7 RECRUITMENT STRATEGIES THAT WILL BOOST FLORIDA POSTSECONDARY COMPREHENSIVE TRANSITION (FPCTP) PROGRAM PARTICIPATION

SHERIDAN AND MCFATTER TECHNICAL COLLEGES BROWARD COUNTY PUBLIC SCHOOLS
Grow Your Future – McFatter Technical College
- 6500 Nova Drive, Davie, FL 33317
- Professional Culinary Arts & Hospitality
- Automotive Collision Technology Technician

Build Your Future – Sheridan Technical College
- 5400 Sheridan Street, Hollywood, FL 33021
- Professional Culinary Arts & Hospitality

Both locations will consider additional Career Technical Education (CTE) programs areas.
William T. McFatter Technical College is a public adult technical college. The campus is located in Davie, Florida and is part of the Broward County Public Schools district. Adult enrollment is approximately 1000 students.
A brief overview of strategies used to recruit students for District FPCTP programs.

Topics will include:
1. Align Program with Student Needs
2. Build Connections
3. Get Involved in the Community
4. Social Media
5. Remove Obstacles
6. Share Your Story
7. Be Flexible
1. **Align Program with Student Needs**

   - Offer services and activities that meet a need in the community


   - Survey students with a CTE interest survey for expansion possibilities
2. Build Connections

- ESE Department/Transition Team
- Canvas presentation
- Private School reach-out
- Adult General Education reach-out
  - 504 Liaisons
  - Student data search
3. Get Involved in the Community
Building trust and fostering relationships in your local community can positively impact your program.

• Go where the students are
  • Schools
  • Places of worship
  • Community Centers

• Be a vendor for relevant community events
  • YMCA – Special Needs Inclusion Programs
  • Parent Resource Fairs
  • Flyers depicting programs

• Dual Referral System
  • Vocational Rehabilitation
  • ARC of Broward
4. Social Media Marketing

Tips:

• Create content such as posts and videos
• Engage followers by getting active in related groups
• Grow a following by creating and sharing relevant content
• Offer downloads like presentations, flyers, videos, and links to resources like FCSUA.org and ThinkCollege.net
5. Remove Obstacles

- Electronic Application
- Support tutoring
6. Share Your Story

• Done right, powerful storytelling can attract program participants and engage community partners.

• Our District sends out quarterly newsletters in which we highlight students, staff, and accomplishments.
Nahir Leonardi is a Grow Your Future student at McFatter Technical College. She is studying the Professional Culinary Arts and Hospitality program as part of the Florida Center for Students with Unique Abilities (FCSUA). Her favorites activities include cooking and baking with her dream job being a Cake Decorator. Nahir has stated that she is grateful for the teachers that have helped prepare her to pass the program and the ServSafe Industry Certification.
7 RECRUITMENT STRATEGIES THAT WILL BOOST PROGRAM PARTICIPATION

7. Be Flexible

- Obstacles – solutions
- New interest – new program areas
- Cumbersome paperwork – electronic application
- Create inclusive network
Students Flavio and Arkevia package herbs that they have grown to share with the Culinary Arts department.

Grow students transition into the inclusive Commercial Foods and Culinary Arts Post Secondary program.

Ten students have earned their ServSafe Industry Certification including Lizzy, Rickael, Maria, and Anthony.
GROW YOUR FUTURE

Florida Post-Secondary Comprehensive Transition Program (FPCTP)

The Grow Your Future program at McFatter Technical College provides students with Intellectual Disabilities an inclusive post-secondary education through Agriscience Education and the Commercial Foods/Culinary Arts & Hospitality Program.

Details:
• Soft Skills Training
• Reading and Math Remediation Support
• Digital Literacy Training
• Local Agriscience Certificate*
• Workforce Skills Certificate*
• ServSafe Industry Certification*
• Culinary Arts Certification*

* Dependent upon student progression and scores

For more information, call Christy Bradford
Curriculum Supervisor, CTACE • 754-321-8416
Build Your Future

Sheridan Technical College
Florida Postsecondary Comprehensive Transition Program (FPCTP)

- Sheridan Technical College provides adult students with Intellectual Disabilities the training necessary to obtain employment in the culinary industry, as well as other program areas.

- The Build Your Future Program offers additional student assistance:
  - Scholarship funds through the Florida Center for Students with Unique Abilities
  - Soft skills necessary to support employment
  - Job Interview skills
  - Communication Skills
  - Understanding Professionalism
  - Appropriate study habits
  - Self-determination

To find out more about the Build Your Future program, contact Christy Bradford at 754-321-8400.

The School Board of Broward County, Florida • Lori Ahadef • Patricia Good • Debra Hixon • Donna P. Korn
Sarah Leonard • Laurie Rich Levinson • Ann Murray • Dr. Rosalind Osgood • Nora Rupert
Dr. Vickie L. Cartwright, Interim Superintendent of Schools

The School Board of Broward County, Florida prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex, sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunity/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunity/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. browardschools.com
FPCTP Contact

For more information please contact:

Christy Bradford
Broward County Public Schools
Curriculum Supervisor

754-321-8400
Dr. Rosalind Osgood, Chair
Laurie Rich Levinson, Vice Chair
Lori Alhadeff
Patricia Good
Debra Hixon
Donna P. Korn
Sarah Leonardi
Ann Murray
Nora Rupert

Dr. Vickie L. Cartwright
Interim Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District’s Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

browardschools.com