

# ENGAGING FUTURE EDUCATORS

## Recruitment Tips for Health & PE Program Faculty

This guide offers practical tips and strategies for higher education faculty involved in recruiting and retaining students in health, physical education, and adapted physical education programs. These recommendations focus on personalized communication, community building, stakeholder engagement, and leveraging technology to attract and support prospective students effectively.

### Tips and Recommended Actions for Faculty Teams

#### Personalize Communications with Prospective Students

- Use text updates for time-sensitive info and real-time Q&A via chat with current students.
- Offer channel options (text, WhatsApp, chat, DMs) for engagement preference.
- Avoid impersonal "Dear Student" messages; personalize communication.
- Provide major-specific virtual tours or live-stream program events.
- Adopt real-time communication methods like AI chatbots for enhanced engagement.

#### Foster Student Connections and Social/Community Building

- Develop interactive social media campaigns to encourage engagement.
- Promote peer mentoring and major-specific clubs for student interaction.
- Create personalized virtual tours using AR/VR, led by current students.
- Offer virtual campus visits and interactive events for remote exploration.

#### Connect with Key Stakeholders

- Collaborate closely with academic advisors to discuss program updates and opportunities.
- Engage alumni networks for mentorship and career support initiatives.
- Partner with admissions, financial aid, and transfer experts for accurate messaging.
- Maintain ties with middle and high school physical education staff for outreach.

#### Use Advanced Technology Tools to Your Advantage

- Utilize social media strategically to amplify program highlights and successes.
- Collaborate with IT or communications teams to enhance digital presence.
- Employ multimedia (postcards, direct mail, classroom videos) for outreach.

#### Establish a Feasible, High-Impact Engagement Plan

- Define target audience, purpose, and measurable goals for recruitment efforts.
- Implement methods that yield measurable results and use data analytics for continuous improvement.
- Maintain a 24-hour response policy for timely and personalized student communication.



**Prepared by the SHAPE America  
Recruitment and Retention Task Force**