EXCEL ADULT HIGH SCHOOL BEST PRACTICES

TRIED AND TRUE EXAMPLES FROM REAL LIBRARIES

MARKETING AND PROMOTION

- Ector County Library utilized our **New Year's PR Template** to generate community interest.
  - ✓ Resulted in over 140 applicants.

- Wynnewood Public Library added a **Social Media** post as a large banner on their homepage.

- Daniel Boone Regional Library includes *Excel Adult High School* as a "Featured Service" on their **Facebook** page.

- Daniel Boone Regional Library hands out **Flyers** to laundromats, food banks, jails, and other community organizations.

- San Diego Public Library lists program highlights on their website
  - ✓ Including a link to course curriculum and a **Train the Brain** tutoring video.

- Rosenberg Public Library includes a link to *Excel Adult High School* on their sidebar.
  - ✓ To generate interest before launching, it said "Coming Soon!". Now that they have launched, it says "Apply Now!".

- Stillwater Public Library partnered with Oklahoma State University to promote the resource to an organization that works with Afghan refugees.

- Boston Public Library created a **Blog Post** during back-to-school season to generate interest and increase applications.

PROGRAM TIPS

- Tulsa City County Library holds a **Student Orientation** where students can meet each other, ask questions, and share ideas.

- Tulsa City County Library refers students who did not receive a scholarship to GED programs in their community.

- Ector County Library sends an email at the end of the probationary period encouraging students to stick with the program and reach out with any questions.

- Rosenberg Public Library used funding to issue laptops and hotspots to students who qualify.

- After assigning a scholarship, San Diego Public Library's **Program Manager** walks the students to the computer lab, helps them log in for the first time, and encourages them to start classes same day.

- Daniel Boone Regional Library requires that students complete one full course during the initial 30 day probationary period.

- Daniel Boone Regional Library creates **Success Plans** for students who become inactive during enrollment.

EXCEL ADULT HIGH SCHOOL BEST PRACTICES

TRIED AND TRUE EXAMPLES FROM REAL LIBRARIES

PROGRAM TIPS (CONT.)

- Carthage Public Library set calendar reminders for themselves to ensure they periodically check in with all students.

- Boston Public Library logs interview notes so **Excel Success Coaches** can familiarize themselves with incoming students.

- Kansas City Public Library's **Manager of Strategic Initiatives** facilitated a system-wide staff training about *Excel Adult High School* and how to recruit interviewers.

- San Diego Public Library includes a "**Sponsor a Scholarship**" link on their website where anyone can donate to the program.

GRADUATION

- Rolling Hills Consolidated Library allows graduates to choose what they'd like to do for their graduation ceremony.
  - ✓ Small gathering, gown/tassel, etc.

- Enoch Pratt Free Library looped in the Gale team regarding their graduation date so a Gale rep could attend.

- Elk City Carnegie Library granted a post-secondary scholarship to one of its graduates, so that he could go onto to start his college career.

- St. Louis Public Library hired a photographer/videographer to document the ceremony.
  - ✓ Used the photos to promote the program on social media.

- Southern Oklahoma Library System held a special graduation for one student and released a **PR** highlighting the graduate's story and future plans.

- Daniel Boone Regional Library held a graduation ceremony and invited foundation members, friends of the library, program donors, library staff, and friends/family of the graduates.

- Lawton Public Library's graduate opted out of participating in an official ceremony, so as an alternative they promoted his success story in their local media.

For more ideas, best practices, or questions reach out to:
Allie Everett
allie.everett@cengage.com