



The LARAEC Insider

Week of December 12, 2022

Vol 1 Issue 7

The MARKETING Series Continues!



Leveraging Social Media to Increase Enrollment and Engagement

Thursday, December 15, 1:30 - 2:30 PM
Hosted on ZOOM - Free to participants

Social media platforms can provide a great avenue for outreach and student engagement. Let's look at current and potential audiences for our social media posts. In this session we will explore ways to utilize social media for creating an image or brand for your school, highlighting events and programs, incorporating calls to action, and connecting potential students to the school. If you have never used social media or

are an avid user, let's talk about how we can all use our web presence and connections to each other to highlight the value of adult education.

To register and get the zoom link visit <https://laraec.org/lunchwithlaraec/>

If you missed it....

LARAEC hosted Celina Shands of Full Capacity Marketing to provide some training in recruiting and re-engaging adult students. **Watch the recording** of her very engaging and informative lunch session...

Developing Highly Effective Marketing Messages for Targeted Recruitment

Presenter: Celina Shands, Full Capacity Marketing, Inc.



This session was recorded and is available for viewing at [Lunch with LARAEC](https://laraec.org/lunchwithlaraec/) go to <https://laraec.org/lunchwithlaraec/>

Help our Remote Learning Action Planning Team!

Greetings LARAEC Colleagues!

Please take 45 seconds and complete the attached survey so we can share with the field some of the best and most accessible online teaching tools to increase engagement and persistence in our courses across all systems of education.

We appreciate you and your time!

All the best for a healthy and happy winter break!!

[Share your favorite apps and websites that support online instruction here!](#)

Resource Spotlight

School Websites come in Second!!

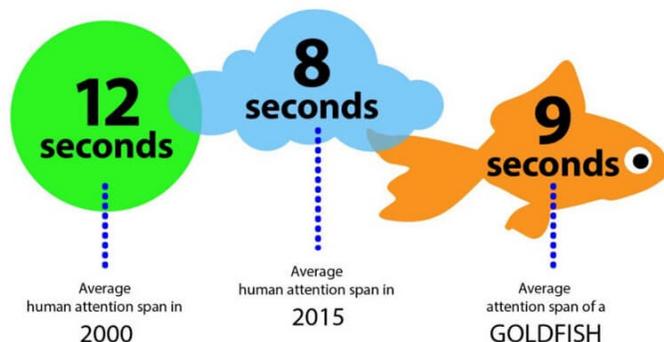
In our LARAEC student survey we asked over 6,000 students how they heard about our programs. As expected, over half said friends, family, or current students. **The next largest category was the school website.** Does your website have what potential students need? Are they able to find the right information or the right contact? Is your site designed for their convenience or ours? The LARAEC Engagement and Marketing page hosts a array of articles that can help you create websites that are effective, help you better reach adult learners, and incorporate features that allow for converting potential students to actual students.

Some key website musts are:

- Including Powerful images
- Ensuring Calls to action on every page
- Creating Pathways for unique audiences
- Making sure your site is continuously maintained and refreshed
- Utilize a Mobile-first design
- Including informative and engaging content and testimonials

Use checklists from online marketing and enrollment experts to evaluate your school website.

A recent study by Microsoft found that today's average attention span is **8 seconds**—a second less than the 9-second attention span of a goldfish. Because of instantaneous access, our ability to focus for extended periods of time has actually decreased. In other words, you have 8 seconds tops to wow your prospective students and prompt them to engage with your website.



**Having “the attention span of a goldfish”
USED to be a bad thing...**

according to Statistic Brain Research Institute

From Higher Education Website Design: 8 Tips for your Institution. For full article visit LARAEC web link above.

Check our school website resources at <https://laraec.org/teacher-resources-marketing/>

Research Shorts



Connecting you with some educational articles and studies to see how they might connect to our programs. Try on some of these *Research Shorts*, keep what fits, and return the rest.

Emotional Intelligence



The use of the term “Emotional Intelligence” has gained much popularity over the past decade. But as its use as a common descriptor has increased in favor, so have the number of ways in which it is used in everyday culture. In his article, *What is Emotional Intelligence?*, John D. Mayer deconstructs the concept

of Emotional Intelligence and discusses it as concept and outcome. Among the topics in this comprehensive treatise, he describes the four-branch model of emotional intelligence that involves:

- Accurately perceiving emotions in oneself and others
- Using emotions to facilitate thinking
- Understanding emotional meanings, and
- Managing emotions

He questions how we determine who is emotionally intelligent and if it really matters. **Mayor indicates that the term denotes the idea that a person is more effective socially.** The higher the emotional intelligence, the better the social relations. **Overall, an emotionally intelligent person is better at perceiving, using, and understanding their emotions.** They tend to be more open and agreeable than others and **tend to be drawn to occupations that involve social interactions such as teaching and counseling.**

Furthermore, he describes how emotional intelligence can be used to make meaningful and interesting predictions to a person’s life outcomes but examines how it has been misused in popular culture as somehow the best predictor of success in life.

To read the full article, go to our [*Research Shorts* page here.](#)

Save the Date!!! Lunch with LARAEC in January



Using Emotional Intelligence Activities to Enhance Adult Learning

Thursday, January 19, 2023

12:30 - 1:30 PM FREE!

On ZOOM

Dr. Laura Manyweather

Director Career Center, West Los Angeles College

Laura has been successfully using *emotional intelligence (EQ)* for years to maintain and sustain relationships with former employers and networks. She has also implemented EQ in her classroom where the students thrive, learn more about themselves, have better retention of information, engage with peers, and complete classes successfully. Come learn about emotional intelligence and see how to build qualities in your students that are highly desired in today's workforce.

For registration and zoom link, go to to <https://laraec.org/lunchwithLARAEC/>



If you got this newsletter as a forward and would like to have it sent to your email directly, you can register by clicking the button below!

Get The LARAEC Insider



If no one has told you today, thank you for what you do to improve the lives of adults in Los Angeles

Profundus Collaboratus

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