



## 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