

UC Cooperative Extension UC CalFresh Fresno/Madera Counties Manual

Adult Program

2. Recruitment:

Recruiting participants for classes and workshops is imperative to the success of our program. Once a class session is scheduled you will need to work with site staff to recruit as many participants as possible by following these steps:

- a. Is the class closed to a select group of individuals?
 - i. Yes.
 1. Document the number of participants anticipated.
 2. If it less than 10 inform your supervisor.
 - ii. No.
 1. Ask if you can provide them with a custom flyer that they can copy and distribute.
 2. Call participants who have expressed interest at prior events.
 3. Call participants from the Adult Interest list.
- b. At School Sites
 - i. Have the class added to the parent newsletters, school calendars, staff bulletin, tele-parent (mass phone call), or the school marquee.
 - ii. Set up a booth before/after school to promote the class.
 1. Use the Adult Class interest sign-up sheet.
 - a. Refer to Adult Class Interest Sheet,
 - i. After events these sheets are to be filed in school or community folders for reference.
 2. Call to remind interested parents 2 days before the class.
 - iii. Promote the class with teachers.
- c. Confirm anticipated participants one week before the class; call or email site staff.
 - i. If the class has not been promoted or the anticipated participant numbers are less than 5, discuss with your supervisor whether the class should be rescheduled.
 - ii. If less than 50% of the anticipated participated participants show up on the day of the class, immediately call your supervisor for instructions on how to proceed.
- d. Use Flyers to promote: Refer to the Workshop Flyer and the Series Flyer
 - i. These are available in English and Spanish.