Elements of a Recruitment Plan

The webinar will begin soon. While you wait, please share in the chat box: Where do you look to recruit caring people to become VISTA members?

Dial: 866-609-4997

Connecting to Audio

- Audio resource tools
- Call in via phone (number listed on each slide)
- View Closed Captions in the Live Captioning panel

Tips for Participating

- Share comments and ideas in the Chat Panel (send to “Everyone”)
- Ask questions in the Chat Panel
- Some Adobe Connect features are not available on mobile devices
- Links and recording will be available after the session
Elements of a Recruitment Plan

Today's Speakers

Ericc Powell
AmeriCorps VISTA
Training Specialist

Cristalynne Dupree
AmeriCorps VISTA
Outreach and Recruitment Specialist

Session Goals

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

• Outline the elements of a recruitment plan
• Describe tools and key milestones to support the applicant
• Populate a recruitment timeline
• Identify your target recruitment audience
VISTA Recruitment Stages

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

Get Clarity

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

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?
- Who will help with the recruitment process?
- Where to find well-qualified candidates?
- Timelines are critical
Chat Question
What do think is the most important date to know when building your recruitment plan?

Recruitment Plan Inputs
- Number of VISTAs
- Date of VISTA Member Orientation (VMO)
- Start date for VISTAs
- For each phase identify:
  - Activity
  - Person responsible
  - Completion date

Plan Elements
- Outline marketing, screening, interviewing, and selection steps
- Develop recruitment task list
- Draft recruitment timeline
- Set up tracking system
- Identify staff and roles
- Prepare for interview
Timing is critical

- Develop your recruitment calendar
- Estimated starting point: 120 days before VISTA Member Orientation (VMO) date
- Keep track of recruitment deadlines

https://www.vistacampus.gov/resources/vista-member-recruitment-calendar

Marketing

- VISTA Assignment Description (VAD)
- Service opportunity listing
- Outreach and advertising
- Challenges

VISTA Assignment Description

- Believable VAD
- VAD approval
- Match personal competencies to needs
- Community-based or national recruit?
Crafting a Service Opportunity Listing
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Create:
• Interest
• Excitement
• Opportunity

Be:
• Creative
• Innovative
• Engaging

Who are you? Where are you located?
What will members do?
What attributes and skills are you looking for?
Why should people join your project? What's in it for them?
What are the start and end dates of your project?
How does someone get more information?

Marketing and Outreach
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• Identify marketing strategies
• Identify network for marketing
• Develop message
• Get approval

Member Demographics
73% Female  27% Male
1 in 3 is a national recruit

AGE
9% Under 20
61% 20-26
10% 27-30
14% 31-49
6% 50+

Fiscal year 2018 statistics
Marketing and Advertising

- Post listing
- Advertise position
- Market program to candidates

Poll Question

- Which of these marketing techniques have worked well for you? (Select all that apply)
  - Word-of-mouth
  - my.americorps.org
  - Craigslist
  - Idealist
  - Facebook
  - Twitter
  - Other

Be Clear with Advertising

- What's in it for them?
- How to position this opportunity as a win-win?
- Be clear and get feedback to ensure understanding!
Urban and Rural Marketing Examples

<table>
<thead>
<tr>
<th>URBAN</th>
<th>RURAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (heavy presence)</td>
<td>Community centers and volunteers at</td>
</tr>
<tr>
<td>my.americorps.gov</td>
<td>nonprofits</td>
</tr>
<tr>
<td>Retirees</td>
<td>Houses of worship</td>
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<tr>
<td>Schools (high schools, trade,</td>
<td>Schools (high schools, trade, community</td>
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<td>community and 4 year colleges)</td>
<td>and 4 year colleges) and</td>
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<tr>
<td>Civic and social organizations/sororities and fraternities</td>
<td>my.americorps.gov</td>
</tr>
<tr>
<td>Retirees</td>
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Chat Question

What other locations or strategies have you used to effectively recruit strong VISTA candidates?

Some Barriers to Recruitment

- Candidate's accessibility to computers and technology
- Highly computerized intake excludes some candidates
- Clarity about national recruits and community-based recruits
- Stipend at the poverty level
- Location of the project
- Housing for national recruits
- Good job market
- Ineffectively presenting opportunities
**Turn Barriers Into Opportunities**

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<table>
<thead>
<tr>
<th>Barriers</th>
<th>Opportunities</th>
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<tbody>
<tr>
<td>Access to technology</td>
<td>Bring them to your office or library</td>
</tr>
<tr>
<td>Computerized intake</td>
<td>Help them complete intake</td>
</tr>
<tr>
<td>National/franchise recruits</td>
<td>Relocation/use knowledge of area</td>
</tr>
<tr>
<td>Living allowance</td>
<td>66+ needed income/collage grad-family supplement/community-based income</td>
</tr>
<tr>
<td>Location of project</td>
<td>New adventure or desired change/explore the country</td>
</tr>
<tr>
<td>Housing – national recruits</td>
<td>Other VISTA members, seniors need roommates, shared housing in community</td>
</tr>
<tr>
<td>Presentation of opportunity</td>
<td>Highlight the win-wins: What’s in it for them?</td>
</tr>
<tr>
<td>Good job market</td>
<td>Identify who needs help on resumes, serve between undergrad and grad school, pay off loans</td>
</tr>
</tbody>
</table>

**Screen**

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- Know the terms and conditions of service
- Pre-screen
- Round 1 – Narrow your applicant list

**Screen**

- Narrow your list of applicants
- Round 2
- Review and rate applicants and materials
- Round 3
Interview

• Conduct first round of interviews
• Conduct second round of interviews
• Identify top picks and 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 and required documentation

Select: Required Next Steps

• VISTA Member Orientation registration
• Onboarding forms (e.g., direct deposit)
• VISTA Campus login and pre-work courses
• Print a copy of the VISTA Assignment Description
• Provide contact for candidates’ questions
Onboarding

- Biggest issues:
  - Retaining member between selection and start date
  - Put yourself in the candidate’s place – what could cause anxiety?

National Service Hotline
800-942-2677

Chat Question

What ideas do you think will keep candidates engaged between selection and start date?

Candidate Engagement Ideas

From recruitment until VISTA member start date:
1. Call from supervisor
2. Weekly email communication
3. Welcome mailing from Chamber of Commerce
4. Share attractions or events in your area
5. Connect them to other VISTA members
6. Send housing opportunities
Best Practices

- Begin early – **9 to 16 weeks** in advance of the VISTA Member Orientation
- 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 and national service interest**
- Develop a clear, **well-written VISTA Assignment Description**
- Consider high-quality, **community-based candidates**

What’s next?

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

Final Chat Question

What one action or idea will you implement from this webinar?
Webinar Evaluation

- How can we improve this presentation?
- What topics should we include in future webinars?
- Please take a few moments to complete a brief webinar evaluation form.
- Find the survey link under the Chat panel on your screen.
- Thank you for your feedback!

What questions do you have?

Thank you for your participation!

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

Join us for the next supervisor webinar:

Crafting a Compelling Service Opportunity Listing
Tuesday, April 2, 2019

Visit the Supervisor Webinars page on the VISTA Campus for upcoming webinars and recordings of past webinars.
Thank you!