



Welcome to

Supervisor Circle: Focus on Recruitment

To join the audio portion by phone, please dial: **800.369.2172**

Passcode: **8171557**

***While you wait, share in the chat box:
What attracted you to apply for a position
that supports service to communities?***



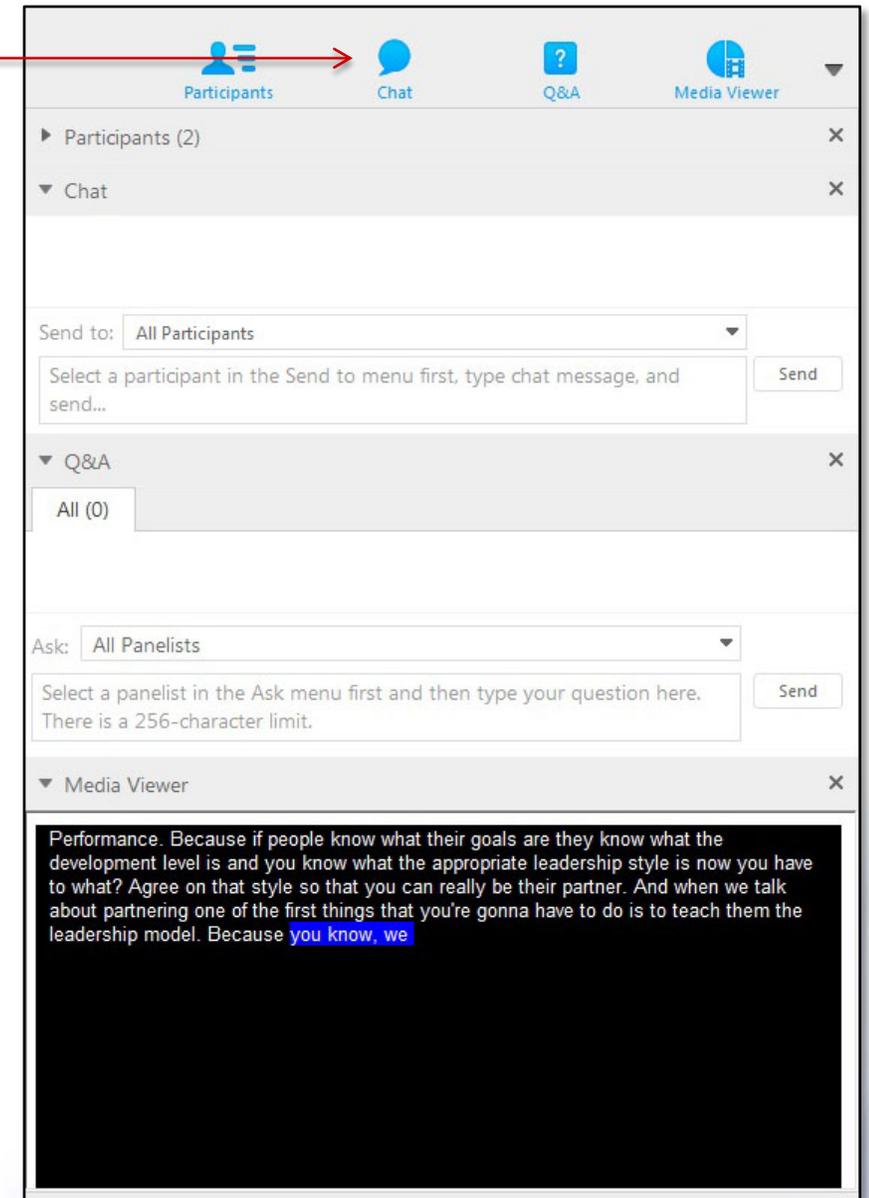
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Tips for Participating

- Phones are muted.
- To share comments and ideas, use the Chat panel. Send to “All Participants”.
- To ask questions, use the Q&A panel. Send to “All Panelists”.
- Links and recording will be available after the session.
- Closed Captions can be viewed in the Media Viewer panel.

Click this button if you don't see the chat panel.



The screenshot displays a meeting control panel with the following elements:

- Top Navigation:** Icons for Participants, Chat, Q&A, and Media Viewer.
- Participants (2):** A panel showing the current number of participants.
- Chat:** A panel with a dropdown menu set to "All Participants" and a "Send" button. Below it is a text input field with the placeholder "Select a participant in the Send to menu first, type chat message, and send...".
- Q&A:** A panel with a dropdown menu set to "All (0)" and a "Send" button. Below it is a text input field with the placeholder "Select a panelist in the Ask menu first and then type your question here. There is a 256-character limit."
- Media Viewer:** A panel displaying a video frame with closed captions. The captions read: "Performance. Because if people know what their goals are they know what the development level is and you know what the appropriate leadership style is now you have to what? Agree on that style so that you can really be their partner. And when we talk about partnering one of the first things that you're gonna have to do is to teach them the leadership model. Because you know, we".



Welcome to

Supervisor Circle: Focus on Recruitment



Today's Team



Jessica Burch
Corporation For
National &
Community Service



Amy Cannata
Education Northwest



Endi Clark
Education Northwest

Guest Speakers



Megan Quigley

Mission: St. Louis



Tyson Garith

Greater Homewood
Community
Corporation

Session Goals

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

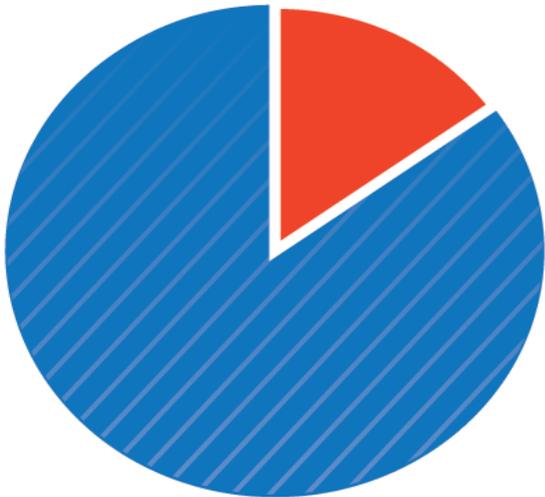
- Describe recruitment trends and effective strategies
- Recognize recruitment strategies for a variety of program structures and locations
- Identify at least one new approach for recruitment

Recruitment Trends: Members



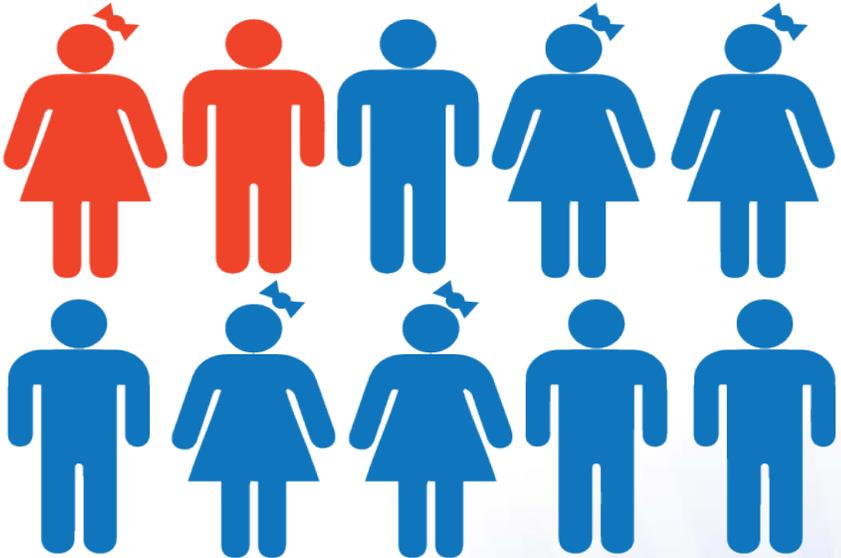
Trends: Solve Problems

In 2012, 50 million people were living in poverty in the U.S.



This is 15% of our population

&



2 out of 10 children are living in poverty

Trends: Make a Difference

AmeriCorps VISTA (Volunteers In Service To America) builds capacity in nonprofit organizations and communities to help bring individuals and communities out of poverty.



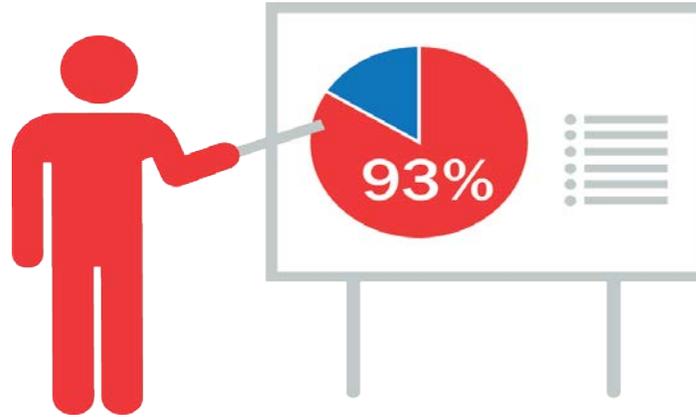
Trends: Grow Skills

FINDING JOBS



69% of VISTA alumni report that being a VISTA improved their chances of finding a job.

GROWING SKILLS



84% of VISTA alumni refined their leadership skills and 93% of alumni refined their communication skills.

GROWING MORE

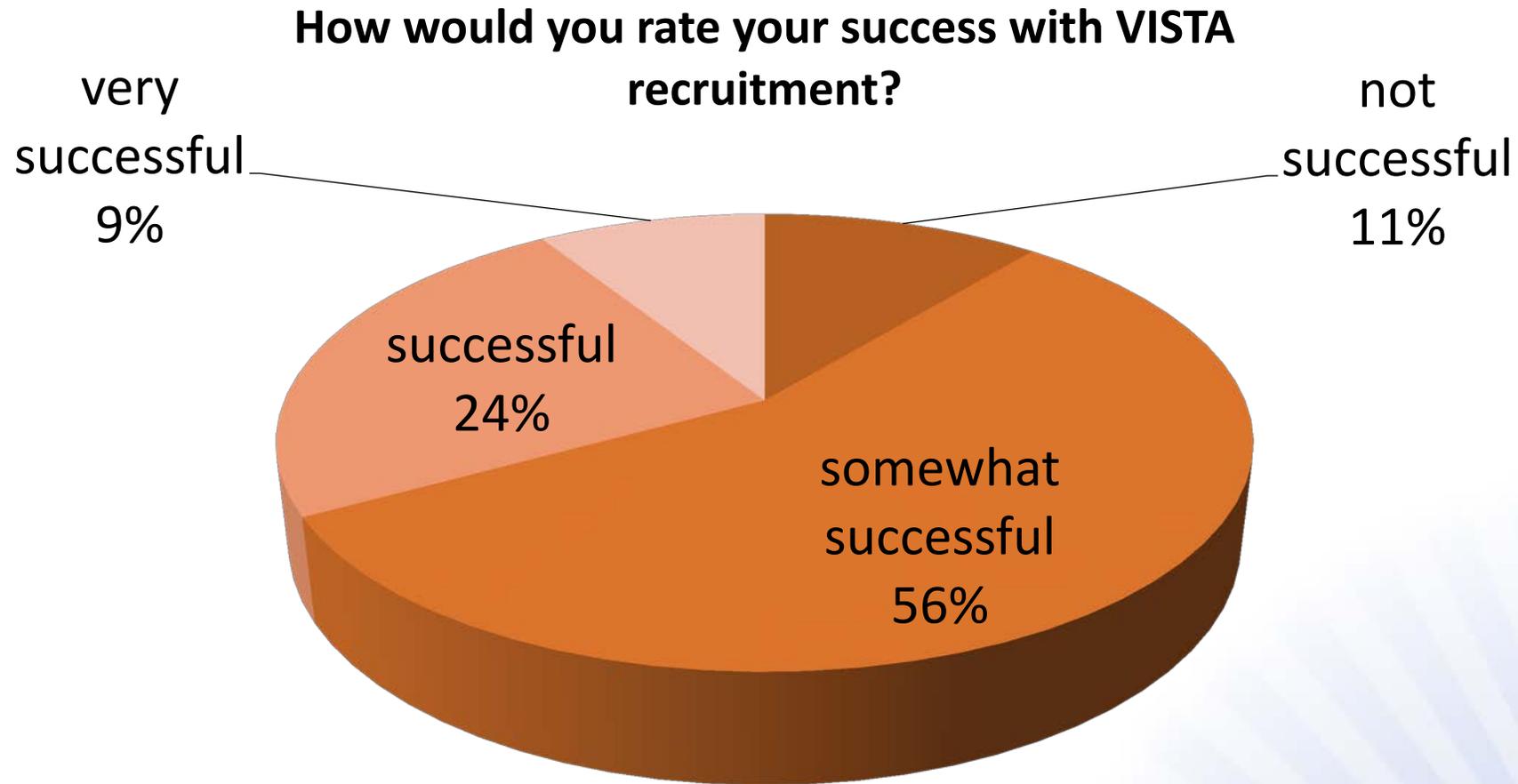


80% of VISTA alumni continue to volunteer after their term of service ends.

Recruitment Trends: Supervisors



Trends: Your Success Rate



Trends: Your Challenges

- Poor candidate quality
- Candidates backing out at last minute
- Lack of understanding of program requirements
- Difficulties finding candidates with specific skills or interests

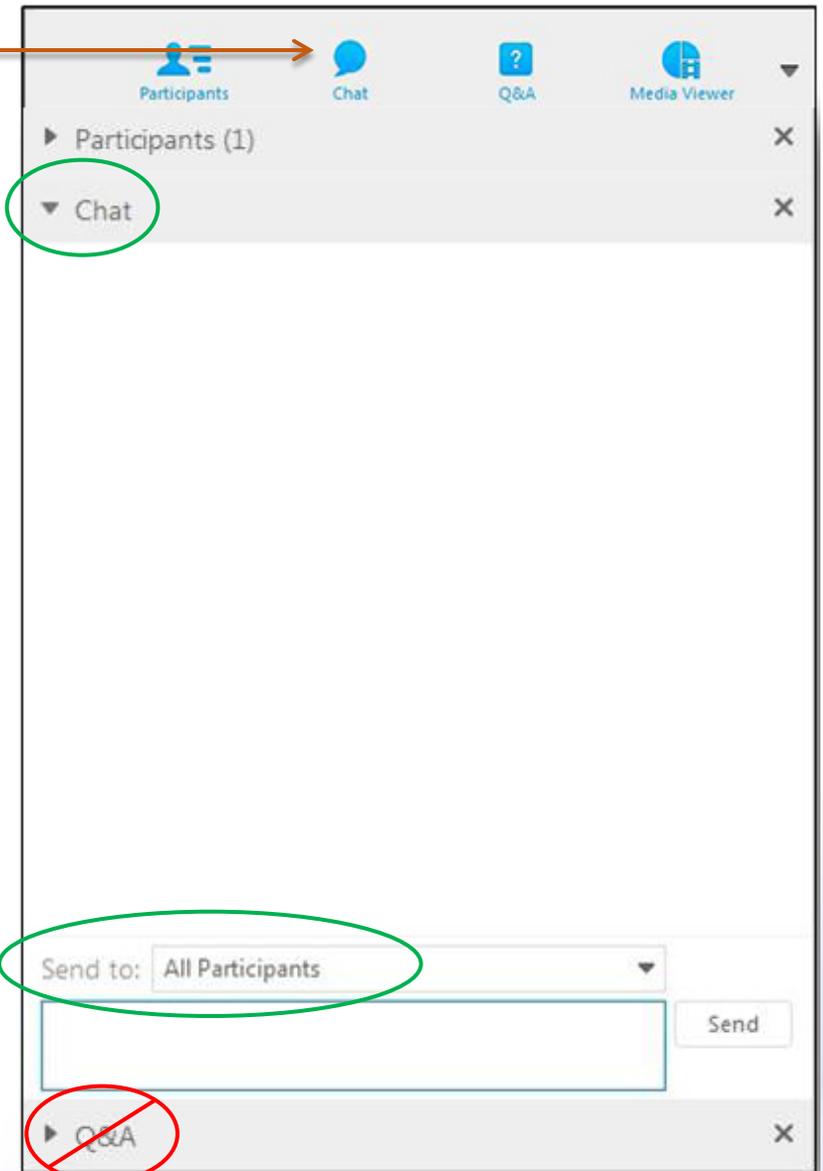
Peer Sharing

- *What other challenges have you experienced that do not appear on the list?*

Peer Solutions

- *See a challenge you have overcome? Share your solution in the chat panel.*

Click this button if you don't see the chat panel.



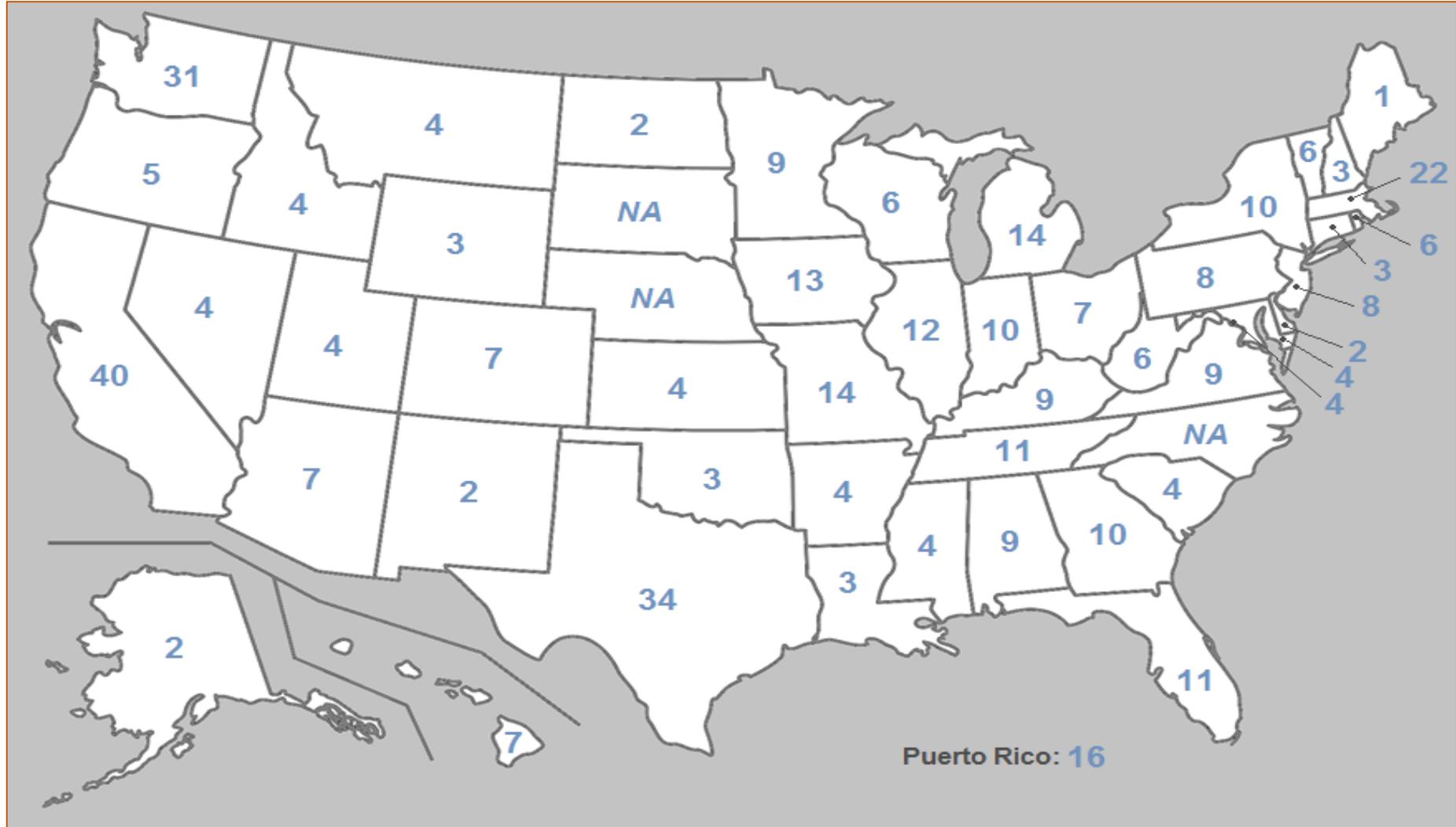
National Trends

AmeriCorps VISTA Sponsor Recruitment Practices Survey

September
2014

434
respondents

24% response
rate



Trend: National Success Rate



70%

Trends: Programmatic Recruitment Challenges

1. Living allowance rates and minimal benefits
 2. Time it takes CSOs to approve posting of opportunities in My AmeriCorps
 3. Inability to supplement income through part-time employment
- Not for everyone
 - State Offices are invested in your success
 - Outside employment is now permitted

Trends: Timing

- Success was notable when recruiters spent between 9 and 16 weeks on recruitment
- Unsuccessful recruiters were more likely to recruit in the summer*

VISTA Members Recruitment Planning Calendar			
	VISTA Service Term Start Date		11/22/2015
	Pre-Service Orientation Start Date	Enter PSO Start date in MM/DD/YYYY format	11/17/2015
Phase	Recruitment Actions	Number of Days Before PSO	Deadline
Outreach	Start Outreach Campaign	120	7/20/2015
Planning	Opportunity Listing in eGrants	115	7/25/2015
Planning	Draft VAD Complete	115	7/25/2015
Screening	Conduct Initial Applicant Screen, Develop Interview	100	8/9/2015
Interview	Interview Applicants	90	8/19/2015
Planning	Final VAD in eGrants	75	9/3/2015
Interview	Select Finalists	60	9/18/2015
Selection	Nomination in eGrants	45	10/3/2015
Selection	Travel Registration Profile in My AmeriCorps	30	10/18/2015
Selection	Complete VISTA Campus Web-Training	20	10/28/2015
Selection	Complete My AmeriCorps Forms for End of Service selection, Health Coverage, Life Insurance Option, V-	15	11/2/2015
Orientation	Candidate Prints VAD to Bring to PSO	5	11/12/2015

<http://www.vistacampus.gov/resources/vista-member-recruitment-calendar>

Trends: Methods

1. Word of mouth
2. Electronic media
 - Twitter used more often by successful recruiters
 - Craigslist.org (40%)
 - Idealist.org (40%)

Other

- Community events/festivals
- Service projects/volunteer fairs
- College fairs/college recruitment efforts

Trend: Applicant Barriers

- VISTA candidates must interact with a desktop computer **at least six times**
- Low-income households often **lack desktop computer access**
- Even with weekly library access, the candidate will **fall behind**
- **Highly computerized intake can exclude a whole subset of candidates**



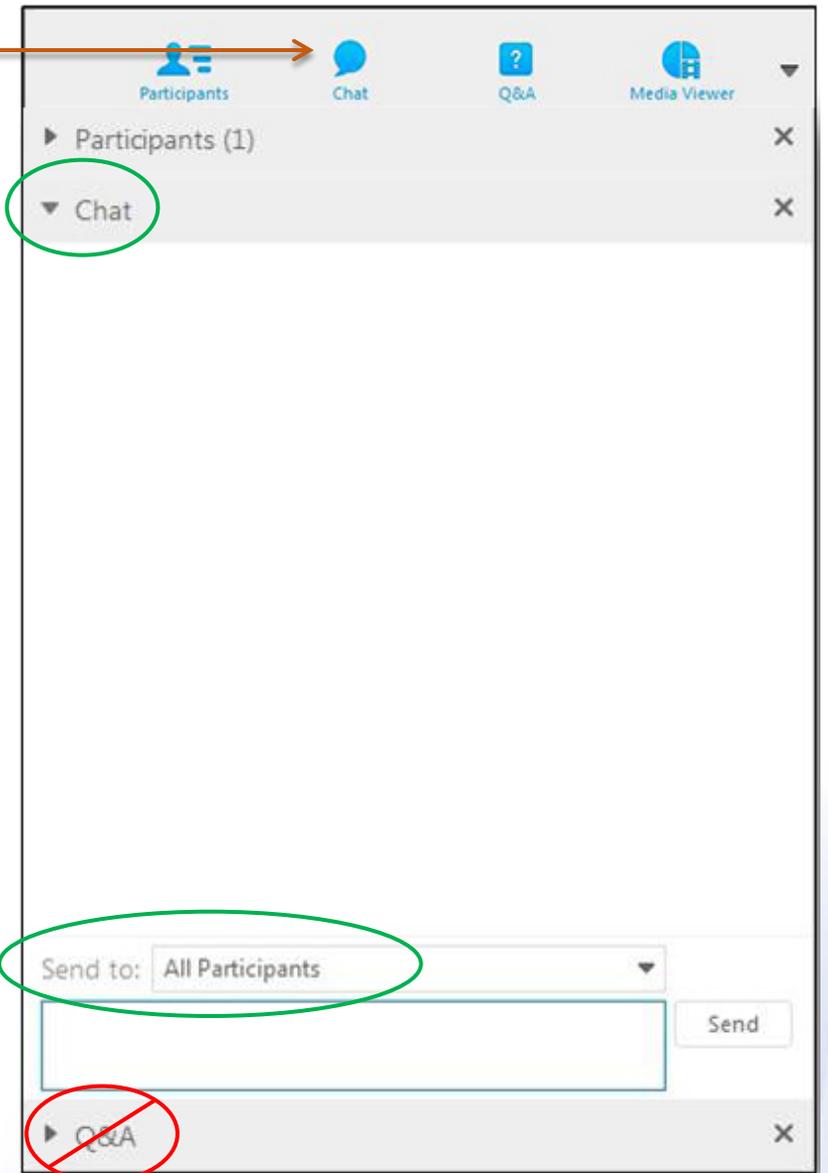
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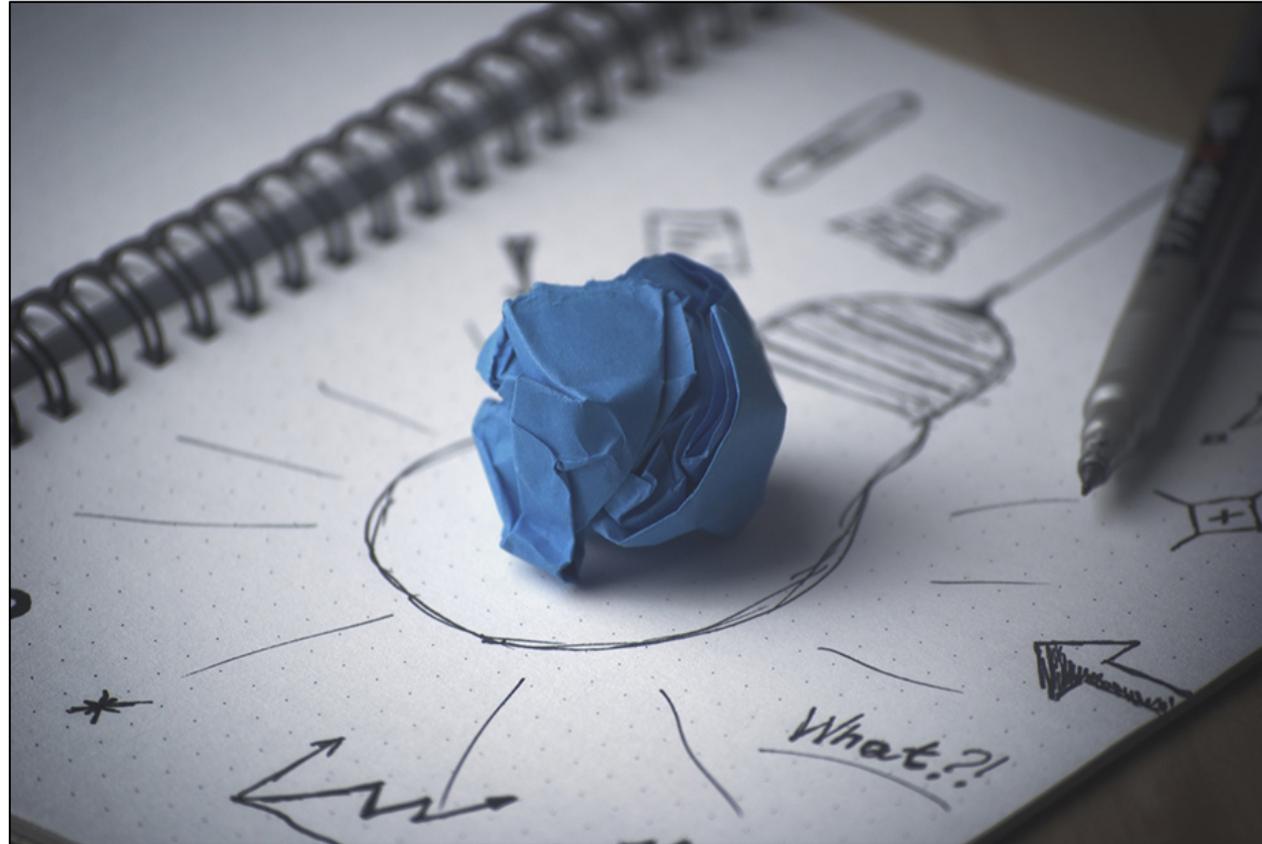
Chat Question

- *Since we are aware of these challenges, how can we recruit more equitably?*

Click this button if you don't see the chat panel.



Effective Strategies



Your Effective Strategies

- *What type of effective recruitment practices bring your organization candidates that are a good fit for your community and position?*

Your Effective Strategies

- Word of Mouth
- Mini info sessions w/screening interviews
- Outreach through colleges and universities
- Electronic media
- In-house volunteers
- Thorough pre-screening
- Detailed VADs and position descriptions

Effective Strategy: Look Within Your Community

- Approach current volunteers
 - Explore existing relationships
- Post at local universities



Megan Quigley

Mission: St. Louis

Effective Strategy: Gauge Commitment

	Not a good fit	Poor	Neutral	Good	Wow!
Willingness to Serve	0	1	2	3	4
Work Environment	0	1	2	3	4
Drive for Excellence	0	1	2	3	4
Job Experience	0	1	2	3	4
Willingness to Learn	0	1	2	3	4
Courageous Conversation	0	1	2	3	4
Additional Comments and overall Recommendation:					

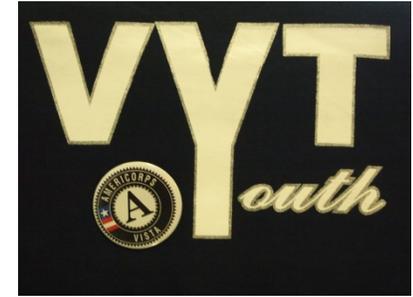
Effective Strategy: Search for Potential Applicants

The screenshot shows the eGRANTS web application interface. At the top left, the logo "eGRANTS" is displayed. Below it, a navigation menu includes "Welcome Megan", "Portal Home", "Trainee Profile", "Search Potential Applicants" (highlighted with a red square), "Search Submitted Applications", "Manage Members", "SSN & Citizenship Status", "Manage Events", "Recruitment Workbasket", "VISTA Workbasket", and "VISTA Reports". The main content area is titled "Advanced Search for Applicants" and contains the "Advanced Applicant Search" form. The form includes a text box with instructions: "To search for an applicant use the fields below and click the search button. You do not need to enter full names to find applicants. For example, searching for 'J' as the first name and 'Smith' as the last name will give results for John Smith, Jane Smithson, and so on." The form fields are: Applicant ID, Member ID, First Name, Last Name, Date of Birth (with a calendar icon and "(mm/dd/yyyy)" format), E-mail Address, Highest Education Level (a dropdown menu with options: Associates degree (AA), College graduate, Some college, Graduate degree (e.g. MA, PhD, MD, JD)), Available From (with a calendar icon and "(mm/dd/yyyy)" format), and Skills (a dropdown menu with options: Counseling, Architectural Planning).

- Yields available applications with desired skills and locations
- Especially helpful for Summer Associates
- Be patient

Effective Strategy: Ensure Fit

1. Spend time with an applicant
2. Service sites conduct two interviews and call references
3. Lead agency/intermediary conducts a third interview to ensure an understanding of VISTA requirements
4. Final consult between lead agency and service site
5. Make the offer and help the candidate through the enrollment process



Vermont Youth
Tomorrow
AmeriCorps
VISTA Program

Effective Strategy: Outline Benefits

- Professional Development Training Plan
- Opportunities to Develop Skills
- Housing Assistance
- Local Benefits
- On-going Support
- Employee Assistance Plan (EAP)

Effective Strategy: Recruit for the Big Picture

- Keep BOTH of these in mind:
 - VISTA program requirements
 - Position qualifications
- Ensure candidates understand the VISTA commitment.
- Select candidates who believe in what they are signing up for.

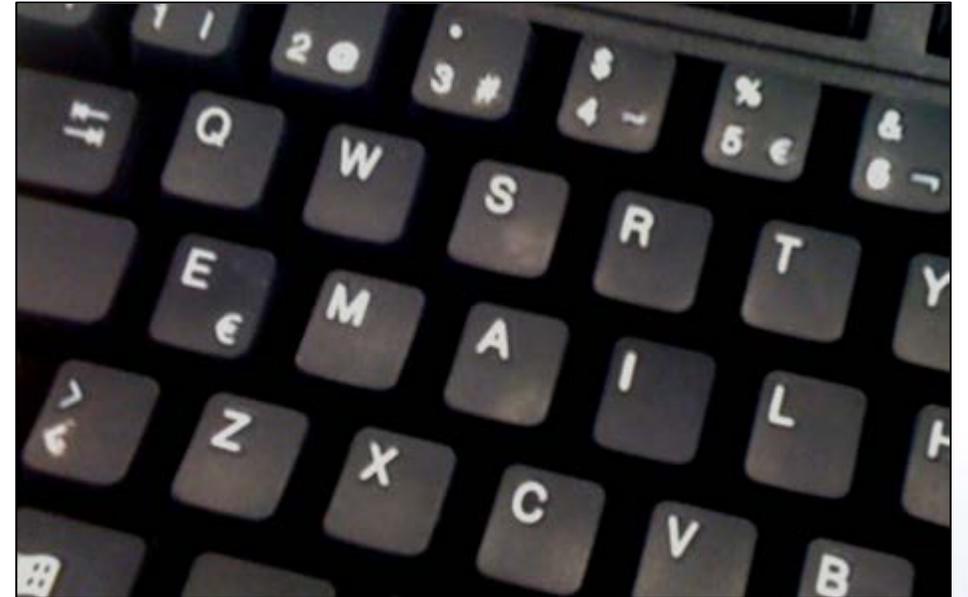


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Effective Strategy: Look for Consistency & Professionalism

- Throughout recruitment!
 - Two-day turnaround
 - Make follow-up contacts
 - Provide advice and assistance
- Selection letters
 - Don't leave them hanging through the selection process!



Effective Strategy: Keep Candidates Engaged

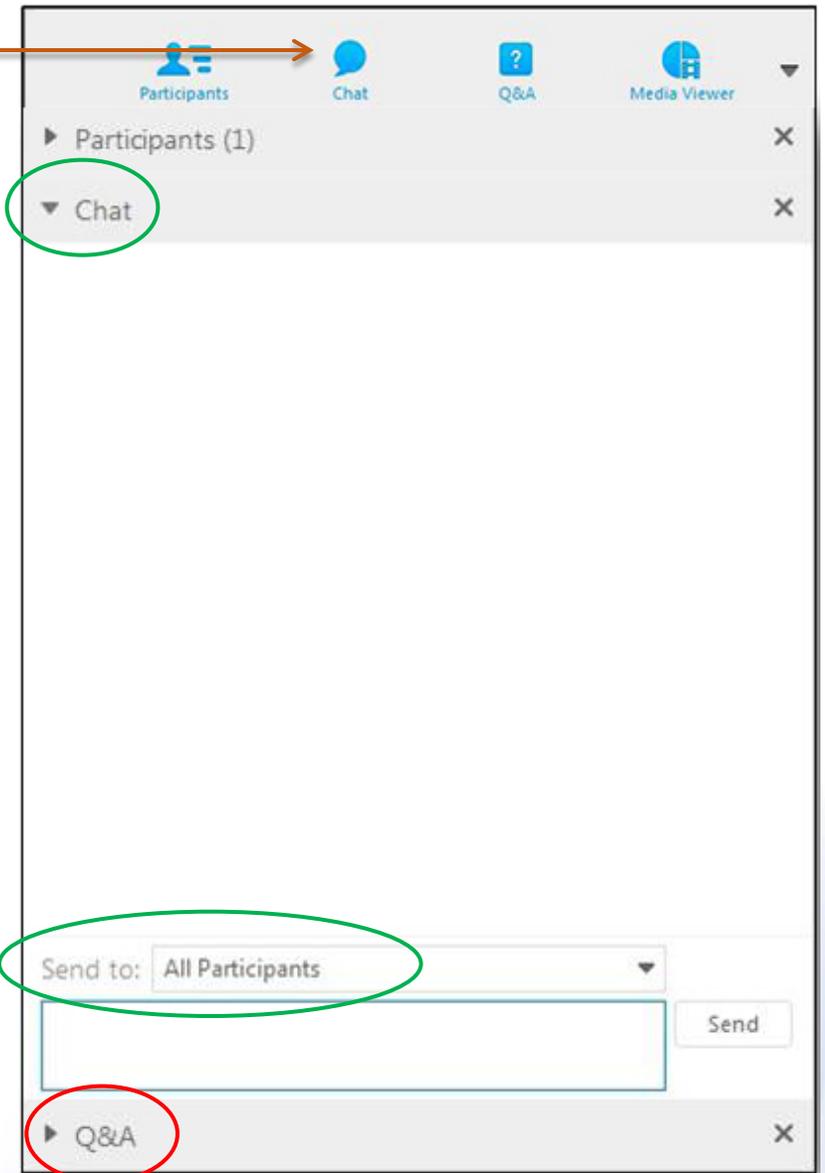
- Maintain communication
 - Welcome emails
 - Status updates
 - Solicit questions and concerns
- Make connections
 - Other local VISTAs
 - Service placement contacts



Strategy to share

- To share a written idea, use the Chat feature located in the bottom right corner of the screen. Please send to “All Participants”
- To share an idea verbally, call in using the number on this slide and press *1

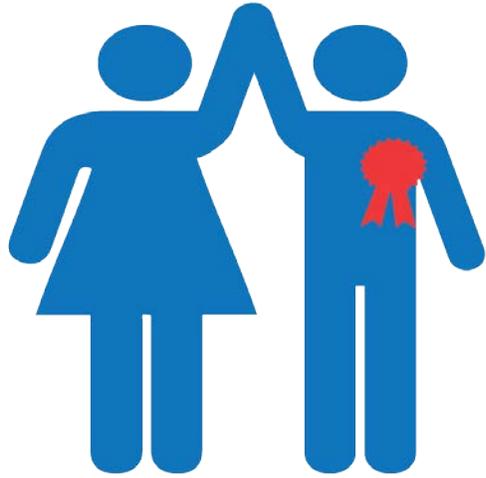
Click this button if you don't see the chat panel.



Next steps: Things you can try now

- ✓ Mention @VISTA Buzz in your Tweets
- ✓ Link to the CNCS site in your LinkedIn messages
- ✓ Revise your postings
- ✓ Talk to at least 3 people
- ✓ Feature VISTAs in your newsletter/website

Why Join AmeriCorps VISTA?



Serve your
community/country



Build career
skills



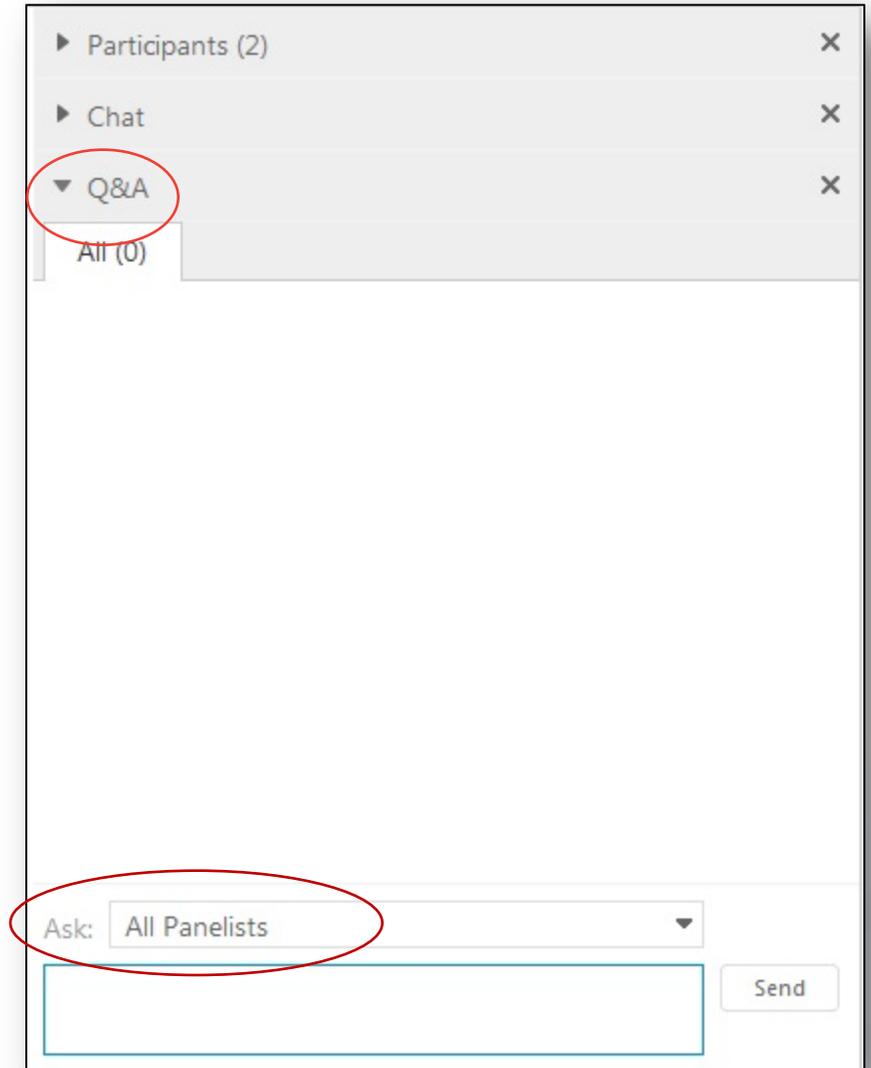
Have an
adventure

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

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

Our next webinar:

eGrants for Supervisors

September 15, 2015

2:00pm Eastern

Visit the Supervisor Webinars page on the VISTA Campus for a schedule of upcoming webinars and recordings of past webinars