



Spring 2007

New & Familiar Faces ☺

Boston Reed has some new faces as well as some familiar faces in new places! In January we were joined by Wendy Flint PhD, former Director of Community Education at College of the Desert. Wendy, Senior Vice President at Boston Reed will work as liaison with our community college partners.

Alice Chegia, Vice President, is returning to Boston Reed full-time to continue her work as a liaison to our adult school partners.

In addition we would like to formally welcome Cherie Blanco to her new position as Program Logistics Coordinator. Cherie comes to this position from the Customer Service Team.

We are sure you will enjoy communicating with these team members.



Electronics Technician Program

Our newest program, Electronics Technician, is gaining momentum. Bruce Grantham, formerly of South San Francisco Adult School is working hard to develop this program. Congratulations to the following schools that are in the planning stages to offer this exciting program:

Manteca Adult School
Merced Adult School
Pittsburg Adult Education Ctr
Simi Valley Adult School
Vacaville Adult School



A newly released Program Summary and Course Outline are available on the partner resources page of our website. Interested in hearing more about this exciting program? Contact Alice Chegia at 707-307-5062 or

achegia@bostonreed.com or
Bruce Grantham at
bgrantham@comcast.net or
510-390-3472.



Prospective Students with Questions?

Do you have potential students with questions about Boston Reed programs? Boston Reed now has an open house twice a month!

On the second and fourth Wednesday of every month Boston Reed gives potential students an opportunity to learn more about the programs online via WebEx. Students pre-register for the open house at <https://bostonreed.webex.com>

On the evening of the open house the student will log onto the website while calling a teleconferencing number for the audio portion of the session. A presentation about the programs is made tailored to the interests of the participant. Throughout the session students can ask questions of the Boston Reed Host, Graduate, Faculty
(continued on reverse)

Member and an Employer. At the end of the session the student is e-mailed a Student Success Packet including a \$50 discount on enrollment in a future program. To date 25% of participants who have attended a Virtual Open House has enrolled in a program. Participants tell us that they find this a convenient and informational way to learn about our programs.



Are you using your marketing kit?

Last fall Boston Reed sent marketing kits to all of our partners. Are you using yours? Included are editable documents on an easy to use CD, a scholarship for both the Clinical Medical Assistant and Pharmacy Technician Programs and the newly released Health Care Professions DVD. We recommend that you have your faculty show the short Health Care Professions DVD in your ESL and GED classrooms at a minimum. The DVD would be appropriate for any classroom setting. If you have not received your marketing kit contact Cherie Blanco, Program Logistics Coordinator, at cblanco@bostonreed.com or 707-307-5024.

Fact: The number one way students hear about our programs is word of mouth!



Best Practices for Advertising

As you know we at Boston Reed have the opportunity to travel around and see what all of our partner schools do to advertise the programs we share. Many of you have expressed interest in hearing how others advertise. Included here are some ideas that have been successful for other schools.

Catalog Placement: The number two way students hear about our programs is through your catalog. This is why how and where you advertise the program is important. It has been shown that the most effective locations are page one inside the catalog or on the back cover. Up-to-date ad copy is always available on the Partner's link of our website. We recommend you use the new ad copy each printing to eliminate errors in the copy.

Local Newspaper: Contact your local newspaper and have them come out and write an article about your program and the service it is providing to the community. Send a press release to your local paper.

Community Calendar: Contact your local cable provider and post information about upcoming classes in the community calendar.

Flyers: Post flyers locally in places that will get you noticed. Some ideas: community bulletin boards, laundromats, coffee shops, at the car wash and any other well traveled location or event in your community.

Postcards: Use the Boston Reed Virtual Open House Postcard to invite prospective students to the open house.

Boston Reed Navigator: Provide our catalog to prospective students.

** Need more postcards or catalogs? Contact Cherie Blanco at cblanco@bostonreed.com or 707-307-5024.

Website Connection: Does your school have a website? If so have your IT person link your website to ours.

Career Fair or Open House: Is there a time when you invite the public in to learn more about your programs and services? If so, invite Boston Reed to join in the effort.

Banner Placement: Placing your banner in a high visibility location (such as in the main entrance to your school site) is a great way to get it noticed. Are there other locations in your community where you can move your banner? We all know how things become invisible when they are in one location for too long.

ESL & GED Classes: One creative school plays the short marketing DVD as a part of a session learning about careers in the healthcare field.

We love hearing the success stories of our partners. What is working for you? Let us know. Contact Dana Bernard at danab@bostonreed.com or 707-307-5018.

