

Appendix A: Program recruitment methods and materials

	GeneTeam	TLI	INVESTING NOW	Hillman Academy
Recruitment Methods				
Social Media (Twitter, Facebook, Instagram)	X			X
Email	X	X	X	X
Teacher connections	X	X	X	X
School connections	X	X	X	X
Community/Community Org. postings	X	X	X	X
Information sessions		X	X	X
Postal Mailings				
In-school presentations (classroom)	X	X		X
In-school presentations (parent night)	X			
Other STEM programs	X	X	X	X
Other UMR programs		X		X
Alumni	X	X		X
Host events		X	X	X
Materials				
Brochure	X			
Email	X	X	X	X
Flier/Handout		X	X	X
Information Packet	X			
Video			X	X
Website	X	X	X	X