



HOW TO PROMOTE YOUR PROGRAM IN LOCAL COMMUNITIES

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Teaching Chinese Resources

Past experience

➤ **Teacher programs**

- 75-90 applicants per year
- Admitted 40-56 participants per year

➤ **Student programs**

- 700-1 200 applicants per year
- Admitted 600-1 000 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

➤ Program Image

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