

Central Alabama Community College Adult Education Program Policy

Recruiting Policy

1. The Adult Education Teacher is generally responsible for ensuring that their local community is highly aware of:
 - a. the existence of their Adult Education class
 - b. the nature and quality of services that are available
 - c. the schedule of classes
2. The primary means for advertising AE classes are:
 - a. All-weather portable signs
 - b. Free newspaper announcements
 - c. Free radio/cable TV/TV announcements
 - d. Radio/cable TV/TV interviews
 - e. Door to door neighborhood canvassing
 - f. Church announcements
 - g. Presentations to civic groups
 - h. Paid newspaper ads
3. All-weather portable signs are provided and placed by the director. The teacher should monitor the condition of the signs and re-position them if needed.
4. Free newspaper announcements should be called in by the teacher, as needed.
5. Free radio/cable/TV announcements should be called in by the teacher, as needed.
6. Radio/Cable TV/TV interviews may be conducted by the teacher, or the director may be invited, as needed.
7. Informational flyers should be distributed in public areas and community centers by the teacher, as needed.
8. Door-to-door neighborhood canvasses are discouraged due to the possibility of encountering dangerous situations. In any case, the teacher may not conduct such canvasses alone.
9. Church announcements should be requested by the teacher, as needed.
10. Presentations to civic groups may be conducted by the teacher or the director may be invited, as needed.
11. Paid newspaper ads or any other forms of paid advertising may not be placed or ordered by the teacher. If paid advertising is needed, a request for a purchase order must be made to the director.