# AEFLA Program Design Foundations Breakout Discussions

You will be placed into three breakouts. Within each breakout you will have 15 minutes to discuss one of the following topics: recruitment, orientation, and Integrated Education and Training. The below questions can be used to guide your discussions.

**Breakout #1 – Recruitment**

* What target populations are you actively recruiting to your program? How was this determined and what data sources were used to guide your targeted recruitment efforts?
* What recruitment strategies (e.g., partner referrals, social media, print materials, community engagement, etc.) are you currently using to reach your target population?
* What messages are you including in your recruitment strategies to attract prospective learners? E.g., tuition free services, flexible offerings with online instruction, high school equivalency services, etc.

**Breakout #2 – Orientation**

* Describe the student experience within your orientation? What is covered e.g., assessment, personal education planning, digital literacy, career assessment, intake and referrals?
* How long is your orientation?
* How often is an orientation offered e.g., once per semester, on an as needed basis, etc.?
* Who delivers the orientation?
* Are there retention challenges between orientation participation and participation in future instruction? What retention strategies are used?

**Breakout #3 – Integrated Education & Training**

* What IET programs do you currently offer or extend access to through partnership with another organization? Who is the target audience and why, and what WTCS credential(s) or industry certification(s) does the IET connect to?
* What barriers exist to offering/supporting IET participation? What solutions have you found in addressing the barriers?
* Describe your existing relationship with internal and external IET partners such as employers and workforce partners? How have these relationships benefited IET programming? What is working well and what could be strengthened?