



## ***Step by Step Recommendations***

During the pandemic and to follow CDC guidelines, there may be a need to recruit students digitally for your programs. Below you will find step by step instructions, with options, to guide you through the process. As always, if you have questions, or need further direction, your Developer will be happy to walk you through the process.

**Step 1: Contact Schools:** Determine if schools will allow in person recruiting or if a digital option must be used by calling or visiting each school.

**Step 2: Digital Recruitment is Recommended:** If digital recruitment is recommended, ask if the school would be willing to post recruitment information on their student portal and support your social media recruitment efforts by liking and sharing the posts.

- *Edit* the “Digital Student Recruitment” slide deck by adding your program logos and pictures.
- *Email* the “Digital Student Recruitment” slide deck presentation to each participating high schools. Ask them to post immediately to their student portal for all possible applicants.
- *Request* that the school share the “Digital Student Recruitment” slide deck to the parents of all juniors.
- *Ask* the schools to remind applicants that the application is open during announcements.

### **Step 3: Utilize Social Media**

Create a Facebook post using your CEO Facebook account including the recruitment video [<https://vimeo.com/444975182>] and your specific “apply now” link (ex. <https://www.jaspercountyceo.com/applynow>).

- Consider tagging the schools in your posts to gain “Likes” and “Shares”

Included is a *Student Recruitment Social Media Post Options* document and pre-designed social media posts that can be utilized as part of your recruitment process.

#### **Step 4: Schedule Virtual Student Recruitment Meetings**

Schedule 2-3 virtual student recruitment meetings in the evening. Have a small group of current CEO students join with the facilitator and board member(s) in hosting the event. The virtual event should last 15-20 minutes with the current students serving as presenters.

- **Options for Virtual Recruiting Events**

- Have students register for the Virtual Event using a Google Form. Then text/email a reminder with login information for the Google Meet or Zoom.
- If using a paid Zoom Account a meeting can be scheduled that includes registration.
- Host a Facebook Live Recruiting Event

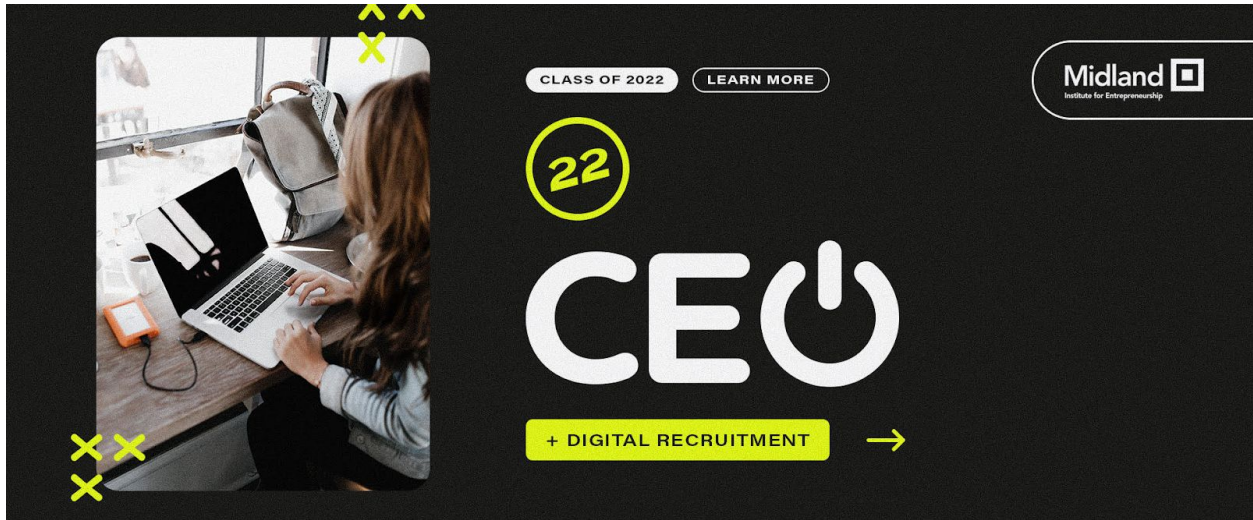
- **Advertise the Virtual Student Recruiting Events**

- Have school contacts share Virtual Student Recruiting Events with interested applications.
- Encourage current students to invite prospective applicants

- **Student Presentation**

Have current year students develop the student presentation portion of your virtual recruiting event. Some ideas of what information to share include:

- Best part of CEO
- Most challenging part of CEO
- Biggest surprise in CEO
- Never meets in school building
- Mention Dual Credit opportunity if offered in your program.
- Must drive to sites
- Must dress professionally



## ***Guide to Hosting a Virtual Recruitment Experience***

Schedule 2-3 virtual student recruitment meetings during the school day or in the evening. Have a small group of current CEO students join with the facilitator and board member(s) in hosting the event. The virtual event should last 15-20 minutes with the current students serving as presenters.

Review Step 4 from the *Step by Step Recommendations Guide* for additional information.

**\*Note: CEO BOARD MEMBERS** - You must set up your digital student application before recruiting students to ensure the proper high schools are listed for the **Blue Student Recruitment Button**.

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### **Platform Options**



#### **Option 1: Facebook Live**

1. This option should be exercised if the target audience is parents or investors.
2. Announce using multiple Facebook posts ahead of going live to boost attendance to the “CEO Recruitment Rally”.
3. Determine the best time of day to host your Live Event. Remember the goal is 10 minutes or less.
4. Use the script included below.

## Option 2: Zoom or Google Meet by RSVP

1. This is often used for college events like tours and financial aid seminars, so it is likely that students have used this method before.
2. Request that each high school email their junior students and parents (much like they do for college announcements already) about the “CEO Recruitment Rally”. In the email ask that interested students email a point person from your board to RSVP.
3. Create a Zoom or Google Meet meeting with a waiting room enabled for security.
4. Email the Zoom link to all interested participants the day before the scheduled rally.

## Script for the “CEO Recruitment Experience”

### Plan Ahead:

- Who should be the host and co-host? The facilitator and/or a board member is recommended.
  - If the facilitator will be continuing their role for the next school year they should be involved.
- We always recommend involving current students or alumni.

### Script:

- I. **Welcome** (Host)
- II. **Introductions of CEO people present** (Host)
- III. **What is CEO?** (Student)
  - A. If you are looking for a change of pace from regular school, CEO is the place for you.
  - B. We are looking for students who are:
    1. Hardworking, Trustworthy, Motivated
  - C. We never meet in a classroom so it feels like we are an actual part of business.
  - D. We dress in professional attire for class as we learn to put our best foot forward.
  - E. Our class time is (        to        ). It's early and before school, but that gives us time to get back so we don't miss class and that's when it's most convenient for the business people in our community to meet.
- IV. **Recruitment Video:**

If students have made a short recruitment video, this would be a good place to share it. Or share the recruitment video found on your program website once you click the blue “Student Recruitment” button.
- V. **Current Students Share:**

Current CEO students talk about their favorite parts of CEO.  
*Possible Topics:* Independence, Meeting business people, Everyday is different, Learning more about community
- VI. **Next Steps**

Ask them to go to your website (ex. [fayettecountyceo.com](http://fayettecountyceo.com)) and click the **Blue Student Recruitment** button and then fill out the needed info:

  - First and last name, Cell phone number, High school

Explain to students that a welcome text will be sent immediately and another when the application opens. If the application is already open they will receive reminder texts 10 days before the application deadline.