The following was sent to the listserv.

**Fresh recruitment materials now available!**

Be sure to check out (and use!) these new recruitment materials, found here under the “Most Recent” header: [http://kyae.ky.gov/educators/recruitment.html](http://kyae.ky.gov/educators/recruitment.html)

1) **Super Bowl pizza box sticker sheets**: This idea comes to us courtesy of program directors JoEllen Mitchell (Pendleton) and Nichole Braun (Campbell); it is designed to be printed on label sheets (template 5164). The sticker labels would then be put on pizza boxes for Super Bowl Sunday. Note: **Many programs have shared that pizza places are happy to allow them to attach adult education marketing materials to pizza boxes if they do it themselves. Stickers make it easy!**

2) **Valentine’s Day Facebook cover photo and card**: These materials are designed to attract potential students and keep your message seasonally fresh; the cards may be used either as postcards or as handouts at designated locations. You may even want to ask your current students to share these “Valentines” with friends and family who need your services. If you want this theme in another format (i.e., ½-page fliers), just let me know and I’ll be glad to create it.

Hope you find these materials to be useful! As always, if you have any ideas or need any help related to developing or executing recruitment ideas, please contact Missy Brownson by e-mail at Missy.Brownson@ky.gov or give her a call at (502) 892-3014.