application loias	8th graders & parents; MS counselors	All .IS								
November	Schoolmint Applications	On-campus assistance with schoolmint	8th grade parents	TAs, Clerk								
December												

Month		Action/Event	Audience	Responsible Party	Spring Timeline	Location	Materials/Resources	Documentation/Outcome	Number of Students	Follow Up Actions	Applications Submitted	Notes: What would you do differently for the next event?
January					**January**							
February					**February**							
March					**March**							
					March							
April					**April**							
May					**May**							
					May							
June					**June**							
					June							

Recruitment Team				
Name		**Reponsibility**	**Contact Information**	**Email**