



If your community has become accustomed to a “drop-in” intake process for new students and you are switching to a regularly scheduled managed intake process, you will need to make sure that potential students and referral agencies are aware of the change. Here are some ideas that might help.

Marketing to Potential Students

- Revise program brochures and other marketing materials to indicate the enrollment schedule change.
- Use the newspaper and radio to announce the dates of scheduled enrollment.
- Be sure that all staff members who may respond to telephone calls from potential students are aware of the scheduled dates.

Marketing to Referral Agencies

- Many of the primary referral agencies (e.g., human service agencies, court system, One Stops) who send students our way are accustomed to referring them on any given day of the week. Informing them that you are switching to a weekly or monthly enrollment schedule for new students may result in some initial resistance or discomfort. It is imperative that you arrange a time to meet with them and explain the reasons for the change. Explain that:
 - The new scheduled process will allow you to better address the needs of the students and increase their interest, desire, and ability to maintain regular attendance.
 - Talk with them about the various components of your new enrollment process that you will now be able to do that you could not do under the “drop-in” system.
 - Special provisions have been designed for certain students for whom immediate enrollment is absolutely necessary. Talk to them about what circumstances might necessitate immediate enrollment for their particular referrals. (Be sure that you have developed an alternative plan for those students – see Helpful Hint 2.6)

- Give them the name and phone number of the person they call to schedule a new enrollee in the intake sessions.

Helpful Hint 2.5

National Adult Education Professional Development Consortium