



## ***The Uniquely Abled Academy® Replication Guide***

### ***Element 3: Recruiting, Assessing and Selecting Students, Marketing & Communications***

***Publication Date: August 7, 2023***

The Marketing and Communications function is combined with the Recruiting, Selection, and On-Boarding, etc., functions because these functions are often closely aligned. Likewise, the Graduation and Program Evaluation processes are also included here so the Recruiting function knows how things turn out and can adjust recruiting and communications.

It is important that someone, e.g., the Marketing/PR Coordinator, be accountable for Marketing and Communications. Marketing for the UAA needs to be done year-round, e.g., attending job fairs, placing flyers in communications to autism related population. In addition will be special activities for recruiting students for each session, e.g., open houses.

Communications is an important aspect of a well-run Uniquely Abled Academy. Communications systems can include:

- A website
- Facility for applicants to ask questions and receive answers
- Providing applicants access to the forms, etc., needed to apply
- Supporting the existing marketing and PR systems
- Informing agencies, etc., about the availability of the program
- Informing agencies, etc., about events, such as an Open House and Graduation.

See [Element 3.1 - Naming and Branding Standards](#)

See [Element 3.2 - Marketing and Public Relations for the UAA](#)

See [Element 3.3 - Recruiting Students for a Particular Cohort](#)

See [Element 3.4 - Selecting Trainees](#).

See [Element 3.5 - Individual Career Plan \(ICP\)](#)

See [Element 3.6 - Program Completion](#)

See [Element 3.7 - Evaluating the UAA Program](#)