

Home Schooled Student Recruitment

Townsend's HomeSchool is a comprehensive program that connects with students and their parents through multiple channels



A unique medium, College Outlook HomeSchool, published annually in the fall, is written specifically to help college bound home schooled students prepare for life after high school and away from home. Directly mailed nationwide to the homes of 75,000 college bound home schooled students ages 15-18, the HomeSchool program provides colleges with a unique venue to reach students and their parents, the key influencers in students' college search and their significant purchasing decisions.

1. Recruitment and Lead Generation

Townsend's HomeSchool is a comprehensive program that connects with home schooled students and their parents through multiple channels. Connect through online and offline methods.

2. Student Advisement

MyMajors helps them explore and connect with a major that fits their skill level and personality while Home School magazine provides information to home school parents and students on the ever important decision-making process of choosing a school and a fulfilling career. Both offer information on school admission processes, financial aid, and campus trends.

3. Retention

MyMajors matching capabilities and targeted HomeSchool publication connect you with the best-fit students, increasing the likelihood they will have a better experience and continue on through graduation.

Program Features:

- 70,000 Copies @ less than \$.08 per copy
- Search list of Home Schooled students within your target area from MyMajors. (Add selectivity filters at no additional charge)
- Magazine and MyMajors are Free to students, parents and families
- National Exposure
- Text Marketing Solutions - Reach students through the communication tool they use everyday
- Reply card in magazine and online with e-mail response on your behalf to drive interested students to your Web site.



Program Benefits:

- The ability to target students with above average to excellent scholastic aptitude. Home schooled students average math and reading test scores are in the 80th percentile.
- The ability to reach students and parents in households where religious faith is emphasized. Over 75% of home schooled families attend religious services.
- Feeder Zip codes program ensures you reach the target geography most likely to enroll with your school.

Editorial Focus:

- Real life essay – prepping for college from a freshman who was home schooled
- Selecting the right college for a home-schooled student
- How colleges reach out to home-school students
- Creating a transcript
- Transitioning your faith to college
- Financial aid article directed to home- schoolers
- Use of certain offices at colleges, like Parent and Family Services, to keep families connected

Home School Program		
	A	B
MyMajors Home School and Religion Selections	Your state and 2 additional states	Your state and 1 additional states
E-mail connect with desired students	Yes	Yes
College Outlook Home School Issue	Single Page	1/2 Page
Reply Card in Publication	Yes	Yes
Text Response	Yes	Yes

For rate information please contact:
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