

Purpose: This checklist is a self-reflection tool to help school leaders review recruitment plans for alignment with New Mexico's equity and access expectations. It is not a compliance document, but a planning aid to support intentional, effective, and inclusive recruitment.

Equity & Access Foundations

- ☐ Recruitment strategies are designed to expand equitable access for students, including those historically underrepresented in college.
- ☐ Our plan identifies and addresses potential barriers to participation, including tuition, transportation, technology, language access, and other costs.
- ☐ Recruitment and admissions practices align with applicable policies and communicate that Early College opportunities are accessible and beneficial to all eligible students.

Early & Proactive Outreach

- ☐ Recruitment activities begin well before application deadlines.
- ☐ Outreach timelines give students adequate time to explore the program, plan academically, ask questions, and complete application requirements.
- ☐ Families are engaged early enough to support informed decision-making.

Relationship-Based Recruitment

- ☐ Recruitment includes direct conversations with students and families, supported by counselors, teachers, and community partners.
- ☐ Recruitment strategies prioritize relationship-building and trust over one-time events.
- ☐ Our plan includes follow-up strategies to maintain engagement and support informed decision-making.

Asset-Based Messaging

- ☐ Materials clearly explain program expectations, timelines, eligibility requirements, and next steps.
- ☐ Messaging emphasizes student strengths, potential, interests, and aspirations.
- ☐ We avoid deficit-based language and assumptions about students' readiness or potential.
- ☐ Materials and conversations reflect culturally responsive practices and respect the communities we serve.

Student & Family Ambassadors

- ☐ Current students are involved in sharing their experiences and answering questions.
- ☐ Families are included as trusted messengers when appropriate.
- ☐ Ambassador voices reflect the diversity of the students and communities we aim to serve.
- ☐ Student feedback is used to improve recruitment strategies, outreach, and messaging.

Recruitment vs. Marketing

- ☐ Marketing materials support recruitment but do not replace direct engagement with students and families.
- ☐ Recruitment includes interactive, relationship-based activities that help students understand the program and explore whether it meets their goals.
- ☐ Staff understand the distinction between building awareness and providing individualized enrollment support.

Data-Informed Planning

- ☐ Enrollment and demographic data are reviewed to identify potential gaps in access and participation, including among first-generation students, low-income students, and other historically underrepresented groups.
- ☐ Recruitment strategies are adjusted based on which students are being reached, which may be underrepresented, and where additional outreach is needed.
- ☐ Indicators are identified to monitor recruitment effectiveness and progress toward equitable access over time.
- ☐ Recruitment data and feedback are reviewed periodically to inform continuous improvement.

Reflection & Next Steps

1. What is working well in our current recruitment approach? Click or tap here to enter text.
2. Where do we see gaps or opportunities to improve equitable access? Click or tap here to enter text.
3. What is one change we will make to strengthen recruitment? Click or tap here to enter text.
4. Who will lead this action, and when will we review progress? Click or tap here to enter text.