(Adapted from information contained with The Career Pathways How‐To‐Guide by Davis Jenkins and Christopher Spence, October 2006. <https://files.eric.ed.gov/fulltext/ED496995.pdf>)

Use the questions below to help you consider how to coordinate marketing, recruitment, and intake with your workforce development system and postsecondary education partners to improve adult learner outcomes.

**Marketing**

| **Questions to Consider** | **Future Action Steps**  |
| --- | --- |
| How can partners collaborate to strengthen marketing of career pathway programs, particularly to potential adults who are disconnected from existing education and workforce systems? |  |
| Will one partner design marketing and recruitment efforts for the entire pathway, or will individual partners take responsibility for various segments of this task? |  |
| What can be done to allow adult learners to enroll in a career pathway sequence through any partner organization operating at any given level of the pathway? |  |

**Recruitment**

| **Questions to Consider** | **Future Action Steps**  |
| --- | --- |
| How are adult learners recruited for career pathway programming? |  |
| Have any of the partners conducted market research to determine the most effective sources and methods of recruitment? |  |
| Are there populations of adult learners that are underrepresented through recruitment efforts? (Examples: low‐wage workers in the target industry sectors, individuals experiencing multiple barriers to employment, women, minorities, re-entrants, multilingual individuals, persons with disabilities, veterans, or workers displaced from other industries.) |  |

**Intake**

| **Questions to Consider** | **Future Action Steps**  |
| --- | --- |
| What are the characteristics and demographics of adults in current career pathway programs?  |  |
| How did adults learn about the career pathway programs?  |  |
| Where do adult learners come from (e.g., directly from high schools, community organizations, workplaces, etc.)? |  |
| What motivated the adult learners to enter these programs? |  |
| What barriers are adult learners disclosing to partners? |  |

**Coordination of Assessments**

| **Questions to Consider** | **Future Action Steps**  |
| --- | --- |
| What are the standards for entry into programs at each level of the pathway? |  |
| What assessment instruments are used? |  |
| How can partners coordinate assessments and program standards to ensure that adult learners who successfully complete one level are prepared to succeed at the next? |  |
| What could be done to ensure that adult learners entering at various levels are aware of the full range of career and educational opportunities in the target industry sectors? |  |
| What advising or counseling is currently available at each level of the pathway?  |  |
| Do participants feel that the current advising and counseling services are meeting their needs? |  |