



WE WANT YOU!

Recruiting

- o What is effective recruiting (aka marketing)?
 - o What does it look like?
 - o How do we measure it?

B. Total Participants Including TA (Participation Rate)	193	16.08%
C. Participation Statistics (% of Participants)		
1. New Participants (Per First Enrollment Date)	61	31.61%
2. Continuing Participants	132	68.39%
3. Total Tuition Assistance Participants	29	15.03%
4. Total Customized Course Participants	170	88.08%
5. Participants Enrolled in More Than One Custom Course	35	18.13%
6. Participants Enrolled in More Than One TA	8	4.15%

Recruiting

- o What are we doing now?
- o What is working?
- o Where do we innovate?

Recruiting

- o What are we appealing to?
 - o Something for nothing?
 - o Being a better you?
 - o Leisurely fun?

Recruiting

- o What's it worth?
- o Do you have a marketing budget?
- o What is it used for?

 The Institute for Career Development added 2 new photos — at [Nashville Marriott at Vanderbilt University](#).
Published by Sean Hayden [?] · May 31 at 9:00am · Nashville, TN · 

20 local Career Development Programs in the house as the first ICD Learning Summit of 2017 gets ready to kick off!



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Organic	Paid
498	465

963 people reached [View Results](#)

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 30

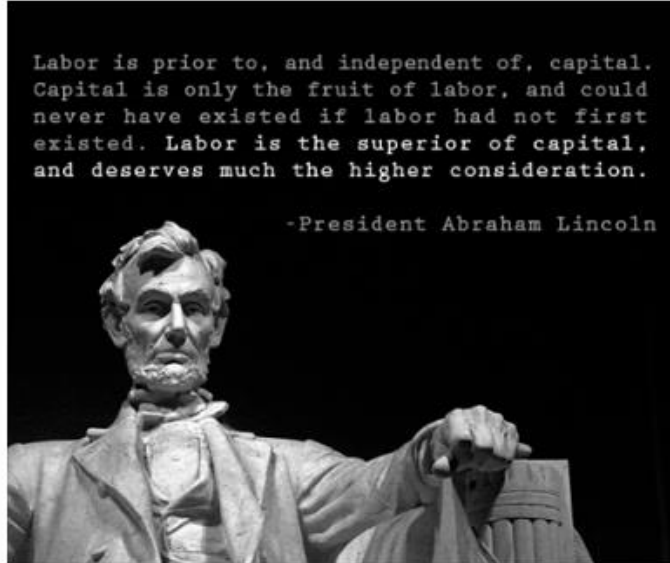
2 shares



The Institute for Career Development

Published by Sean Hayden [?] · September 3 at 9:15am · 🌐

Have a great weekend everybody!



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Organic	Paid
1,538	983

2,521 people reached

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👍👍 Maureen C. Chadwick, Becky Inman and 86 others

Chronological

36 shares



Tim Stewart you too scotty!

Like · Reply · Message · September 3 at 2:04pm



Write a comment...



Recruiting

o New concepts

1. WHAT IS GEOFENCE?



Geofences can be used to target customers in physical locations, allowing you to trigger the **right messages, the right campaign, at the right time and place.**

Recruiting

- o Geofencing is the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area

