

**Referrals to Enrollments: Community Connections to Bridge the Gap
ProLiteracy Worldwide Annual Conference**

October 7, 2005

8:30-10:00

Presenter: Kathy St. John, ProLiteracy America

Workshop Objectives

By the end of the workshop, you will have:

1. Reflected on the frequent disconnect between student referrals and enrollments in programs and the ways increased communication and cooperation among local service providers can bridge this gap
2. Examined field-tested strategies for how to improve your referral networks and systems and to increase the percentage of referred students who enroll in programs
3. Identified your next steps for improving your program's referral strategies and your community's referral networks and systems and increasing the number of student referrals who enroll in programs

Task One-Welcome and Introduction (5 minutes)

1. Listen to presenter's brief description of the Dollar General Referral System Expansion Project and workshop objectives

Task Two - Sources of Referrals (5 minutes)

1. As a whole group, discuss the following question:
From where do you receive referrals and what percentage of those referrals enroll in your programs?

Task Three - Referrals and Enrollments (20 minutes)

1. As a whole group, list the factors that help turn referrals into enrollments. (5)
2. List the barriers that prevent referrals from enrolling. (5)
3. Brainstorm ideas for how to overcome barriers to enrollment. (10)

Task Four -Field-tested Strategies (25 minutes)

1. In pairs, review the list of strategies for turning referrals into enrollments from the Dollar General Referral System Expansion Project. (5)
2. Augment list with your own ideas. (5)
3. Discuss the feasibility of these strategies for your program. For practices that do not seem feasible for your program, pick one or two and brainstorm with your partner, ways to make them feasible. (10)
4. Share "ahas" with the whole group. (5)

Task Five- Referrals and Community Building (20 minutes)

1. As a whole group, listen to a brief description of 3 approaches to networking from the Dollar General Referral System Expansion Project. (5)
2. Discuss your community's referral systems and networks. (15)
Who provides literacy services in your community?
How can you identify others you may not be aware of?
What is working?
What is not working?

Task Six - Next Steps to Take (10 minutes)

1. Individually, using the planning form provided by the presenter, identify areas for improvement in your community network and in your program's handling of referrals. Jot your thoughts down on your planning sheet. (5)
2. As a whole group, hear from two volunteers who have ideas to share. (5)

Task Seven - Workshop Evaluation (5 minutes)

1. Please complete the conference evaluation form for this workshop.

Thank you for all your participation!

