

VISION

To create a Teen Site that empowers 7th and 8th graders to explore career pathways, excel in academics, and grow through sports training — building skills and confidence that prepare them for high school and beyond.

PROGRAM CLUSTERS

Career & College Readiness

- VR trade exploration, job shadowing, college visits, mentorships
- Resume and interview workshops
- Exposure to local workforce opportunities

Sports Training

- Strength, agility, and endurance programs
- Skills development with certified trainers/coaches
- Leadership through teamwork and discipline

Academics for Success

- Tutoring and homework help
- Study skills workshops
- Access to quiet study spaces and technology support

TARGET AUDIENCE

Primary: 7th and 8th grade students in Coffeyville and surrounding areas

Secondary: Parents/guardians who want safe, productive, and future-focused programs for their teens

RECRUITMENT & MARKETING STRATEGY

A. Parent-Focused Messaging

Emphasize safety, structure, and success. Show how each cluster prepares teens for high school readiness and future opportunities. Stress that teens can choose one, two, or all three clusters. Key Parent Message Example: “Your teen deserves every opportunity to succeed. At the Boys & Girls Club Teen Site, we’re preparing students today for the leaders they’ll become tomorrow — through career exploration, sports training, and academic support. Give them the tools now so they’ll shine later.”

B. Student-Focused Messaging

Highlight fun, growth, and belonging. Use visuals, sports metaphors, and “level-up” language. Emphasize peer connection and hands-on experiences. Key Student Message Example: “Level up your game. Whether you want to crush it in school, sports, or planning your future, the Teen Site has your back. Join your friends and find out what’s possible!”

C. Marketing Channels

School Partnerships

- Presentations in 7th/8th grade classrooms
- Flyers sent home with students
- Partnerships with school counselors and coaches

Parent Engagement

- Parent info nights at schools/Club
- Social media campaigns with success stories
- Personalized mailers or email newsletters

Community Outreach

- Booths at sports events, church gatherings, and local fairs
- Word-of-mouth through alumni, board members, and parent advocates

RECRUITMENT PROCESS

Awareness Stage

Distribute flyers and digital media

Teachers/coaches refer students

Parent info sessions

Interest Stage

Hold student “Try It” Days (sample sports training, VR career demos, study tips challenges)

•Offer incentives (free t-shirt, pizza night, raffle entries)

Sign-Up Stage

Clear and simple registration form (online & paper)

Highlight flexibility: choose one, two, or all three clusters

Retention Stage

Parent updates (monthly progress emails)

Student recognition (badges, certificates, showcases)

Family engagement nights

Frequently Asked Questions

Q: Who can join?

A: All 7th and 8th grade students in Coffeyville and surrounding areas.

Q: Do students have to choose just one track?

A: No – teens can sign up for one, two, or all three!

Q: When do programs meet?

A: After school and select evenings. A detailed schedule will be provided after registration.

Q: What's the cost?

A: Programs are affordable. Scholarships and financial aid are available. No teen will be turned away for inability to pay.

Q: Is transportation provided?

A: Yes, limited transportation is available. Please contact us for details.

Q: How do I register my teen?

A: Fill out the sign-up form (attached or online at [website]) and return it to the Boys & Girls Club office or your school's front desk.

Q: Why should my teen join?

A: Our programs build confidence, academic success, and healthy habits – while preparing teens for high school, college, and career pathways.