**Program Recruitment/Advertising**

**Competency:** FL DOE 11.02 Identify career opportunities in horticulture and educational requirements and continuing education opportunities for horticultural careers

**Directions:** Create a presentation to market the horticulture program or Farm to School program at VHS.

As greenhouse managers who work daily in our facilities, you are the biggest advocates for the programs our school offers. Based on your knowledge and experience in the program, you will create an advertisement for the program to recruit new members.

Your advertisement can be displayed in one of the following ways:

* You can create an artistic poster
* You can record a 60 second commercial or skit advertising the program
* You can write a letter to recruit future students to our program

Regardless of the outlet you choose to create your advertisement, you must include specific points to represent the program. Included in your advertisement should be:

* The purpose of the program/ what we do
* Your target audience- who can join
* Opportunities offered though the program (this could be trips, education, competitions, etc.)
* Ways to get involved in the program
* A mission statement to represent the program

A mission statement will summarize the overall purpose and values of the program. You will develop a 4-5 sentence mission statement that you feel represents the program. The mission statement should be a personal reflection on your experience and therefore should be different for each student.