**Gale Presents: Excel Adult High School Launch Best Practices**

To support the success of the program, Gale has built a comprehensive marketing and recruitment package to help your library achieve success with Excel Adult High School. If you have any questions about items covered here, please contact Allie Everett at allie.everett@cengage.com or Kim Martin at kimberly.martin@cengage.com.

**Student Recruitment Marketing Site**

* Customized with your library’s logo and contact information, Gale will provide an optimized website to capture highly qualified leads. Here, potential students will learn about the program and take the first step by completing an application to the school and beginning the 2-week prerequisite course, Life Skills.

**Your Library’s Website**

* Place an access link on your website that links directly to the student recruitment marketing site or an interior landing page on your site. (See examples of library landing pages at [Pioneer Library System](https://pioneerlibrarysystem.org/library-services/career-online-high-school), [Boston Public Library](https://www.bpl.org/adult-education-certification/), [St. Louis County Library](https://www.slcl.org/excel-adult-high-school), [Rolling Hills Consolidated Library](https://rhcl.org/high-school-3529)
* Determine where the link to your Excel landing page will be placed within your website’s navigation. Suggestions include under adult education, adult literacy, or online learning.
* Determine the desired elements for your Excel landing page. Suggestions include an Excel logo, FAQs, a screenshot of the student recruitment site or one of the social images, Call to Action button such as “Learn More,” which links to the student recruitment site.
* Be sure to take advantage of MARC records for this resource. It will make it easier for potential students to discover information about your program. Gale will provide them to you.

**Outreach to Your Community Partners**

* Send email to community stakeholders (non-profits, job centers, local government agencies,

and education, and career-oriented organizations) announcing the program. Offer to speak to organizations about the program and be sure to ask for student referrals.

* Consider hosting a Lunch and Learn or some type of presentation at your library to share details about Excel Adult High School.
* Be sure to distribute posters, bookmarks, and flyers to community partners and encourage them to make them available to those who can benefit from Excel Adult High School.

**Printed Collateral Provided by Gale**

* Order your customized printed material 3-4 weeks before your launch date. This will allow you time to place items within your library and out in your community to foster interest in the program.
* Here is a [downloadable flyer](https://assets.cengage.com/gale/docs/galepromo/ehs-flyer.pdf) that you can use right now by adding your contact information and logo.
* Visit the [Excel Adult High School Marketing site](https://gale.motownpress.com/) to order materials. [Here are instructions](https://cengageo365-my.sharepoint.com/%3Aw%3A/g/personal/kimberly_martin_cengage_com/EbaZgVNK4z9Ppnzm7Wy8jV4BZO_GtfPZvLCsVIPd_nK5xw?e=qKXMcQ) on how to order materials.

**Marketing to Current Patrons**

* Place posters, flyers, tabletop banners, and bookmarks throughout your main library and branches.
* Your staff is a great marketing resource. Ensure they all are knowledgeable about the program. See Staff Training Tipsheet
* Utilize indoor/outdoor flat screen or digital signage to promote the program.
* Send an email blast to your patrons with details about the program.
* Include a program blurb or article in your print/electronic library newsletter.
* Use the Facebook and Twitter social media content provided by Gale to generate interest in the program.
* Develop a short feature about a new Excel Adult High School student. Many have very compelling stories that can inspire and encourage others to consider the program. This content can be used on your website or in other library communications.
* Be sure to capture student testimonials as they progress through the program and especially after they graduate from the program. Periodically follow-up with graduates to see how they have put their diploma and career skills to use.

**Marketing to Non-patrons**

* Place posters/flyers/bookmarks in local state, country, and city offices where potential candidates may visit.
* Gale can provide you with 30 and 60-second Public Service Announcements (PSAs). Consider reaching out to your local radio/tv stations/cable providers to see if they will partner in recording and deploying them.
* Consider public transit ads (bus and/or train).
* Outdoor advertising in the form of billboards and lawn signs.
* Onscreen advertising at local movie theatres.
* Place ads in the employment section of your local newspaper.
* Attend education and job fairs in your community.

**Public Relations (PR)**

* Use the PR 101 Overview and Toolkit provided by Gale to work with your local media. There are templates for both launch and graduation ceremony press releases, a pitch email, and a media alert.

**Social Media**

* Visit the [Gale support site](https://support.gale.com/products/ehs) or the [Excel Adult High School Marketing site](https://gale.motownpress.com/) to download up to 24 different images and posts to promote the program on these platforms: Facebook, Twitter, and Instagram.

**Training Materials**

* Visit the [Gale Support site](https://support.gale.com/products/ehs) for printed training materials and videos to help you manage the program.
* We recommend offering a high-level training session for front-line staff at all library branches to build program knowledge and awareness throughout your library system. Gale has created a customizable Library Staff Training Tip Sheet you can distribute to front-line staff.