

Targeted English Language Learner (ELL) Recruitment *Pivoting Strategies Amid COVID-19*

The pandemic has created the necessity for workforce and education providers to re-evaluate traditional outreach methods (community events, office walk-ins) that are no longer effective in reaching vulnerable populations. This session is designed to help ELL grantees understand why a new recruitment lens is required during COVID-19. Participants learn 1) a formula to create personas and effective messages that engage ELLs; 2) the best outreach mediums to reach ELLs for maximum exposure to your programs; and 3) why you need to rethink your website and create a simple recruitment landing page to generate leads. Case studies and an outreach toolkit will be shared to help grantees with deploying an ELL campaign to boost enrollments.

Download FCM's Presentation: <https://bit.ly/3ucMxs4>

Download AB1111 Toolkit to leverage for ELL co-enrollment: <https://bit.ly/37nrdGC>

Presenters:



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As a communications expert, Celina has helped more than 500 workforce development and K-12/postsecondary education organizations across the nation build high-performing outreach campaigns that empower vulnerable populations, students and job seekers to embrace their potential and motivate employers to be part of the process. She has earned nearly 70 global awards, and is a former American Marketing Association Marketer of the Year and a two-time Women Who Mean Business finalist.

Download case studies and publications about student retention and recruitment at www.FullCapacityMarketing.com and check out thought leadership publications and ebooks at <https://blog.fullcapacitymarketing.com/>



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Working extensively with mission-driven organizations, Maryanne speaks and writes frequently about digital marketing and has been a contributor to MediaPost and Social Media Today. She has taught marketing communications at UC Berkeley and the University of Hong Kong and her work has been featured in the Huffington Post and Newsweek Interactive. Maryanne is a Fortune 100-trained consumer package goods marketer and award-winning social media expert. She has been named a Top to Follow by Mashable.com; won a Shorty Award for best content on Twitter; earned a Third Sector Green Award for her work on the United Nation's Copenhagen campaign, and was a finalist for the Public Relations Society of America's PRISM Award for social media.