

Elements of a Recruitment Plan

To join the audio portion
by phone, please dial:

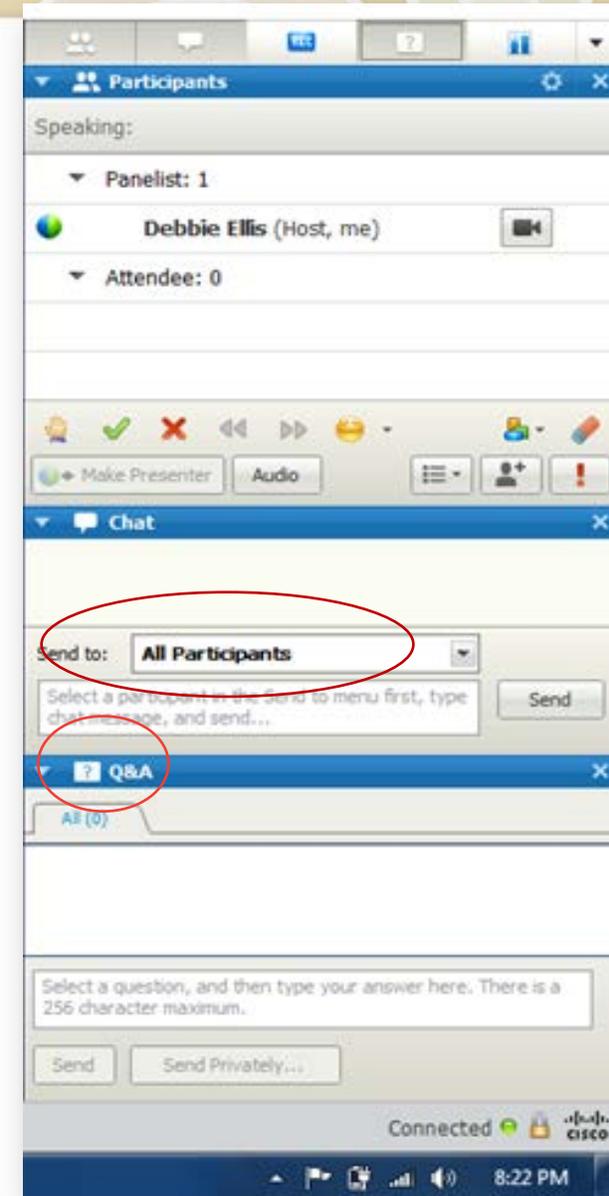
888-790-1765 Passcode: **5899293**

This session will begin shortly.

Tips for Participating

Webinars for Supervisors

- Phones are muted
- To ask questions, use the Q&A panel
- To share comments & ideas, use Chat
- Links & recording will be available after the session
- Closed Captions can be viewed in the Media Viewer panel



Webinars for Supervisors

Welcome to Elements of a Recruitment Plan

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Dial: 888-790-1765 Passcode: 5899293

Today's Team

Webinars for Supervisors



Jessica Burch

Corporation for
National &
Community Service



Cynthia Henderson

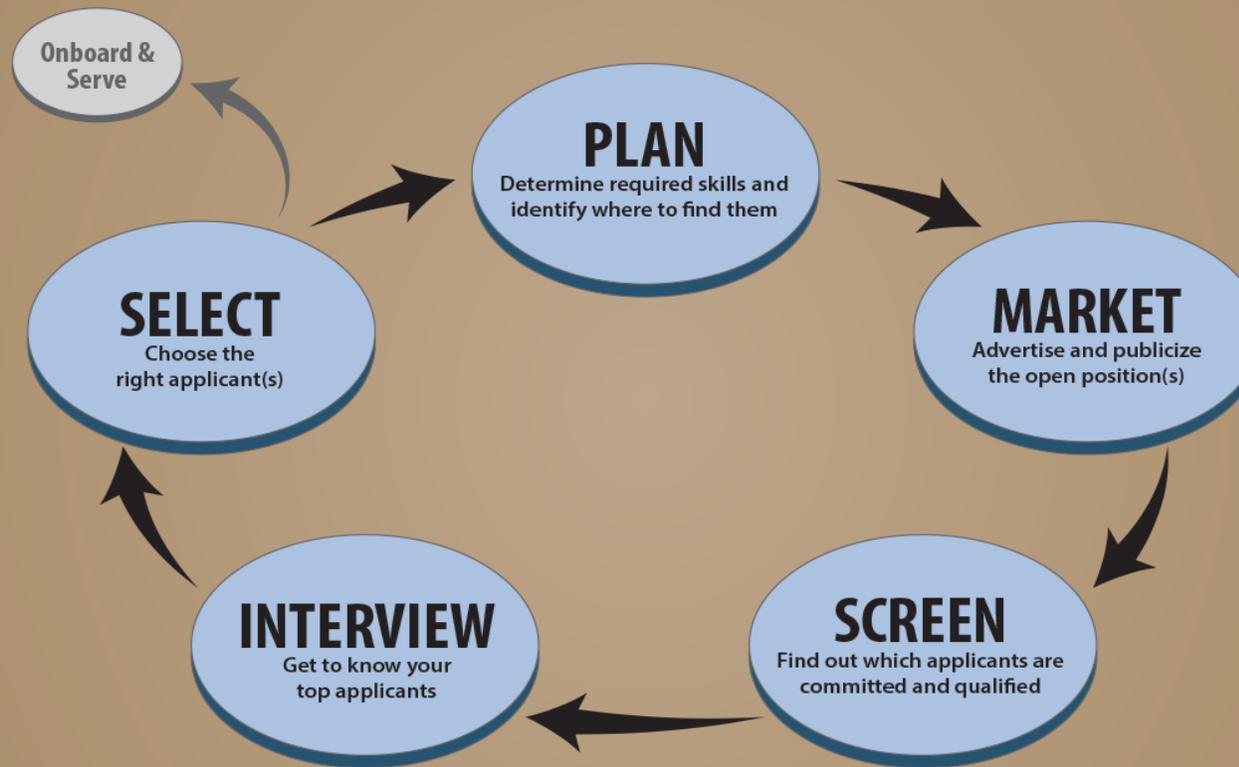
Former VISTA Supervisor & VISTA
Regional Training Leader

Session Goals

By the end of the webinar you will be able to:

- Outline the elements of a recruitment plan
- Describe tools & key milestones to support the candidate through the application process
- Identify sponsor & sub-site staff roles for recruitment
- Populate a sample recruitment timeline based on the anticipated PSO date

Stages of the AmeriCorps VISTA Recruitment Process

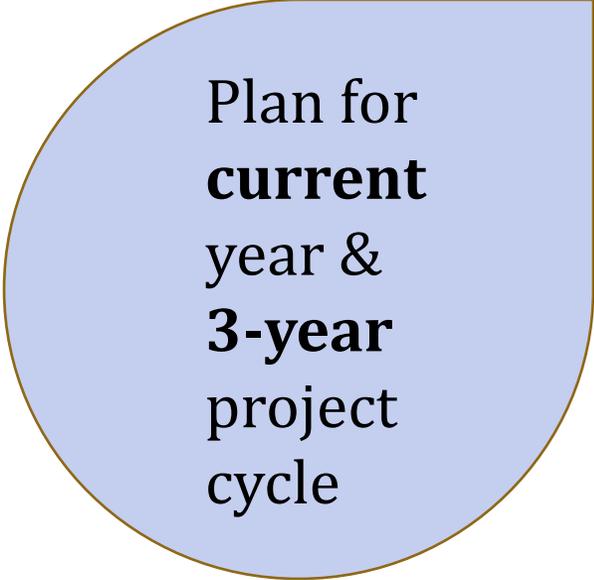


Developed by the Summer 2013 Recruitment Action Learning Challenge Team:
- Stanley Brajer, Kevin Gong, Andrea Grant, Regan Stark, and Sam Rigotti
- Coach: Kapila Wewegama



Get Clarity

- Identify the project **goals** & outcomes
- Identify the special **skills** & knowledge needed for position
- Identify the top 5 **responsibilities**
- Identify the top 5 personal effectiveness **competencies**



Plan for
current
year &
3-year
project
cycle

Creating a Vista Recruitment Plan

Who, What, When, Where & How?

- Begin with the end in mind
- Plan backwards
- What is required to achieve the desired outcome ?
- Timelines are critical
- Who will help with the recruitment process?
- Where to find good quality candidates?

Recruitment Plan Inputs

- Number of VISTAs:
- Date of PSO:
- Start date for VISTAs:
- For each phase identify
 - Activity
 - Person Responsible
 - Completion Date



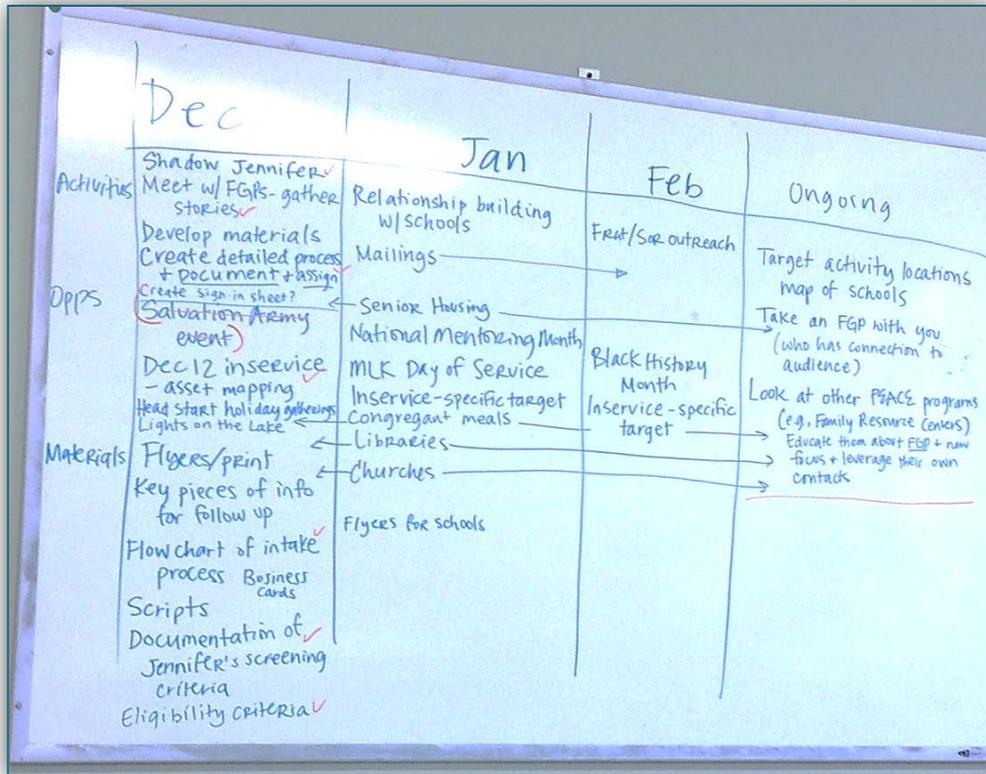
<http://www.vistacampus.gov/recruiting-planning-resources>

Poll

Quick Poll:

Who has used the Recruitment Checklist on VistaCampus.gov?

Plan Elements



- Outline marketing, screening, interviewing & selection steps
- Develop recruitment task list
- Draft recruitment timeline
- Set up tracking system
- Identify staff & roles
- Prepare for interview

Timeline is Critical

- Develop your recruitment calendar
- Estimated starting point: 120 days before PSO date



VISTA Members Recruitment Planning Calendar			
	VISTA Service Term Start Date		11/21/2013
	Pre-Service Orientation Start Date	Enter PSO Start date in MM/DD/YYYY format	11/19/2013
Phase	Recruitment Actions	Number of Days Before PSO	Deadline
Outreach	Start Outreach Campaign	120	7/22/2013
Planning	Opportunity Listing in eGrants	115	7/27/2013
Planning	Draft VAD Complete	115	7/27/2013
Screening	Conduct Initial Applicant Screen, Develop Interview	100	8/11/2013
Interview	Interview Applicants	90	8/21/2013
Planning	Final VAD in eGrants	75	9/5/2013
Interview	Select Finalists	60	9/20/2013
Selection	Nomination in eGrants	45	10/5/2013
Selection	Travel Registration Profile in My AmeriCorps	30	10/20/2013
Selection	Complete VISTA Campus Web-Training Complete My AmeriCorps Forms for End of Service	20	10/30/2013
Selection	selection, Health Coverage, Life Insurance Option, V-	15	11/4/2013
Orientation	Candidate Prints VAD to Bring to PSO	5	11/14/2013

Chat

Chat Question:

What have been some of your challenges with VISTA Recruitment?

Marketing

- Believable VAD
- VAD approval
- Match personal competencies to needs
- Recruitment message



Crafting a Service Opportunity Listing

- Who are you? Where are you located?
- What will members do?
- What attributes & skills are you looking for?
- Why should people join your project?
- What are the start & end dates of your project?
- How does someone get more information?
 - (mail, phone, e-mail)

Marketing (continued)

- Identify Marketing Strategies
- Identify Network for Marketing
- Develop Message
- Get Approval

Marketing (continued)

- Post Listing
- Advertise Position
- Market Program to Candidates

Be Clear with Advertising

- ✓ What's in it for them?
- ✓ How to position this opportunity as a win-win?
- ✓ Be clear & get feedback to ensure understanding!

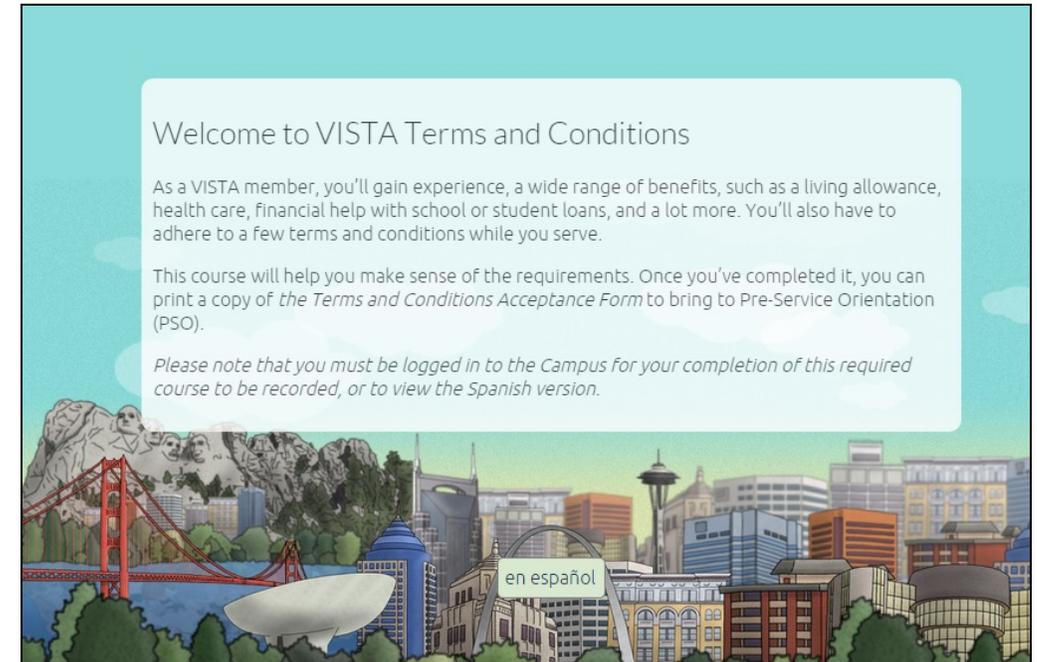
Poll

Quick Poll:

Which of these marketing techniques have worked well for you?

Screen

- Know the Terms & Conditions of Service
- Pre-Screen
- Round 1 – Narrow Applicant List



Screen (continued)



- Narrow List of Applicants
- Round 2
- Review & Rate Applicants & Materials
- Round 3

Interview

- Conduct first round of interviews
- Conduct second round of interviews
- Identify top picks & back-up candidates

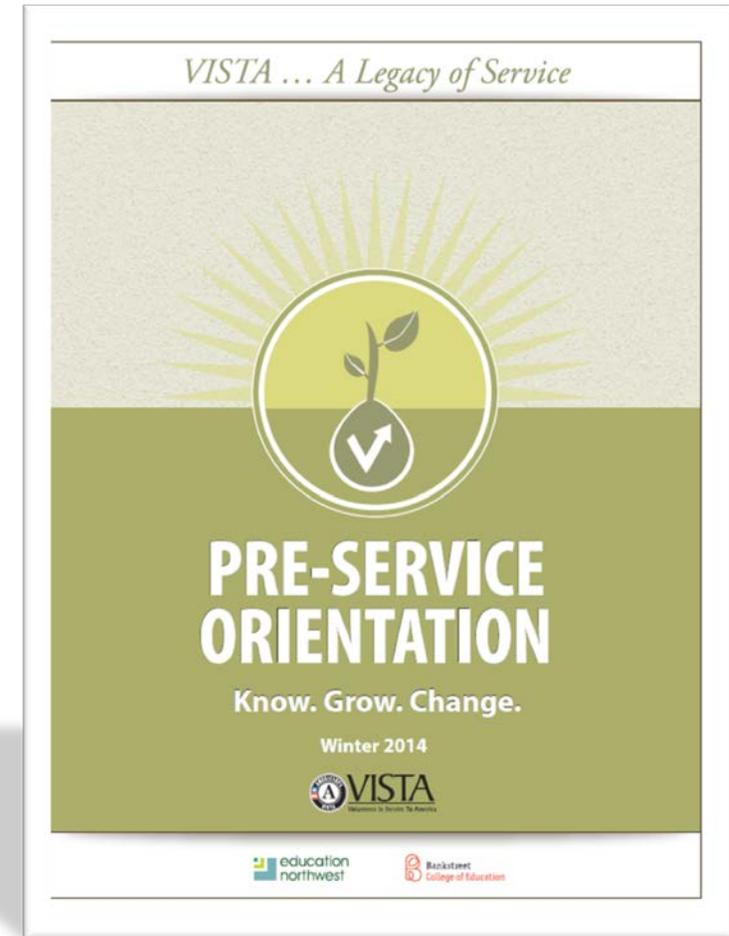


Select

- Conduct **reference checks**
- **Offer** your candidate(s) a position
- Outline **next steps** for candidate, including a **timeline** for when service will start & **required documentation**

Select: Required Next Steps

- Travel Request Profile
- PSO Registration
- Direct Deposit Paperwork
- PSO Prep: VISTA Campus login & Web Activities
- VAD Printout to PSO



Onboarding

- Biggest Issues –
 - Retaining Member Between Selection & Start Date
 - Put Yourself in Their Place – What's Causing Anxiety?

**National
Service
Hotline
800-942-2677**

Webinars for Supervisors

Supervisor Recruitment Roles

Sample approaches for Intermediary Sponsor,
Sub-Site Supervisor, or hybrid approach

Intermediary Sponsors Recruits

- Recruit a cohort of VISTA candidates.
- Provide sub-sites with the candidates' info.
- Sub-sites rank top-5.
- Give candidates info on the sites & proposed VAD.
- Ask candidates to rank their top-5 preferred placements.
- Allocate positions to sites & Get State Office approvals.

Sponsors Asks Sub-sites to Recruit

- ❖ Sub-sites submit applications & VADs to sponsors.
- ❖ Sponsor allocates positions & State Office approves VADs.
- ❖ Sub-sites identify, recruit, & interview candidates.
- ❖ Candidates meet with sponsor to complete paperwork & participate in final interviews.

Sponsors Asks Sub-sites to Recruit (continued)

- ❖ Sponsors approve member placement
- ❖ Sponsor offers position after approval from state office

Hybrid Recruitment Model

- Intermediary markets, screens & interviews candidates.
- Sub-sites conduct second interviews & choose their top picks.
- Intermediary & sub-sites work together to finalize lists & make placements.

Best Practices

- Begin early – **9 to 16 weeks** in advance of PSO
- Starting in the **Spring** works best
- Plan to spend average of **9 hours per week**
- Enlist **support**
- Utilize **word-of-mouth**, Twitter, Craigslist or Idealist
- Recruit for specific **skill set, traits & national service interest**
- Develop a clear, **well-written VAD**

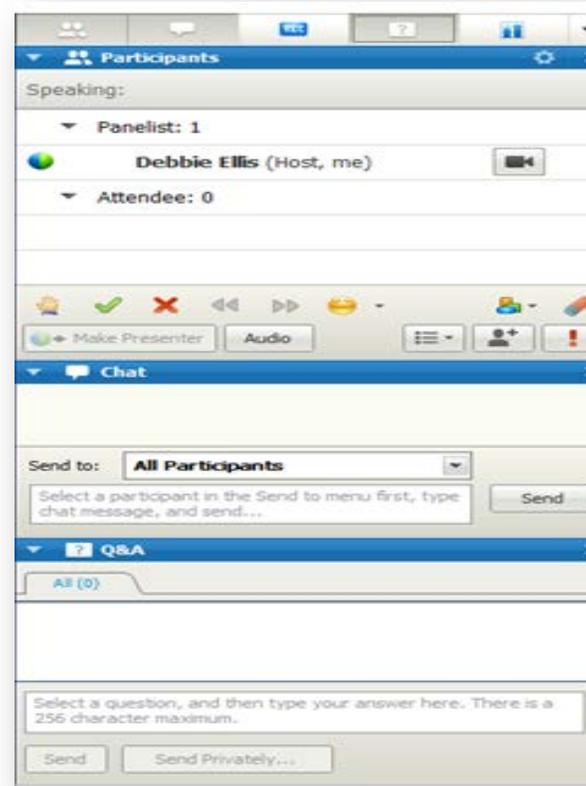
Now What?

- Pull it all together
- Recruitment is only the beginning
- Effective retention is reliant on effective recruitment & on-going support & supervision

How to Ask Questions

Webinars for Supervisors

- Ask questions by:
 - Pressing *1 on your touchtone phone
 - Posting in Q&A



Evaluation Poll:

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time & participation!

THANK YOU For Your Participation!

If you have further questions or for more information,
contact us: VISTAwebinars@cns.gov

Strengthening VADs & Service Opportunity Listings

February 17

2:00 - 3:00 pm ET