

**Outreach & Recruitment
Resources for
Adult Education**

GET THERE

Florida's Workforce Education Initiative



Get There Campaign

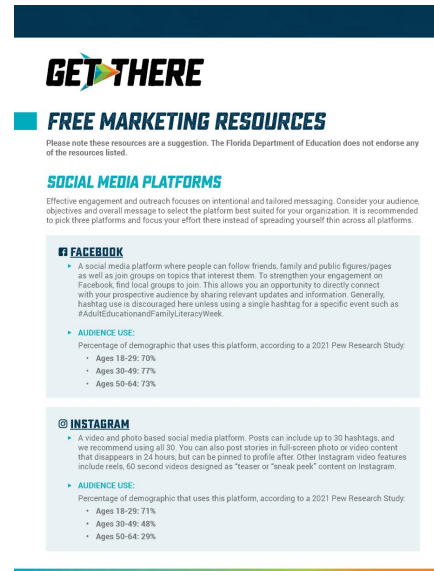
- In September 2020, the Get There campaign was launched as Florida's workforce education initiative, an effort to rebrand Career, Technical and Adult Education as a viable option for educational prosperity.
- Since the release of the Get There campaign, we have seen success in promoting career and technical education offerings. As a result, in the first year, we witnessed over 18,000 short-term certifications—this is in addition to increasing the number of graduates from CTE programs statewide since 2019, to over 63,000.
- The state has seen remarkable success in promoting the Get There Initiative with over 4.1 million individuals enrolled in workforce education since 2018-2019. Currently, the state has more than 772,000 K-12 CTE students—the highest in the state's history—more than 338,000 postsecondary CTE students, and over 15,000 registered apprentices engaged in workforce education.

Campaign Tools

The Action Toolkit



Marketing Resources Guide



Magenta Studio



Get There Action Toolkit



Get There Action Toolkit

- We have developed resources with you in mind – to share with your audience that CTE is a viable option for success!
- The Get There Action Toolkit:
 - Target audience-specific ready-made Email Copy, Newsletter Copy, Social Media Posts, and flyers.
 - Magenta Studio – A customization tool that allows you to co-brand Get There materials.

BRAND ASSETS

Logo, Style Guide, PowerPoint Template and Sample Flyers

Customize your outreach materials with your Get There college logo extension or one of the 17 career pathway extensions. We have made them easier for you to use with ready-made artwork files, as well as our style guide with the do's and don'ts of how to properly utilize the Get There brand.

EXAMPLES



DOWNLOAD LOGO FILES

DOWNLOAD STYLE GUIDE



DOWNLOAD SOCIAL MEDIA GRAPHICS

DOWNLOAD SOCIAL COVERS

TO ACCESS THE ENTIRE CATALOG OF BRAND ASSETS, DOWNLOAD HERE

ABOUT GET THERE

Get There is a workforce education initiative powered by the Florida Department of Education.

In Florida, we are helping individuals of all ages prepare for occupations important to Florida's economic development. In addition to K-12 instruction, Career Technical and Adult Education (CTAE) connects students with educational opportunities and in-demand career pathways. Through the Get There workforce initiative, we help potential students and partners realize they can reach for a more exciting, prosperous future.

**GET THERE FASTER. GET THERE AFFORDABLY.
GET THERE AT A COLLEGE NEAR YOU.
GET THERE WITH OUR SUPPORT.**

WHY GET A CTAE CREDENTIAL?

Floridians can train for an affordable credential, with some taking less than a year, then get hired for a mid-to high-wage, in-demand job. Our state needs talented workers. These credentials provide the knowledge and specialized skills that can accelerate a career.

WHAT ARE THE CAREER PATHWAYS?

There are 17 mid- to high-wage career pathways in a variety of Florida industry sectors. Students can choose the one that appeals to them. Also, certifications are stackable, meaning the student can return when they are ready for more training to move up the ladder. View a list of CTAE career pathways [here](#).

HOW DO I ENROLL IN A PROGRAM?

Visit our education provider locator [here](#) to find an institution in your community and see what programs are available. With 48 technical colleges and 28 state colleges in Florida, there's an opportunity for everyone.

Get There Action Toolkit

- Scan the QR code below to access the Get There Action Toolkit



Marketing Resources Guide



Marketing Resources Guide

- In addition to the resources available to you in the Get There Action Toolkit, we've created a free marketing resources guide.
- This guide includes:
 - Information on the different social media networks and best usage for each
 - Free resources for:
 - Social media scheduling.
 - Social media listening and hashtag research.
 - Email marketing.
 - Graphic design tools.
 - Stock photography and images.



FREE MARKETING RESOURCES

Please note these resources are a suggestion. The Florida Department of Education does not endorse any of the resources listed.

SOCIAL MEDIA PLATFORMS

Effective engagement and outreach focuses on intentional and tailored messaging. Consider your audience, objectives and overall message to select the platform best suited for your organization. It is recommended to pick three platforms and focus your effort there instead of spreading yourself thin across all platforms.

FACEBOOK

- ▶ A social media platform where people can follow friends, family and public figures/pages as well as join groups on topics that interest them. To strengthen your engagement on Facebook, find local groups to join. This allows you an opportunity to directly connect with your prospective audience by sharing relevant updates and information. Generally, hashtag use is discouraged here unless using a single hashtag for a specific event such as #AdultEducationandFamilyLiteracyWeek.

▶ **AUDIENCE USE:**

Percentage of demographic that uses this platform, according to a 2021 Pew Research Study:

- Ages 18-29: 70%
- Ages 30-49: 77%
- Ages 50-64: 73%

INSTAGRAM

- ▶ A video and photo based social media platform. Posts can include up to 30 hashtags, and we recommend using all 30. You can also post stories in full-screen photo or video content that disappears in 24 hours, but can be pinned to profile after. Other Instagram video features include reels, 60 second videos designed as “teaser or “sneak peek” content on Instagram.

▶ **AUDIENCE USE:**

Percentage of demographic that uses this platform, according to a 2021 Pew Research Study:

- Ages 18-29: 71%
- Ages 30-49: 48%
- Ages 50-64: 29%

SOCIAL MEDIA SCHEDULING

HOOTSUITE

- ▶ Free accounts can connect up to two social accounts and schedule up to five messages at a time.

BUFFER

- ▶ Free accounts can connect up to three social accounts and schedule up to 10 posts per channel. Also offers free twitter hashtag suggestions.

FACEBOOK CREATOR STUDIO

- ▶ Connects with Facebook and Instagram accounts to schedule posts and view analytics. Also offers royalty-free music for social media videos.

BIT.LY

- ▶ A tool that shortens links. It is recommended to use a shortener for long links to save character space and to make social media posts look cleaner. Also allows for basic link usage reporting.

GRAPHIC DESIGN

CANVA

- ▶ Drag-and-drop platform for creating graphics and animated videos. The free plan includes 250,000+ templates but will leave small watermark on final graphics.

PHOTOS/VIDEOS/MUSIC

EDUIMAGES

- ▶ A free library of photos celebrating students—and the educators who teach them—in seven schools across the United States. Includes specific CTAE photos.

PEXELS

- ▶ A free library of photos and videos. All assets are free for personal and commercial use with no attribution required.

FACEBOOK CREATOR STUDIO SOUND COLLECTION

- ▶ A library of free music and sound effects that can be used in videos for social media.

Marketing Resources Guide

- Scan the QR code below to access the Marketing Resources Guide.



The GED® Animated Video



GED® Animated Video

- Last year, we developed a video to promote GED® program enrollment.
- This video is free for you to use, and we have it in English and in Spanish sized for all social media networks.
- We also have accompanying social media copy for you to use when sharing the video.

GED® Animated Video

- Scan QR code to access GED® Animated Video and accompanying social media copy.



Magenta Studio



Magenta Studio

- COMING SOON: The *NEW* Action Toolkit will be available in Magenta Studio—a program designed to allow you to easily access and download each of the materials noted above. It also gives you the ability to customize your organization logo and program-specific information.
- We will announce via email when this tool will be available, and we will be hosting a webinar to explain how the tool works.

Magenta Studio

 **MAGENTA STUDIO**

MATERIALSASSETSUSERSSARAH HARMON ▾

Customize Material

Instructions:
Add whatever text you'd like, ie: Enrollment Now Open/etc.





GET THERE
Florida's Workforce Education Initiative

Enter Text Here

CONTENT CUSTOMIZER BY  MOORE

© 2022 The Moore Agency, Privacy Policy

Connect With Us



@EducationFL

If you need any assistance with Outreach and Recruitment efforts, please reach out to:

Samantha Dunaway

Director of Outreach and
Recruitment

Samantha.Dunaway@fldoe.org

Sarah Harmon

Assistant Director of Outreach and
Recruitment

Sarah.Harmon@fldoe.org

Thank You

