

# Portfolio Documentation

## #2

*A copy of the Andrews Academy Recruitment, Retention, and Public Relations programs.*

## Rationale

*As the Director of Student Recruitment, Retention, and Public Relations, I was charged with creating and implementing a marketing plan to attract new students to the campus, meet the needs of current students, and project a positive image of the school to the wider community. The changes made in these areas are reflected in this document.*

Note: These documents are found in the hard copy of the portfolio.