

Recruitment/Retention Plan

The Institute for the Creative Arts will offer the citizens of Sebastian, Crawford, Scott, Logan, Washington, Johnson, and Franklin Counties along with school districts in those areas equal opportunity to learn about and apply for enrollment in the Institute. A full-scale and well-developed recruitment plan will be implemented to ensure all populations are aware of the Institute.

The Institute is in a unique position to reach a significant student base because of its relationship to CSA. Since the opening of CSA, there has been a plan to offer a performing & visual arts high school. Now, with the opportunity for the Institute to open as a specialized public charter, CSA is already in place to serve as a major feeder to the Institute. Since CSA reaches more than 30 schools, with 20 or more of those schools in Arkansas, there is a strong base of support that will be a primary target for recruitment from the outset. Plans are already being made for recruitment with CSA families, donors, and community supporters receiving information now about the possible opening of the Institute. Upon final approval of the Institute, a full-scale recruitment plan will be launched immediately that will reach into each community where potential students may be.

Marketing materials will be developed including the following:

1. Community meetings and open forum sessions in each city
2. Print materials including brochures, mailouts, newspaper and other print media ads
3. Social media including website postings, Facebook and Instagram messages, video clips, etc.
4. Radio and Television appearances
5. Public Service Announcements
6. Meetings with CSA families and students who are already enrolled in CSA after-school programs
7. Meetings at Boys & Girls Clubs, area churches, community centers, and other locations where groups from all socio-economic backgrounds meet
8. Announcements to CSA stakeholders and sponsors who have a vested interest in arts education and youth.
9. CSA teachers, staff, and leadership will collectively be involved in the recruitment of students as they will make personal visits to families, communities, civic groups, and other organizations that wish to host a meeting to hear about the Institute. CSA stakeholders will also be invited to join in meetings to support the coming of the Institute.