



Dear Spring 2017 Program Providers,

The Spring 2017 program session will begin next month! Here is a calendar of deadline reminders for the upcoming program session, and some tips and strategies to help support teen recruitment.

Spring 2017 Enrollment Calendar

Please review and adhere to the below timeline for Spring 2017 teen applications, recruitment, and enrollment.

- **Saturday, January 28:** Deadline to change check delivery location in Cityspan
- **Saturday, February 4:** Enrollment deadline for February-start programs
- **Monday, February 6:** February-start teens notified of application status
- **Saturday, February 25:** Enrollment deadline for March-Start programs
- **Monday, February 27:** March-Start teens notified of application status
- **Monday, April 3:** Teen Interview Outcomes due in Cityspan

Program Updates

For details about Spring Enrollment Dates, Teen Interviews, and Spring 2017 Program Hours, please click one of the links below!

- **Spring-Only Providers** (no Fall 2016 program) [click here](#).
- **School Year or Full Year Providers** [click here](#).

If you have any questions, please reach out to your Program Specialist.

Recruitment Resources

As a reminder, here are the recruitment resources available to you as an After School Matters instructor, and some helpful strategies for recruiting teens to your Spring 2017 program. View our **Recruitment Guide** for tips through the whole process, utilize our **flier template** or sample **social media sample posts** to help promote your program, or share the **application tutorial video** to help teens and parents.

Our online application is fully translated into Spanish, and the [Spanish language pages](#) on our website help answer questions about our programs and how to apply.

General tips

- **Use a call to action** in your fliers, at your recruitment tables, in each social post, and in your other communications. List the benefits of your program to teens. Eg. [Teens, Apply NOW!](#); [Make friends, gain skills, earn money](#); or, [Join us for our interview day on Saturday, January 28.](#)
- **Meet teens where they are.** Scout out recruitment locations at high schools, park field houses, or other community spaces with a high traffic flow of teens or guardians.
- **Show your portfolio.** Teens want to learn from experts in the field, so show teens your accomplishments! Knowing they can learn from you lets teens know they can and should dream big.

Learn more helpful tips in our Recruitment Guide. [Download here.](#)

Flier Template



This pre-approved flier template is an easy way for you to promote your programs. Swap out the sample information with your program's details to let teens know about your program content, location, and schedule. No graphic design experience required!

- [Single program flier template](#)

Social media

Here are some sample social media posts to help you recruit teens.

Facebook

Sample post: TEENS, join the Teen Voice writing program to learn about blogging,

your social media brand, and all things digital communications. #TeensMATTER
#TeenWriting
<http://www.afterschoolmatters.org/teens/apply/>

Tip: Schedule posts! Use this function to send posts out when teens are more likely to check Facebook: after school lets out or after dinner.

Twitter

Sample post: TEENS, learn more about #tech! Join Tech4U to learn about apps, computers, and more. Program starts Feb 22. Apply NOW:
<http://www.afterschoolmatters.org/teens/apply/>

Tip: Use hashtags! Use the After School Matters hashtag (#TeensMATTER) and add others to describe the content of your tweet (#STEM, #Teens).

Instagram

Sample post:



Caption: TEENS don't miss the opportunity to have fun, earn money, and make new friends! The City Youth Farmers program begins February 21. APPLY TODAY!
#TeensMATTER #Teens #Chicago #Science #Farming

Tip: Add a photo of teens in your program. Select one of teens doing something related to your content area, or a smiling group photo.

Application tutorial video



This video walks viewers through the online application process step-by-step, covering frequently asked questions. Access this video on YouTube [here](#).

If you have any questions about anything in this email, please contact your Program Specialist. Thank you for all you do to support Chicago's teens!

Visit us online at afterschoolmatters.org and connect with us on social media:



#TeensMATTER