**Sample 21st Century Scholars Recruitment Plan for Counselors as Deployed by a Model Program**

Duration: School Year

1. Distribute application worksheets at Back to School Night, Open House, enrollment appointments, etc.
2. College Go! Week Kickoff
	1. September Faculty meeting presentation

Items to review with faculty:

* Basic premise of program
* Application process
	+ Online application required, but school can enter it
	+ STUDENT social security number required
	+ Income information required (okay to estimate)
* High school requirements
* Rollout of collecting applications – teachers will record on roster if they received completed apps from each student (due to counselors September 30)
* Help collecting applications
* Use interns to call homes 2nd semester
1. Video presentation during third week of September – counselors present info for program
	1. All students will take home applications worksheet
	2. Teachers will have list of students who are already enrolled
	3. Lunch treat coupons for complete applications (ice cream treat) – due end of September
	4. Outbound call and Skyward email to inform parents
2. Targeted student presentations– October-November.
3. Counselors/Interns/Volunteers attend school functions throughout the school year with high parent attendance to do education and in-person paper application worksheets.
4. Reminders included in monthly parent emails via Skyward.
5. Work with school media lab to create videos/ads for 21st Century Scholars
6. Interns/volunteers make personalized phone calls home -2nd semester – share responses with counselors for tracking purposes.
7. Continue to update records regularly, meeting with new enrollees as needed
8. Final push in May. Send Last Chance Letters via teachers. Ask for teacher’s help in reminding students.
9. Work with Interpreter(s) to ensure parent contact is made for ENL students who we haven’t been able to reach.

**Reminder: Application deadline is June 30.**