



## **Planning Guide Highlights: Participant Recruitment for NTTI Model “A” and Model “B”**

NTTI site managers are requested to have at least 100 participants at their Institutes. We know that many of you have to turn people away each year, but for those of you who don't, consider these helpful hints.

- ◆ Begin recruiting your participants at least four months prior to your event. Assume that anything you mail to schools (or teachers at schools) will get lost in the shuffle of a school's main office, and that it will take several days—if not weeks—for your information to get to the proper hands.
- ◆ Put notices about your NTTI on your station's Web site and in your station's newsletter (again, several weeks before the event).
- ◆ Consider paying a visit to a local college or university with a School of Education. You may be able to arrange for pre-service teachers to get credit for attending NTTI. Schools of Education can also be great places to find interns or volunteers who can assist you in planning your NTTI.
- ◆ Attend any local teacher conferences or meetings and disperse information on your NTTI.
- ◆ Contact former attendees and ask them to recruit within their own schools or districts.
- ◆ Set up a contest with your Master Teachers. . .whoever recruits the most participants wins a prize!
- ◆ Subscribe to local education list serves and post information on your NTTI.
- ◆ Arrange visits to key schools or district offices in your area. A personal appearance will make your event stand out to administrators.
- ◆ Send an application with each participant's acceptance letter, urging participants to “bring a friend.”
- ◆ Accept 20-30 more participants than needed to guard against no-shows.