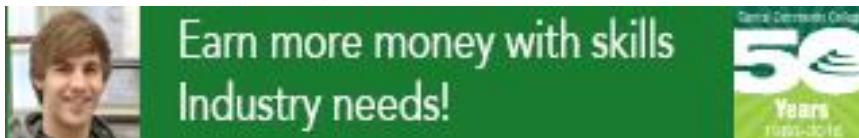


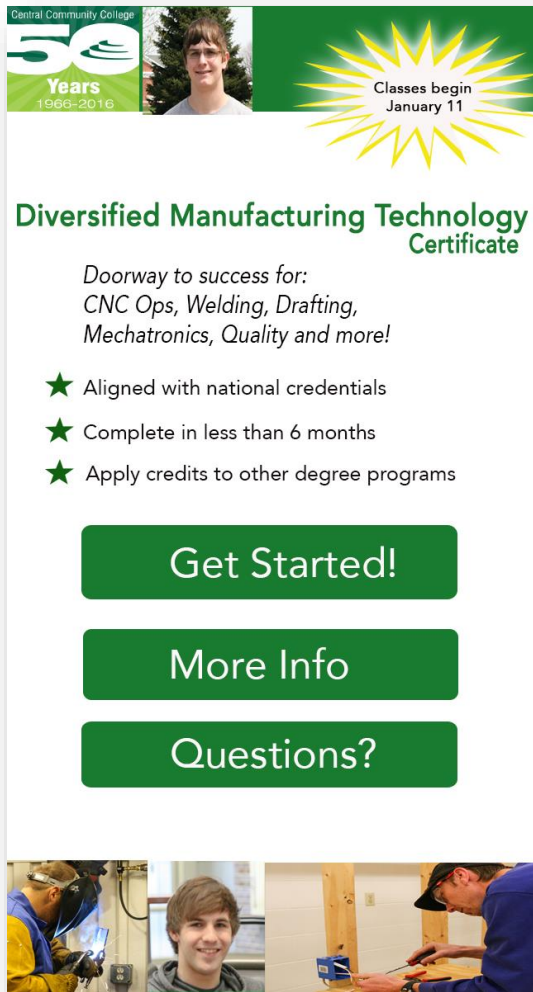
## RECRUITING AND OUTREACH USING GEO-FENCING

The project team piloted Geo-fencing as a method to recruit potential participant students within specific geographic regions. Program information was available to mobile devices (normally smartphones) of individuals when they entered the Geo-fence, or virtual perimeter of a real-world geographic area. The individuals received information about upcoming Diversified Manufacturing Technology certificate course offerings. The mobile *Banners* and *Landing Page* ads are shown as follows:

### BANNERS



## LANDING PAGE



Central Community College  
50 Years  
1966-2016

Classes begin  
January 11

### Diversified Manufacturing Technology Certificate

*Doorway to success for:  
CNC Ops, Welding, Drafting,  
Mechatronics, Quality and more!*

- ★ Aligned with national credentials
- ★ Complete in less than 6 months
- ★ Apply credits to other degree programs

[Get Started!](#)

[More Info](#)

[Questions?](#)



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