Sample “Backwards Plan” for Meeting Recruitment Goals

*Example Recruitment Goal:* 100 women a year entering pre-apprenticeship

*Baseline outreach:* Marketing the program throughout the year through mailings, participating in recruitment events, and using social media.

*Resulting in:*

- 500 women who attend career fairs
- 400 women attending a monthly 2-hour Orientation Session
- 200 women applying to the program
- 115 women’s applications are accepted
- 100 enroll in the program
- 80 women graduate
- 73 start trades careers