12 Ways to Increase Student Enrollment
Prior to the beginning of each semester, every Manatee Tech instructor hopes for a classroom filled with bright, dedicated students. To help bolster overall enrollment, the Marketing Department promotes all programs within Manatee Tech with TV spots, newspaper ads, web advertising, direct marketing and media and community relations. Our goal is to raise awareness and promote our entire curriculum. With limited budget dollars, it is challenging to aggressively promote each of our programs. The following are ideas that you can implement to promote your program and to help ensure high enrollment. Use these in conjunction with programs created by the Marketing Department.

1. **Let us know about human interest stories and newsworthy events involving your class.**
   If you have an extraordinary student who excels in the classroom or in his/her personal life, that’s a story we want to hear about. If your class participates in community outreach events, or if you have guests of note visiting your class, it’s important to contact Maura Howl and let her know. She has long-standing relationships with the local media which can result in great TV, newspaper and magazine coverage. Stories that make it into the media are priceless!
   Contact Maura Howl at - 941.751.7900 x 1020 • howlmc@manateeschools.net

2. **Partner with Marketing to create brochures and flyers specific to your program.**
   Marketing has created two templates that can be adapted to each program – a trifold brochure and a promotional flyer. Provide us with ideas for the text and photos or photo suggestions and we’ll do the rest! Based on your input, we will write, design and print attention-getting pieces that will highlight your program while reinforcing the overall Manatee Tech “brand”.
   To get started, contact Damon May - 941.751.7900 x 1044 • mayd@manateeschools.net or Nancy Lawrence - 941.751.7900 x 1009 • lawrencen@manateeschools.net

3. **Recruit your Advisory Council members to promote your program.**
   Ask your Council members to distribute your brochures or flyers to their colleagues, customers and vendors. A great way to get the word out within your industry!

4. **Develop an “elevator statement” about Manatee Tech and your specific program.**
   Be prepared to answer the question “So, where do you work and what do you do?” in a few concise, well thought out sentences.
5. **Identify class student ambassadors who can help you in your recruiting efforts.**
Enthusiastic students currently enrolled in your program can be great spokespeople for your program. Students can become your social media correspondent, lead tours, attend job fairs and generally be a positive spokesperson, representing you and your program. Graduates of your program who have achieved career success are also often willing to speak on behalf of your program.

6. **Organize an open house within your classroom.**
Invite parents, prospective students, high school counselors, business people you’re your industry. Highlight class projects and individual student achievements. Invite graduates to attend.

7. **Ask local business people to display your brochures in their business establishment.**
Example: Doctor’s Offices, Car Dealerships, Hair Salons, Ad Agencies.

8. **Volunteer to speak at a trade association or civic association meeting to tell them the great things happening at Manatee Tech and within your program.**
Recruit a student ambassador to attend with you.

9. **Reach out to High School Guidance Counselors.**
Contact high school guidance counselors and invite them to visit your class. Establish a date, provide them with a sign-up sheet and invite students to spend a couple of hours with you while your class is in session.

10. **Accompany our Manatee Tech counselors and Marketing Department as they attend education fairs, career fairs, and high school open houses.**

11. **When it seems appropriate, pass out your business card and brochure to friends, neighbors, church friends and fellow association and civic club members.**
You never know where you’ll meet a potential student who is looking for a new career or a fresh start!

12. **Partner with Suncoast Career Source.**
Partner with Suncoast Career Source to recruit their clients by meeting with them to promote your program.
Build Enrollment Using Our Marketing Toolbox