

## Supervisor Q&A: VISTA Member Recruitment: Helpful Links

Website Link	Description of Resource
<a href="#">VISTA Campus</a>	Website with VISTA-specific online learning resources, materials, templates, webinars, and more on a variety of topics for VISTA members, leaders, alumni, and supervisors.
<a href="#">VISTA Member Recruitment Overview</a>	Explanation of the VISTA recruitment process including steps involved and what you need to consider.
<a href="#">, AmeriCorps VISTA Quick Guide for Recruitment</a>	PDF providing quick tips on how and where to recruit when you have limited time and want additional suggestions for recruiting from colleges, the community, various organizations, and more.
<a href="#">Member Recruitment Message and Resources</a>	Comprehensive member recruitment message emailed to VISTA sponsors and supervisors in May 2020 with an array of recruitment resources, including information on conducting virtual information sessions, talking points to use, making social media work for your VISTA project, how to search for applicants in eGrants, and more.
<a href="#">Recruitment Resource Hub</a>	Primary source for CNCS recruitment resources including digital and print materials, social media graphics, templates, videos and logos, signage, tips, and more.
<a href="#">VISTA Outreach Resources</a>	Marketing and recruitment materials for you to use when advertising your positions and promoting VISTA service opportunities.
<a href="#">CNCS Ordering System</a>	Pubs site for brochures, posters, bookmarks, and other recruitment materials.
<a href="#">Recruitment Plan Worksheet</a>	Use this worksheet to create a plan for organizing your recruitment efforts.
<a href="#">VISTA Recruitment Checklist</a>	Sample tasks outlining the multi-step process of VISTA recruitment.
<a href="#">VISTA Recruitment Planning Calendar</a>	List of recruitment milestones and timelines based on your members' VISTA Member Orientation dates.
<a href="#">Recruitment Plan Worksheet</a>	Use this worksheet to create a plan for organizing your recruitment efforts.
<a href="#">Creating a Recruitment Plan</a>	Worksheet designed to help you create a plan to organize your recruitment efforts and consider timelines and actions needed.
<a href="#">Purposefully Planning the Road to Recruitment</a>	Recorded webinar & PDF outlining a strategy to assist you build and adapt a plan for your recruitment efforts.
<a href="#">Realities of Rural Recruitment: Remedies and Resources</a>	Recorded webinar & PDF providing thoughts on how to improve and expand recruitment efforts in rural areas. Some of the ideas mentioned are applicable to all recruitment.



Considerations for Rural/Village Local VISTA Recruitment	Thoughts about how to recruit the best applicants in rural areas an in local villages, shared from a VISTA project.
Recruitment Ideas	List of different recruitment suggestions for your VISTA project to consider and adapt for your needs.
Getting the Word Out - Inclusive Recruitment Avenues	Suggested ways to bolster your in-person and electronic recruitment efforts along with examples of two-line teasers to capture interest in your VISTA program.
Recruiting: Attracting Successful VISTAs Webinar	Recorded webinar providing tips and resources on how to recruit the best candidates for your VISTA project, along with materials and program samples.
Returned Peace Corps Volunteers: An Invitation to Serve	Information to encourage Returned Peace Corps Volunteers (RPCVs) to serve domestically as VISTA members. Expand your recruitment efforts and look to additional recruitment options such as this.
Creating a Service Opportunity Listing in eGrants	Step-by-step guide to create an accurate and effective service opportunity listing in eGrants.
Your Best Recruitment Season	Recorded webinar & PDF to get you started in thinking about action steps you need to take to succeed in your recruitment efforts. <i>(This webinar was designed as part 1 of 2 webinars designed to help you have your best recruitment season. "Leveraging Digital Marketing to Promote Your Opportunity Listings" is Part 2.)</i>
Leveraging Digital Marketing to Promote Your Opportunity Listings	Recorded webinar & PDF providing methods and tips on how to use digital marketing to make your opportunity listings more likely to be noticed and clicked on by potential applicants. <i>(This webinar was designed as part 2 of 2 webinars designed to help you have your best recruitment season. "Your Best Recruitment Season" is Part 2.)</i>
Crafting a Compelling Service Opportunity Listing	Recorded webinar & PDF offering ideas on how to make your Service Opportunity Listings appealing, along with additional resources to help you create your listing in eGrants and search for applicants in MyAmeriCorps.
Strengthening VADs and Service Opportunity Listings	Recorded webinar discussing ways to develop strong and effective VADs, ideas on how to improve service opportunity listings, and resources to assist you in recruitment.
Search for Applicants in MyAmeriCorps	Document explaining how you can log into eGrants and use MyAmeriCorps to search for potential applicants by filtering for location, skills, and more.
Sample Interview Questions	Prepare for VISTA interviews, view sample interview questions, and learn about interviewing techniques.
Benefits of VISTA Service	Section of the VISTA Campus outlining VISTA member benefits. All benefits may not apply to every VISTA member, but you will want applicant to explore their potential benefits to see if the VISTA program is of interest to them and if they can be successful as a VISTA member.
VISTA Member Handbook	Comprehensive source for VISTA policies, procedures, definitions, and legal information for your records and to answer questions from applicants.
VISTA Resources and Contacts	1-pager with links to information applicants may want to know prior to accepting the offer to serve, such as VISTA benefits and policy.
VISTA Member Orientation Checklist	Use this checklist to let individuals know during the application and interview phases about their requirements to start AmeriCorps VISTA service.



<p>Living Allowance Calendar</p>	<p>Review a sample living allowance statement, a schedule of pay periods and pay dates, and view FAQs. Share some of this information with potential applicants to help them determine in advance if they will be able to live on the living allowance.</p>
<p>Marketing, Outreach, and Recruitment</p>	<p>Section of the VISTA Sponsor Handbook with ideas on how to spread the word within your communities and network, acknowledge VISTA and CNCS as a funder using logos and more, sharing the stories of your members, branding guidance, and other resources.</p>
<p>Administrative Support</p>	<p>Section of the VISTA Sponsor Handbook containing instructions on how to support the VISTA member administratively with space, technology, necessary office supplies, service-related transportation as required and necessary by the VISTA project, and more. The VISTA project must know this information in advance of recruitment to know how many VISTA members it can support, and to be adequately prepared for its VISTA member(s).</p>
<p>CNCS State and Regional Offices</p>	<p>Contact information for each of the CNCS State and Regional Offices.</p>
<p>VISTA Sponsor Handbook</p>	<p>Document providing details about roles, responsibilities, and expectations for VISTA supervisors. Use this information to inform your applicants about your role in the VISTA project, how the VISTA member(s) will be supported and supervised, and more.</p>

## Supervisor Q&A: VISTA Member Recruitment: Next Steps

- Review and update your current recruitment plan and materials
  - Adjust and improve your recruitment materials and show how your VISTA project is unique. You may need to create different materials for different audiences so that you can customize your strategy to which type of recruitment (e.g. electronic, printed, word-of-mouth) may work the best for each audience.
- Consider how to market your project as ‘domestic adventure’ or other meaningful experience
  - Use captivating adjectives, words, and images that accurately describe your great location. It can be difficult to recruit individuals to serve in various areas, whether urban, rural, or other, so find ways to explain why your location is meaningful and can be a meaningful experience for a VISTA member.
- Collaborate with organizations dedicated to nontraditional talent
  - Look beyond traditional means of finding qualified VISTA applicants. Consider focusing more on the skills and experience they bring than their education. Explore additional areas for recruitment that you may not ordinarily think of, because the best applicant does not always have to be someone right out of college. Consider many options including college graduates, seniors, retirees, people partnered with various alliances and nonprofits, those who are mid-career and looking for a change, volunteers in your community, people who you already see doing capacity-building work, etc. Go where the people are and find out their interests, so you can market positions in a way that connect to their interests.
- Search for and locate affordable housing options; offer housing subsidy to landlord
  - Especially for any VISTA member who relocate to serve with your project, housing is a major concern in terms of affordability, geographic proximity, and safety. Do what you can to point them to resources or specific housing units that may work for them. If you have the ability, offer the VISTA a housing subsidy that would go to the VISTA member’s landlord on behalf of the VISTA, to help offset the cost of housing.
- Communicate with applicants between selection and start of service
  - Lack of communication can make or break someone’s decision to serve. Once you select a candidate to serve, that individual will likely have a few weeks or a few months before they start service, depending on when you select them. Communicate with them every week or two, providing them materials and information to explore about your organization, just saying hello and how excited you are for them to start serving, asking if they have any questions, and more. It really shows the applicant that you care and really want them there.
- Start a recruitment discussion thread on the VISTA Campus Supervisor Forums
  - Make use of a discussion forum created specifically for supervisors! Supervisors talk about wanting to share resources, have conversation, and network, and you can do just that on the Supervisor Forums. Discuss your recruitment needs, ideas for recruitment, and more.
  - Supervisor Forums: <https://www.vistacampus.gov/forums/supervisor-cafe-0>
- Encourage current VISTA members and alumni to create a service video or story
  - If you have VISTA alumni, ask any of them if they have great moments they want to capture in a short video, or in a short written story. Storytelling is extremely powerful and can be very inspiring for applicants to see a VISTA’s face and hear them talk about their experience. Be creative in recruitment, as the short videos could show part of the community, some of the work the VISTA completed, and more.



- Imagine yourself as an applicant. What would make you want to apply to this VISTA project?
  - If you were an applicant looking at your current recruitment and marketing materials, and if you would not be interested in the VISTA project based on that information, it may be time to rejuvenate those materials and get others (including people in your organization who know nothing about VISTA) to provide feedback. Recruitment works well when you at least get people interested enough to submit their application or ask a question.
  
- If you have surplus of applicants, consider having a waitlist and consider encouraging applicants to apply to other nearby or related projects if you will not have positions for them.
  - If projects end up with more people applying than they can accept, you may want to interview a few extra applicants and if you like them, ask them to be on your waitlist. Let them know that they do not yet have a position, but if one becomes available you will let them know. That can help you expedite filling a position if an applicant drops out after you select them.
  - Whether you create a waitlist or not, why not try to 'pay it forward' and encourage those applicants who you do not accept, to submit their applications to other projects nearby or who have similar focus areas? You may know of nearby or related projects that you can mention. You are helping the VISTA applicant consider other options to serve, and you may be helping another VISTA project that could be struggling with recruitment.