Hosting a Killer Open House
Who we are.
What we wanted to do.

1. Congratulate our graduates.
2. Raise awareness of the program.
3. Recruit new students.
Congratulating the graduates

- Cards
- Simple gift
- Recognize at staff meeting
Raise awareness of the program.

- Social media
- In-house promotion
- Communicate to Staff
Recruit New Students

- Open house
- Recruitment material
- Updated “on ramps”
What did we learn?

1. Online advertising is a bottomless money pit.
2. No one will ever be more excited about your program than YOU are.
3. Simplicity is the key to effective communication.
4. Recruitment takes constant hustle.
5. Student retention is as important as student acquisition.