



Attracting Learners to Programs

Networks * Relationships * Sales

Goal of this Presentation

To communicate successful outreach and marketing approaches for Family Living Programs in Marquette County.

Marquette County is a rural, low-income, low educational attainment county in south central Wisconsin. Population is 15,176. There are 1,586 households with children under the age of 18.

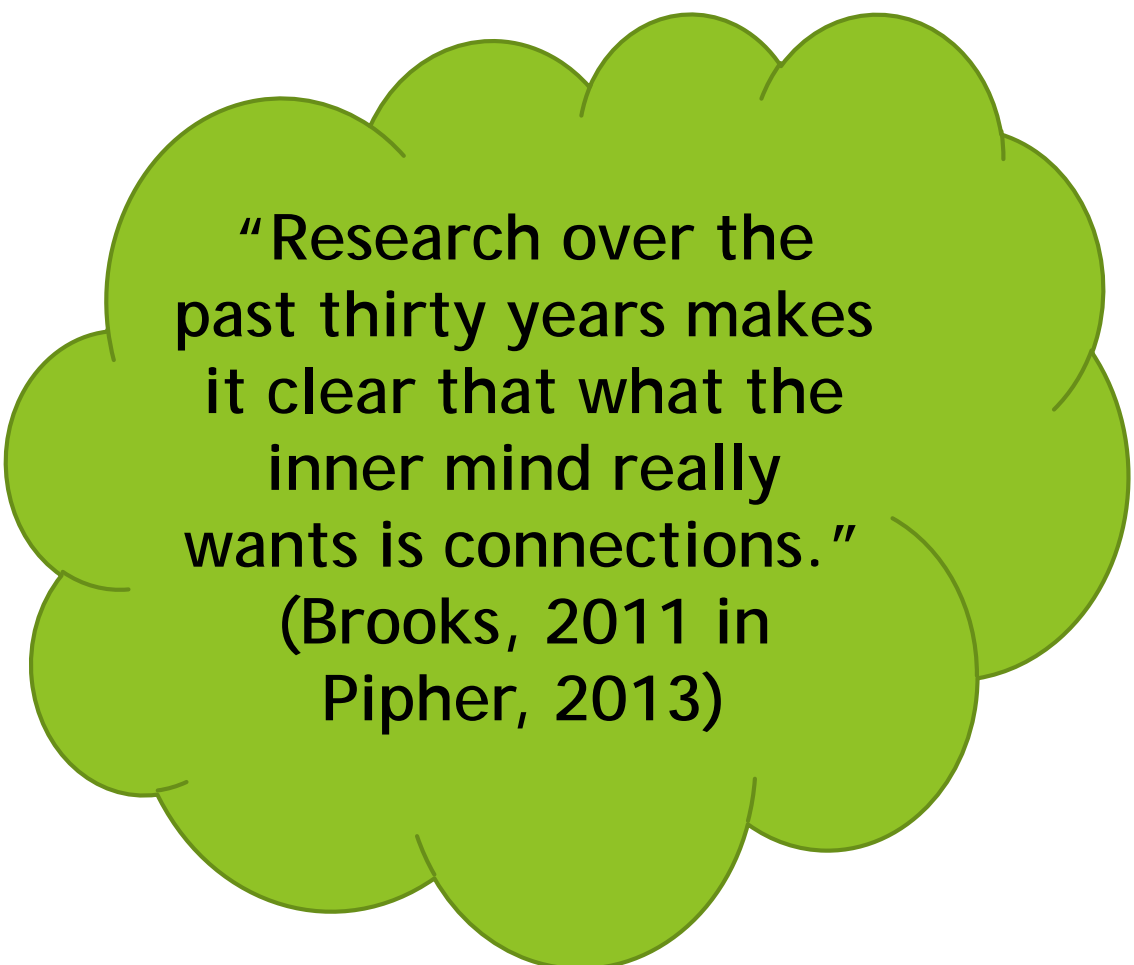
The following approaches are intended to help populate educational programs with learners *ready* for instruction and guidance to help them achieve their goals.

Applied in these circumstances

- Ø Program requires multiple sessions (from two to seven) for completion or for fidelity to evidence-based status AND
- Ø Educator has no legal or ready access to public lists of personal contact information for target audience AND
- Ø Target audience considers program content to be sensitive, personal, or risky, and therefore may be less willing to attend in a group setting (e.g., parenting, relationship, or financial skills education) AND
- Ø Program objectives require target audience to consistently apply new skills and tools in order effect behavior change.

Assumptions

- Ø Multi-session programs provide the frequency and dosage often required for behavior change.
- Ø Group settings can have educational benefits through participant sharing and mutual support, even with sensitive topics.
- Ø UW-Extension educators have limited time and resources; group-based programs are more time efficient than individual sessions.



**“Research over the
past thirty years makes
it clear that what the
inner mind really
wants is connections.”
(Brooks, 2011 in
Pipher, 2013)**



« Building relationships is the foundation »

The eight principles of public outreach (Goldman & Peters, 2010) urge us to use active outreach strategies that are

- u engaging and interactive
- u enlist trusted spokespeople and ambassadors
- u touch people multiple times through multiple mediums
- u communicate why participation matters
- u adjust one's strategy as needed to reach the under-represented.

Honest and successful sales approaches rely on being genuinely interested in helping people reach their goals, and offering reliable and proven products to help them get there (RAIN Group, 2011).

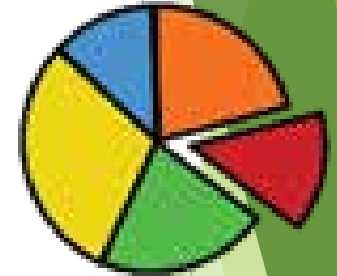
Inviting adults to learn from one another, especially about sensitive topics, starts with a trusting relationship with the educator.

« Generate lots of leads »

- Ø Through strong partnerships with community agencies, school events and staff, large employers, other groups, coalitions and networks
- Ø Through a countywide outreach network or system.
Parents Information Exchange (PIE)*
Parent links and liaisons in four communities connect with parents and online through Facebook.

Parent links and liaisons reach out to parents through social circles, neighborhoods, youth sports and organizations, or places such as playgroups, churches, libraries, the Laundromat or the grocery store.

*Developed and coordinated by UWEX Family Living and Marquette County Healthy Communities Healthy Youth coalition (HCHY).



« Make time for a conversation with each lead »

- Ø Build rapport; be genuine, unrushed, and interested in person's strengths and challenges.
- Ø Learn what might be *useful* to each person and what are their *assets* (skills, interests, connections).
- Ø Learn interests, needs, "aspirations and afflictions"
- Ø Paint a picture of a new reality; make the impact clear.
- Ø Match the parent's desired impact to a program, add to wait list, or refer as appropriate.



« Create lists of interested people for each program »

- Ø Do not assume each interested person will register for the program, therefore lists can be larger than program limits.
- Ø Stay in touch until you are ready to schedule the program by sending handouts or newsletter with related to program goals (e.g., The Problem-Solving Ladder for *Raising a Thinking Child*)

« Organize people-friendly supports «

- Ø Plan for child care, food, transportation, and/or participation incentives.
- Ø Arrange (or pre-arrange) with community partners or funders for these supports.

Example:

Quad-County
Family Resource Center Network



« Set the schedule and location for each program based on what works for people on program list. »

- Ø Survey parents (via text, phone, email, Facebook, or in person) to identify their preferred schedule and location. Alternately, I get this information during initial conversation, if appropriate.
- Ø Then create simple, colorful, informative program flyer or brochure.
- Ø Confirm and register people on the program list before further marketing.

« Market program; open registration to partners and public»

- Ø Email or send hard copy of program registration to community partners for distribution as appropriate.
- Ø Circulate information through newspapers, radio, and posters/flyers in public places.

**Strengthening Families
REGISTRATION FORM**
Register by March 14th

Parent/Caregiver Names: _____

Address _____

City _____ Zip _____

Telephone (_____) _____

Names and ages of youth ages 10-14:
Name _____ Age _____
Name _____ Age _____

Names and ages of other children who need childcare during sessions:
Name _____ Age _____
Name _____ Age _____
Name _____ Age _____

Any diet restrictions or food allergies?

Return your completed registration form and \$20 per family (unless you receive a scholarship) by Thursday, March 14, 2013

UWEX Family Living
480 Underwood Avenue
PO Box 338
Montello, WI 53949



You and your family will:

- eat dinner together and enjoy family activities
- learn useful, tested tools for getting along and helping each other
- pick up new communication and coping skills
- understand setting and keeping healthy boundaries
- get to know each other better while having fun
- feel more relaxed as a family

Strengthening Families is brought to you by

Marquette County UW-Extension Family Living and Healthy Communities Healthy Youth (HCHY)



UW-Extension provides equal opportunities in programming, including ADA requirements. Please make requests for reasonable accommodations to ensure equal access to educational programs as early as possible before the scheduled event.

Register now for **Strengthening Families Program**

An enjoyable seven-week program for parents and youth ages 10-14

Proven, positive results!



*Starts Thursday, March 21
Register by Thursday, March 14*

*Family Meals and Childcare
provided at no cost to you*

« Contact each learner before program begins and between sessions »

- Ø Continue to build rapport; genuine, unrushed, interested.
- Ø Discover the learner's needs and interests, share some of what to expect in the program.
- Ø Describe the "give-get" and invite their response. The "give-get" is what each, educator and learner, gives and gets in order to be successful in the program.
- Ø Conduct make-up classes between sessions as part of the educator "give" for learners who had illness or emergency.
- Ø Build community among learners.

Results in Marquette County

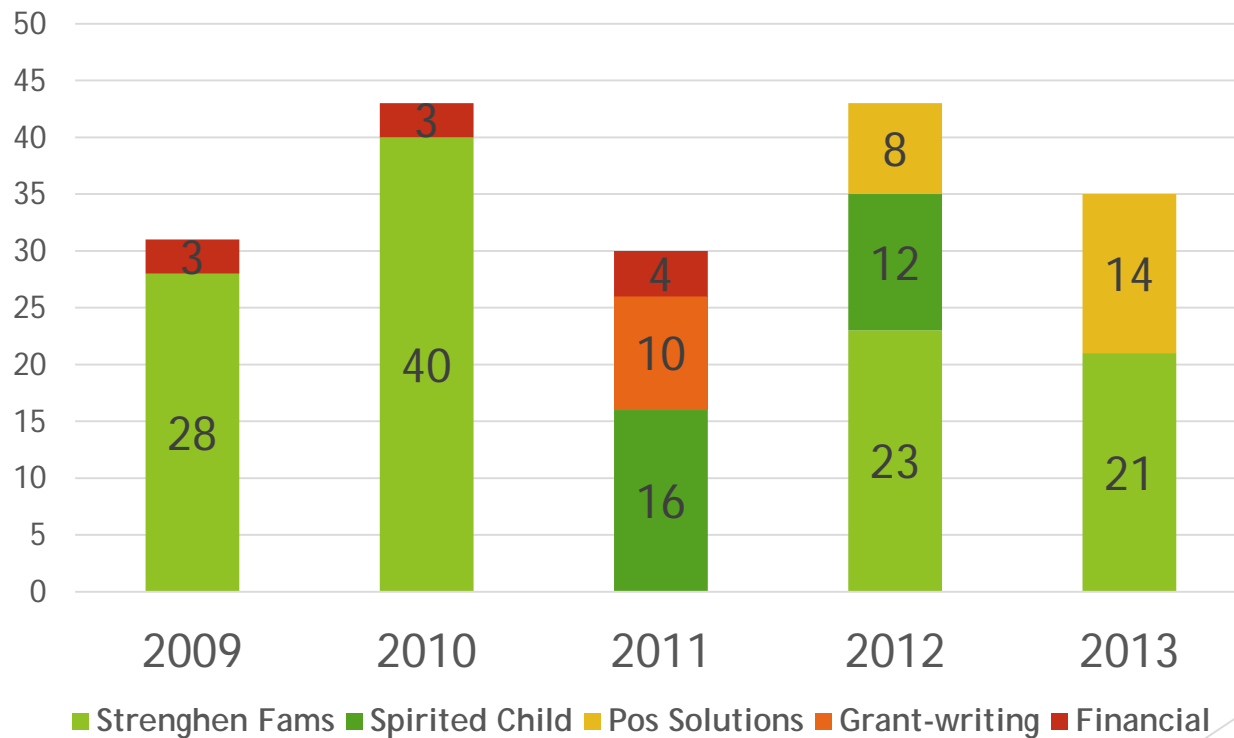
Pop. 15,176

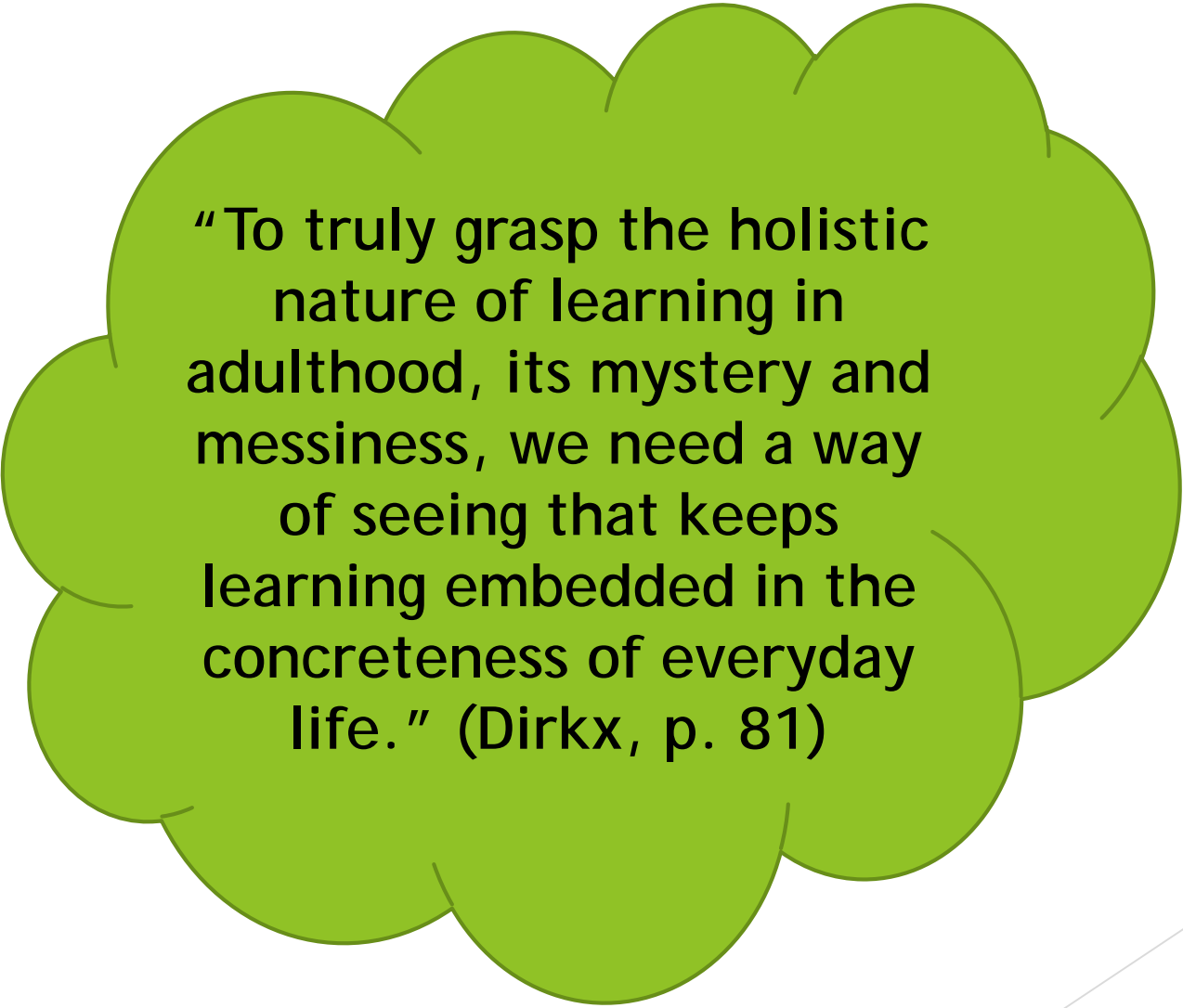
- u Previous to 2009, participation in multi-session parenting education programs was so low that such programs were rarely attempted. The Extension Committee and our local prevention coalition were asking for solutions.
- u By building relationships through a new network (PIE), strengthening community partnerships around funding and co-sponsoring of educational programs, and by using successful sales conversations, the following is true . . .

Results in Marquette County

Pop. 15,176

Persons Completing Multi-Session Programs





“To truly grasp the holistic nature of learning in adulthood, its mystery and messiness, we need a way of seeing that keeps learning embedded in the concreteness of everyday life.” (Dirkx, p. 81)

Future Concerns & Questions

- u Educator invests considerable time in building relationships and supporting learners. Is this sustainable? Do the outputs and impacts justify the time spent?
- u Could Extension support staff or trained volunteers be useful and effective at some of the person-to-person communication?

References

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