

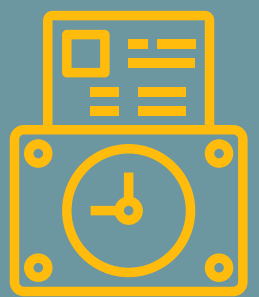
TOP 5 WAYS TO PROMOTE ARCHWAYS

careeronline[™]
HIGH SCHOOL



01 USE SMARTER SIGNAGE

Place posters in high-traffic, high-visibility areas. Attach flyers to paychecks.



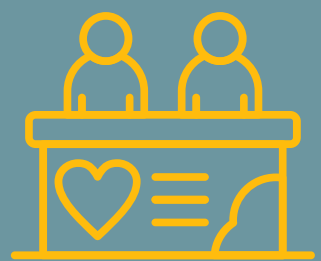
HOST ONSITE EVENTS

02

Hold Archways Days where restaurant employees can learn about the program, and invite nearby restaurants to join. Celebrate employee graduations!

03 SUPERSIZE AN ARCHWAYS DAY

Invite representatives from Archways education providers like COHS and CTU. Offer marketing materials, food, and raffles. Have laptops on hand to help employees enroll or navigate the site.



MAKE IT PART OF PROMOTION

04



As employees move into leadership roles, use related classes and rallies to introduce Archways as a tie-in to career advancement.

05 BE LOUD, PROUD, AND PRESENT!

Have an Archways “believer” stay present in restaurants. Share peer-to-peer success stories. Help out, answer questions, and make connecting with Archways programs easy.



Ideas from Sharon Rayo of McDonald's Trefz Organization.