



Student Recruitment Tips Sheet

1) Table Presentation and Follow-Up:

- A) Teams of 2 to 5 TCRA member recruiters, professionally dressed, at the event.
- B) Bring Steno Machine and Laptop to do realtime demonstrations.
- C) Use a nice tablecloth (prefer TCRA's red color, but any color will do).
- D) Frame or use a poster board to display:
 - 1. TCRA's document titled "Court Reporting Schools in Texas" and
 - 2. "Steno Demo.jpg" document as a great way to demonstrate how we write.
- E) Lay out copies of flyers and/or brochures to distribute. Suggestions from the packet:
 - 1. "Flyer-Court Reporting_Take Note.pdf" (make two-sided)
 - 2. "Court Reporting Schools in Texas.pdf"
 - 3. "NCRA-Careers in Reporting & Captioning brochure.pdf" (make two-sided)
- F) Layout the Excel document titled: "TCRA-SRTF-RECRUITMENT SIGN-UP" for prospective students to fill in their contact information. We are finding it is much better to have one of the recruiters type the students' information in the pdf fillable form of this document instead because sometimes the handwriting is not legible. Let the students know you will be e-mailing them a packet of information on court reporting. You are welcome to use the "Follow-up letter with link to folder for Students.docx" to copy and paste into your e-mail. The packet from Google Drive folder is titled "**Career Day/College Night Docs for Students.**" If you need help accessing the link, contact Carolyn Coronado. Carolynr.coronado@gmail.com
- G) Bring pens
- H) Lay out your business cards, if you do not mind students/parents/teachers contacting you.

2) Recruitment Strategies:

- A) Have your co-recruiter demonstrate realtime as you are speaking to prospective students.
- B) In order to capture the attention of prospective students and/or their parents, ask questions similar to this:
 - 1. "Have you ever heard of court reporting?"
 - 2. "Have you ever seen a court reporter in action?"
 - 3. "Did you know it is possible to complete the court reporting program in about 2 ½ years and earn an income comparable to those who have earned a bachelor's degree?"
 - 4. "Did you know that court reporters are in such high demand that every student will have a job when they pass the state certification exam?"
 - 5. "Did you know that TV captions are being reported by court reporters, most of the time in the comfort of their own home?"