



How to Identify and Recruit Student Candidates for a High School Completion Program

With the Penn Foster High School Completion Program, your school is on its way to increased enrollment and student success. Finding and recruiting the right students to enroll in the program is important to the success of the program, whether it is in early stages or you've been running a successful program for months. Follow this recruiting checklist to assemble an all-star cohort of future high school graduates and strong candidates for the school.

Identify the right students among existing inquiries



Discuss the student's current responsibilities and obligations

Make sure that student is not over-committed with their schedule. Students who are underemployed and looking for a flexible, hybrid option where they can continue to work, take care of their family and complete their education are often highly motivated to complete the program. However, it's important to ensure the students daily responsibilities allow for a minimum time commitment of 12 hours a week on campus, which ensures they can commit to your college program.



Gain insight on the prospect's future career goals

Encourage seamless matriculation by ensuring the student's career aspirations can be fulfilled by the programs offered at your career school. For example, a student who aspires to be a cosmetologist, might not be an appropriate candidate for a High School Completion program offered by a career school offering only culinary and allied health programs.



Determine availability of transferable credits

It's important to dig a little deeper into their high school credentials to ensure the amount of transferrable credits. Assess how it will impact the speed at which it will take the student to complete the program. Of course, the more credits available for transfer, the sooner they can gain their diploma and potentially enroll at your career college.





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Short-term recruitment strategies to build your leads list



Search your database

Many career colleges keep track of students who have been turned away because they lack a high school diploma or equivalency. Reach out to those students and let them know you now offer a high school completion program, which is valid proof of graduation to enroll in their school. If your school hasn't begun keeping track, start now. Ask your admissions team to start tracking these inquiries today. There are stock templates available in our marketing starter kit to communicate with leads in your database, including email blasts, outbound scripts, and flyers for direct mail.



Use your current resources

Friends and family of your current student body will be your biggest advocates. Encourage them to spread the word about their journey and success with your High School Completion program. Communicate to the existing student population about the new HSC program on campus via email and stop by a few classes to share the news directly.



Embrace community outreach

Your ideal candidates can be found right in your own backyard. Reach out to the local community and educate them on the socio-economic benefits of continued education. Show how your program makes it easier for non-completers to finish high school and obtain a relevant career diploma.



Encourage inquiries via your website

Add a link to your home page that speaks directly to your target student (e.g., "Don't have a high school diploma? Click here."). Or, add a landing page on your website that asks for contact information and have a team in charge of outreach.





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Long-term marketing strategies for on-going success



Stand out with word of mouth

The best way to capture the benefits of this program is by encouraging your students to share their journey with others. Have your admission team or classroom facilitator educate students on how they can help their friends and family graduate high school.



Include the High School Completion program at your open house

Be sure to incorporate a High School Completion Program information table at all regular open houses and events. Have the classroom facilitator, as well as current HSC students or graduates, at the event to answer questions. Educate everyone about the program, regardless of whether or not they have a high school diploma, as they will spread the word to their friends and family.



Position the program as a pathway program

Consider branding and positioning the High School Completion program as a pathway program. High School Completion, combined with the career school program, is a potential student's pathway to stronger employment and earning potential.



Inspire others at the graduation ceremony

Encourage graduates to invite family and friends to partake in the pomp and circumstance. Seeing former non-completers achieve their goals may inspire them to enroll themselves.

Our experienced client solutions team is always available to guide you along the way. You'll have the support you need to make the program a success.

Visit the [LPP](#) for useful marketing materials or email partnersolutions@pennfoster.edu to schedule a free marketing consultation.

