



Flyer Design Made Easy: Recruitment Template User Guide and Suggestions for Higher Education Faculty

Prepared by the Recruitment and Retention Task Force

This guide will assist you in customizing the recruitment flyer template to meet your specific needs. Follow the instructions below to effectively tailor the template and ensure your flyer communicates your message clearly and professionally.

Use the provided suggestions to adjust each section of the template, replacing placeholder text with your own information. Focus on clarity, brevity, and visual appeal as you make updates. Be sure to keep your target audience in mind and align the content with your recruitment goals.

Once you've completed the necessary adjustments, review your flyer to ensure consistency, accuracy, and a polished final design.

In general, when tailoring the flier to your program's needs, here are some tips for ensuring clarity, conciseness, and impact.

1. Word Choice

- Use **action-oriented, persuasive words** (e.g., "Save," "Discover," "Transform," "Get started now").
- Keep it simple—avoid jargon unless it's essential for your audience.
- Use emotionally engaging words if appropriate (e.g., "Exciting," "Exclusive").
- Be direct—get to the point quickly.

2. Word Count & Layout

- **Headline:** 3-7 words, bold and attention-grabbing.
- **Subheadings:** 5-10 words, reinforcing the message.
- **Body text:** 30-50 words per section (or fewer).
- **Call to Action:** Clear and direct (e.g., "Call now," "Sign up today," "Limited time offer").
- Use whitespace strategically—don't clutter the design with too much text.



3. Structure & Readability

- Use bullet points or numbered lists to break up information.
- Highlight key benefits instead of just features.
- Include a clear **call to action**—make it obvious what the reader should do next.
- Use bold, italics, or colors sparingly to emphasize important words.

Color and Visual Appeal

- Update the template to align with your university's visual identity and branding guidelines, including elements such as colors, logos, images, and other design components. If you're unsure of the specific requirements, contact your marketing, strategic communications, or university relations team for guidance on available resources, including approved color schemes, fonts, logos, and usage restrictions.

Template 1: The Value of a Health & PE Career

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[What is PE Template](#)

Purpose: The purpose of this template is to promote a dynamic and rewarding career in physical education by showcasing the program's ability to prepare future educators with research-based training, regional teaching competencies, and diverse career opportunities. It highlights the impact PE teachers have on student well-being, community health, and active lifestyles while emphasizing the stability, growth potential, and personal fulfillment that come with this profession.



Tips on Customizing the Purpose Section:

The aim of the Purpose section is to offer a compelling overview of the program and profession, showcasing the career opportunities and long-term benefits available to graduates. Emphasize the rewarding aspects of this career path, highlighting the stability, growth potential, and impact it can have on both personal and professional fulfillment. Position the program as an exciting and viable choice for prospective students looking to build a successful and meaningful career.

- **Unique Regional Skills:**
Adding specific regional teacher competencies is a great idea. You might want to highlight how HPE teachers develop skills or competencies that meet local needs or cultural considerations.
Personalize the career path based on your geographic region and state needs.
- **Reference SHAPE America:**
Consider referring to the SHAPE America Appropriate Practices document to identify key competencies and skills that PE teachers demonstrate in and outside the classroom. [Appropriate Instructional Practice Guidelines for Physical Education](#)
- **Bulleted List of Teacher Functions:**
This flier might reach students who are unfamiliar with the role PE teachers fulfill. Consider including a list and brief explanation of the functions teachers possess. For example, Teacher, Planner, Coach, Motivator, Role Model, Advocate for Inclusion, Fitness Specialist, Mentor, Conflict Mediator, to name a few

Customize the Career Opportunities Section:

This section highlights the diverse career paths available to graduates of the program. When customizing this section, consider the regional employment landscape and the positions that program graduates have successfully acquired. It's also important to think broadly about how the transferable skills of a Physical Education teacher can open doors to various career opportunities in both educational and non-educational settings

- **Inside the School/Classroom:**
Highlight the roles that graduates can pursue within educational settings, such as PE teacher, Health education teacher, PE Assistant, Dance & Aerobics Instructor, Curriculum and Instruction Director, among others.



- Outside the School/Classroom:

Transferable skills from a PE degree can lead to satisfying careers in fitness, coaching, and community-based roles, such as athletic coach, personal trainer, fitness coach, athletic director, community recreation professional, among others.

- Additional Credential and Certifications:

Introduce prospective students to related certifications and credentials that could enhance their marketability, incomes and expand career opportunities. These can include Certified Strength and Conditioning Coach (CSCS), First Aid/CPR Certification, Health and Wellness Coaching Certification, Youth Fitness Certification, among others

Customize the Student Testimonials section

The Student Testimonials section provides a powerful way to showcase the experiences of those who have completed the program. Personal stories offer prospective students insight into the value and impact of the program from a peer's perspective.

- Share Personal Experiences:
Have students talk about what they learned and how it helped their career.
- Focus on Impact:
Ask how the program prepared them for their job and what they've applied.
- Be Genuine:
Keep it real and specific to their experience.
- Possible Topics:
How the program helped their career. What they enjoyed most. How they've used what they learned. Advice for future students.
- Keep it Short:
Aim for 150-250 words.
- Add Personalized Details:
Include their current job, year of graduation, or goals and a photo.



Customize the At a Glance Section:

This section provides a snapshot of important data that highlights the value and impact of the program.

- **Salary Information:**
Include the average salary or salary range for program graduates. If you don't know, refer to state databases or the National Education Association (NEA) Educator Pay Database for up-to-date salary information by teaching discipline and state.
([Educator Pay Data 2024 | NEA](#))
- **Job Postings:**
Include the number of PE teaching vacancies in your state for the current or previous year. If accessible, use data from your data related to high need vacancies for accurate, regional job demand data.
- **Graduation and Retention Rates:**
Provide graduation rates or retention metrics for the program, ideally over a range of years. For more accurate data, reach out to your institution's data teams.



Template: Student Support and Development Opportunities

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"Empower Your Future Template"

Purpose:

This template highlights your program's support systems and opportunities for professional and personal growth. It emphasizes ways students engage beyond classroom instruction through mentorship with faculty and peers, involvement in professional development activities, and meaningful faculty interactions. Additionally, it showcases opportunities to build a supportive network through community partnerships, student organizations, cohort-based learning communities, and hands-on field experiences. Below are suggestions on how to customize the template to best serve your specific program.

Customize the Mentoring Section:

The Mentoring section highlights opportunities for personalized guidance and professional growth within your program. Emphasize how students benefit from one-on-one or small-group mentoring relationships with faculty.

- **Highlight Faculty Expertise:** Mention faculty specializations, research interests, and teaching accolades to illustrate depth and credibility. Highlight faculty or student success stories.
- **Student-Faculty Interaction:** Emphasize opportunities for direct engagement, career guidance, and professional growth.
 - **Example:** *"At our university, students regularly collaborate with faculty through research initiatives like the annual Undergraduate Research Symposium, receive tailored career guidance during personalized advising meetings each semester, and participate alongside faculty at state-level SHAPE conferences, enhancing both professional networking and academic success."*



Community Partnerships Section:

This section showcases the partnerships that provide meaningful field experiences integral to your program. Customize this area by:

- **Specify Partnerships:** Detail local schools, organizations, or businesses involved.
- **Impact on Students:** Explain how these partnerships offer practical experience and networking benefits.

Physical Education Majors Club Section:

- **Student Engagement:** Highlight club activities, networking events, professional development workshops, and peer connections.
- **Community and Professional Involvement:** Note any partnerships or events organized in collaboration with external organizations.

Conferences & Professional Development Section:

- **Professional Development:** Clearly list specific conferences, workshops, or events regularly attended by students. Share information regarding faculty affiliation with state and national associations such as SHAPE and your state organization.
- **Networking Opportunities:** Emphasize how attending these events enhances students' professional networks and knowledge of current trends in PE.

Customize the Program Highlights Section:

Consider including program features such as:

- Innovative teaching methodologies.
- Specialized facilities (e.g., exercise physiology labs, sports centers).
- Field placements and real-world teaching experiences.



Customize Contact Information:

Clearly list your program's direct contact details:

- **Email:** Ensure email addresses provided are regularly monitored.
- **Phone Number:** Provide a direct or departmental number.
- **Website:** Ensure URL links directly to program-specific information.

Additional Customization Tips:

- Incorporate your institution's branding, including logos, color schemes, and recognizable imagery.
- Keep content concise, using short paragraphs or bullet points for readability.
- Ensure accuracy in statistics or claims made.