



**# Move Ahead with**  
**# ADULTED**  
YOUR CHANCE IS NOW!

## STUDENT RECRUITMENT CAMPAIGN

Localized Options for  
Adult Education Providers

**JOIN THE MOVEMENT: FACT SHEET**



**Are your student enrollment numbers down?**

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**Have you been trying to figure out ways to get enrollments up?**

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**Do you lack the marketing staff and resources to recruit potential adult learners?**

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**Do you have challenges communicating the value of adult education to your community?**

## Become a Proud Partner in the **#MoveAheadwithAdultEd** Campaign to communicate your adult education program's value and meet your enrollment goals.

### What is the **#MoveAheadWithAdultEd** national campaign?

#### Maximize your exposure to prospective adult learners

To help adult educators reach prospective students, the **#MoveAheadWithAdultEd** national campaign raises awareness about the value of adult education through paid advertising that drives potential adult learners to our campaign website and locator map. This builds awareness of the value of adult education while increasing the number of referrals to adult education providers.

### How can adult education organizations participate?

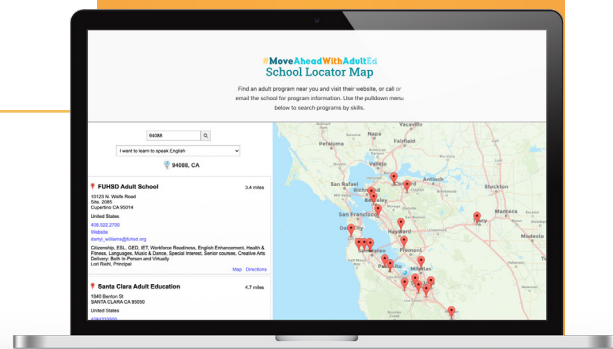
#### Get on the locator map to get free referrals

This campaign is supported by \$120,000 dedicated to advertising that promotes the [MoveAheadWithAdultEd.org](https://MoveAheadWithAdultEd.org) campaign website. The sole purpose of the website is to help prospective adult learners understand the many facets of adult education, its value and how to find an adult education provider within their zip code. To get your school on the map, [click here](#) and click on Sign Up for Toolkit. Your school will then be added to the map.

### How can the campaign toolkit help me?

#### Build your brand locally as a proud campaign partner

Did you know it takes between 5-12 touchpoints to get students to enroll in your program? They may visit your website, see a social media post or speak to one of your counselor's – each one of those is a touchpoint. You have to continually find ways to tell your story to potential students through various touchpoints, and the toolkit is one way to help you do that. Add your logo and tailor these professional tools to support your recruitment efforts, including a professional e-marketing newsletter template with launch copy, a fact sheet with adult education infographics, a news release template and web copy with a campaign logo to display as a proud campaign partner.



## How do I leverage this to create a local advertising campaign?

### Use digital ads for your local service area to generate leads

Full Capacity Marketing has created templated campaigns to support your recruitment efforts year-round at price points between \$10,000 and \$15,000. Using digital targeting, we reach prospective students based on geography, age, interests, and multiple additional factors, with ads designed to appeal to specific student groups. We then test the ads, using what is called A/B testing, to see which perform better, and we retarget the most successful ones in key areas.

We offer this templated approach as a yearly membership for a single school or for up to five schools within a single region that want an online presence to attract new students throughout the year.

### Your Local Package includes:

- A #MoveAheadWithAdultEd student recruitment web page, branded with the school's logo and hosted by FCM for one year.
- Digital ads designed to meet the cultural diversity of the service area to promote adult education to prospective students in specific zip codes within a service area.
- Six weeks of digital marketing on Facebook and Instagram.
- A bank of social media posts for your school to promote your specific campaign.
- A weekly lead generation report.
- Entrance to the online #MoveAheadWithAdultEd community with access to FCM's subject-matter experts and monthly e-newsletter to share strategies and best practices for adult learner recruitment.

#MoveAheadWithAdultEd HUNTINGTON BEACH ADULT SCHOOL

ENGLISH CONTACT US

# #MoveAheadWithAdultEd

YOUR CHANCE IS NOW!

## HUNTINGTON BEACH ADULT SCHOOL

- Free or low-cost classes
- Learn office skills to get a better job
- Pick up that high school equivalency or GED
- Improve your English

What are you waiting for?  
Move Ahead with Adult Ed

CONTACT US

HUNTINGTON BEACH ADULT SCHOOL

## #MoveAheadWithAdultEd

Improve your reading, writing and math skills for a better life or train for a brand-new career with adult education.

### Your Chance is Now!

**FINISH WHAT YOU STARTED IN HIGH SCHOOL**  
Pick up that high school equivalency or GED to make more money or to help your child with their school work.

YES! I WANT TO FINISH SCHOOL

**GET JOB TRAINING**  
Ready for a job that pays more? Get trained in new skills that lead to a better-paying job.

YES! I WANT JOB TRAINING

**LEARN COMPUTER SKILLS**  
Learn how to use a computer to get a better job, keep up with family and friends or help your child with their school work.

YES! I NEED COMPUTER SKILLS

**LEARN ENGLISH**  
Learn better English to have more job opportunities, help your child with school, and more easily talk to the people around you.

YES! I WANT TO LEARN ENGLISH

YOUR LOGO

RECRUITMENT WEB PAGE

PROGRAM AREAS LOW IN ENROLLMENTS

# DIGITAL ADS DESIGNED TO MEET THE CULTURAL DIVERSITY OF THE SERVICE AREA

The image displays three digital advertisements for Huntington Beach Adult School, arranged in a staggered, overlapping layout. Each ad features the campaign hashtag #MoveAheadwithADULTED and the slogan "YOUR CHANCE IS NOW!".

- Top Left Ad:** Features a man with a beard and mustache, arms crossed. Text includes "GET A BETTER JOB!". A Facebook icon is overlaid on the top right.
- Top Right Ad:** Features a woman with long dark hair holding a clipboard. Text includes "HUNTINGTON BEACH ADULT SCHOOL" and "Free and Low-Cost Classes!". An Instagram icon is overlaid on the top right.
- Bottom Ad:** Features three diverse individuals (a woman, a man with a red backpack, and an older woman). Text includes "HUNTINGTON BEACH ADULT SCHOOL", "Free and Low-Cost Classes!", and "What are you waiting for?". A Snapchat icon is overlaid on the top left.

Have questions about the national **#MoveAheadWithAdultEd** campaign or launching a local student recruitment campaign in your area? Contact [info@MoveAheadWithAdultEd.org](mailto:info@MoveAheadWithAdultEd.org) or call FCM CEO Celina Shands at 760-274-6370.



COABE represents the field of 65,000 adult educators and provides a variety of services, including professional development through annual, state-of-the-art national conferences, more than 50 webinars annually, and a peer-reviewed journal. Learn more at: [COABE.org](http://COABE.org)



For nearly 20 years, FCM has been committed to the growth of K-12/postsecondary education and workforce development organizations across the nation. Why? Because they help communities thrive! We've helped over 500 clients build high-performing campaigns that empower students and job seekers to embrace their potential and motivate employers to be part of the process earning more than 70 international awards. Learn more at: [FullCapacityMarketing.com](http://FullCapacityMarketing.com)



NASDAE supports state directors in the promotion of equity, access, and justice for Adult Education students and staff at the local and state levels. Learn more at: [NASDAE.org](http://NASDAE.org)

Follow the **#MoveAheadWithAdultEd** campaign

