



BOOST



Engage.

Recruit.

Retain.



BOOST



Why Should I Vary My Recruitment Strategies?



Elementary

VS.

Middle/HS

Captive Audience

Vote w/ their FEET!



Sell the Parent/Guardian

Kid-centered Clientele



“Education”

“Edutainment”



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Share Recruitment Activities

“Youth Influencing Forces”

Comparison Study

Univ. of Minn. – 1950’s

1. Home

2. School

3. Church

MEE Corp. – 2000

1. Peers

2. Music

3. Television



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Recruitment & Retention Strategies/Tactics



1. Implement a Marketing-friendly Program Design



2. Offer “Kid-tested/Kid-approved” Programming Components



3. Enthusiastically Engage, Recruit, and Ultimately Retain your Participants!



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“Older Youth” Recruitment Phases



Phase 1: “Pre-Program Recruitment”



Phase 2: “Early-Program Recruitment”



Phase 3: “Mid/Late-Program Recruitment”



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Pre-Program Recruitment

6th Grade Recruitment Campaign

- Campus Presentations

"Fresh Meat"

- Connect w/ Elementary After-school Program

6th Grade Recruitment Campaign

- **6th Grade Performances/Events/Activities**
- **6th Grade Parent Orientation/Event**
- **On-campus Posters/Flyers**
- **What Else????**



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**Don't Forget
"Summer Follow-up"**



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Early-Program Recruitment

School Year "Kick-off" Event

Soul Profit



Lunch-time Recruitment & Promo Events



School Carnival

Sponsored by

The PULSE
After School Program
Visalia Community Center

Friday, May 9th
3:30pm to 6:00pm

Manuel Hernandez
Community Center

Live DJ

Food

Special Performances

Shooting Competition

Trophies

Special Guest Appearance
by The COS Boys Basketball Team

STREET SLAM 2008
3 on 3 Basketball Tournament

On-Campus Visuals

(posters/flyers/banners)

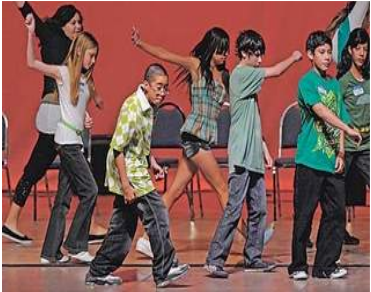
Early-Program Recruitment

- **Parent/Student Mailers (Reminder)**
- **Follow-up Phone Calls**
- **School-based Announcements (student/parent)**
- **Parent Open-house Event**

What Else?????



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Mid/Late Program Recruitment

‘Bomb’ Enrichment Activities



“Bomb” Enrichment Activities



The PULSE Sports League



Ongoing Events/Field Trips



Ongoing Events/Field Trips

SIGN UP FOR PULSE BY FRIDAY, APRIL 24TH AND GET IN FREE!!

FRIDAY, MAY 1ST · 3:30PM – 6:30PM · ROLLERTOWNE: 733-8686 · INFO HOTLINE: 730-7570

CLUB **REIMIX**

COST: \$5.00
AT THE DOOR

ONLY PULSE
STUDENTS
GET IN FREE!!

HIP HOP · R&B · POP

MUST HAVE VALID SCHOOL ID OR CURRENT REPORT CARD TO GET IN!

(DIVISADERO, GREEN ACRES, VALLEY OAK STUDENTS ONLY!!)

DRESS CODE STRICTLY ENFORCED (NO GANG COLORS PERMITTED)

*** MUST HAVE VALID SCHOOL ID OR REPORT CARD TO GET IN!!!

Special Events/Trips



Arcade



IT'S MORE THAN YOU THINK!

BOUNCE



HOUSES



Laser Tag Basement



Basket Ball



Futsal



Dance Floor

365 N. Sweet Brier Ave Lindsay CA, 93247

www.mcdermontfieldhouse.com

Short-term/Long-term Incentives



Must have valid school ID or stamped report card to get in FREE
 (GREEN ACRES, VALLEY OAK, DIVISADERO ONLY!!)
 Dress Code strictly enforced (no gang colors)
 Zero tolerance for drugs, alcohol, gangs & violence
 Sign-up for PULSE by Oct. 27th and get in FREE!!
 MUST turn in signed permission slip by November 4th to attend Club Remix!!

Featuring **Stan Carrizosa Jr.**
 High School Musical: "Get in the Picture"
 Grand Prize Winner.

B-dOWN!
 from Q97

Q97

CLUB REMIX
 Hip Hop • R&B • Pop

Cost: \$5 • Pulse students (Free) Roller Towne in Visalia
FRIDAY • Nov 7th • 3:30pm - 7:00pm
 RollerTowne: 559.733.8686 • Info Hotline: 559.730.7570

Sponsored by

The Pulse
 After School Program
 Visalia
 Local Business

Friday, May 9th
 3:30pm to 6:00pm

Manuel Hernandez
 Community Center

Live DJ

Food

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STREET SLAM 2008
 3 on 3 Basketball Tournament

Print Marketing



Video Highlights

Mid/Late-Program Recruitment

- **On-going Assessment & Program Evaluation** (student/staff/parent assessed)
- **Parent/Student Mailers**

What Else?????



BOOST



Tha Marketing March



"Rap Up"





When: Thurs, April 23, 2009
Time: 10am - 12pm

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Come and be a part of one of the BEST Dances
ANY middle school has seen. We will be playing
Old School Hip-Hop, Funk, Soul, R&B,
from "BACK IN THE DAY".

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