HOW TO PROMOTE YOUR PROGRAM IN LOCAL COMMUNITIES
Past experience

- **Teacher programs**
  - 75-90 applicants per year
  - Admitted 40-56 participants per year

- **Student programs**
  - 700-1200 applicants per year
  - Admitted 600-1000 participants per year
Promote program in communities

- Multiple Channels
- Program Image
- Collaboration
Promote program in communities

- Multiple Channels

1. News Media
   - Through interview, advertisement, and news release
     - Community newspapers
     - Local cable company
     - Local internet websites
     - Local school newspapers
Promote program in communities

- Multiple Channels
  - 2. Posters And Flyers
    - Libraries
    - Local schools
    - Supermarkets
    - Restaurants
    - Churches
Promote program in communities

- Multiple Channels
  
  3. Newsletters
  
  - School districts’ email distribution system
  
  - PTA
  
  -
Promote program in communities

Program Image

1. Set Up Website or Webpage
   - Incorporate online registration
   - Post program photos
   - List students’ reflection
   - Course information
Promote program in communities

2. Include Parents and School Officers
   - Orientation Meeting
   - Conclusion Ceremony
   - Have students teach parents
Promote program in communities

Program Image

3. Frame Up Happy Images
   - Take lots of photos and video clips
   - Collect students’ reflection
   - Invite parent comments
Promote program in communities

Collaboration

1. School Districts
   - Counselors
   - Principals
   - Board members
   - Superintendent
Promote program in communities

Collaboration

2. Local Community Leaders
   - Churches
   - Heritage schools
   - Libraries
Promote program in communities

➢ Collaboration

3. Time – in timely manner
   ❖ Website – early March
   ❖ Poster – late March
   ❖ News – mid April
   ❖ Enrollment – before May
   ❖ Others - ....
Conclusion

- Focus on quality
- Organize your team
- Prepare your program in advance
- Always look for improvement