

Follow-up Communication Strategy Examples

Every recruitment activity should have a well thought out follow up communication and tracking strategy to foster continued engagement and promotion. Well-executed follow-up and tracking will identify successful initiatives and increase the likelihood of Ag Ed major enrollment. A communication and tracking calendar should be developed and facilitated by one or two key individuals who are willing to take on the task.

- Follow-up in some manner with every participant within a month of a recruitment event.
- Tracking is important so you don't send the same type of communication to the same person. Authenticity and personalization is key!
- Plan for at least 3 touch points a year.
- Include a call to action in every touch point.
- Select one from each category for maximum effectiveness

Strategy	Topic	Contact	Timeframe	Call to Action
<ul style="list-style-type: none"> • Email • Phone Call • Postcard • Letter (mail) • E-news/blast to all recipients • Home visit/meet with parents • Social media gathering (online) • Holiday card • Parent contact • Event <ul style="list-style-type: none"> ○ State FFA Conv. ○ State Ag Teacher meeting ○ Summer camp ○ Ag Leaders conf. • Programs or groups adopt future ag teachers and reach out. 	<ul style="list-style-type: none"> • Why Teach Ag? • Personal Teach Ag stories? • Benefits of teaching agriculture • Demand • Connect recipient with others • Impacts of agriculture teachers • A Day in the Life synopsis • Scholarships/institutions that offer Ag Ed 	<ul style="list-style-type: none"> • Agriculture teacher association officer • State Staff • State FFA officer • Alumni leader • Current Ag Ed major • Faculty • Ag Business leaders • Veteran ag teachers • Student teachers 	<ul style="list-style-type: none"> • Winter (Dec/Jan) • Late Winter (Feb/March) • Spring (April/May) • Summer (June/Jul/August) • Fall (Sept/Oct/Nov) 	<ul style="list-style-type: none"> • Visit the website • Campus Visit • Attend event • Facebook page • #Hashtag follow

