

**University of Central Missouri
EPP Recruitment Plan
Advanced Programs**

Recruitment Goal 1: Increase the number of candidates entering and completing Educational Leadership or Career Education Director programs.			
	Action Items	Individuals Responsible	Resources Needed
Recruit at conferences and meetings of professional organizations.	Career Education Director: <ul style="list-style-type: none"> ● Recruit candidates from surrounding states at Association for Career and Technical Education national ● Recruit Missouri candidates at state affiliate of ACTE conferences Educational Leadership: <ul style="list-style-type: none"> ● Recruit at meetings of principals and superintendents held on campus. ● Recruit at meetings of Greater Kansas City administrator group Collaborative Efforts: <ul style="list-style-type: none"> ● Recruit at the Missouri Association of Secondary School Principals/Missouri Council for Career and Technical Administrators fall conference. ● Recruit at conferences ● Individual contacts 	Program faculty Dept. chairs	Funding Marketing materials
Expand and target online recruitment efforts	<ul style="list-style-type: none"> ● Work with Graduate Studies office and Integrated Marketing and Communications to create plan for online marketing. ● Programs maintain social media presences. ● Explore Alumni Ambassador program. 	Program faculty Dept. chairs	Funding Support from other offices
Update marketing materials	<ul style="list-style-type: none"> ● Work with Integrated Marketing and Communications to revise materials. ● Distribute materials to partner districts. 	Program faculty Dept. chairs	Funding Support from other offices

Recruitment Goal 2: Increase the diversity of candidates entering and completing Educational Leadership or Career Education Director programs.			
	Action Items	Individuals Responsible	Resources Needed
Maintain and expand online offerings.	<ul style="list-style-type: none"> ● Examine existing online courses to ensure quality and accessibility. ● Share information about online option at conferences and professional meetings. 	Program faculty	Time Funding
Maintain and expand partnerships	<ul style="list-style-type: none"> ● Explore partnership with Saint Louis University to develop a bridge program to their EdD program. ● Maintain existing bridge program with Murray State. 	Program faculty	
Intentionally market to charter schools and school districts with a greater level of diversity	<ul style="list-style-type: none"> ● Provide marketing materials and request to meet with interested teachers in targeted districts. ● Use DESE placement data to reach out to recent UCM graduates teaching in diverse districts. 	Program faculty	