

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?**

Elements of a Recruitment Plan

VISTA Volunteers In Service To America

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Commission for NATIONAL & COMMUNITY SERVICE

Connecting to Audio

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

Tips for Participating

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- 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

COMPUTER

iPhone Chat Icon Android Chat Icon

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



Elements of a Recruitment Plan



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Today's Speakers

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AmeriCorps VISTA
Training Specialist



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AmeriCorps VISTA
Outreach and Recruitment Specialist

Session Goals

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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 Dial: 866-609-4997

Stages of the AmeriCorps VISTA Recruitment Process

- PLAN** Determine essential skills and identify where to find them
- MARKET** Define and publicize the open position
- SCREEN** Find and which applicants are essential and qualified
- INTERVIEW** Get to know your top applicants
- SELECT** Choose the right applicant(s)
- Onboard & Serve**

Developed by the Summer 2012 Recruitment Action Learning Challenge team:
-Stanley Roper, Keith Long, Andrew Grant, Brian Lusk, and Lark Roper!
Coach: Karla Wiggins

Get Clarity Dial: 866-609-4997

- 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**

Plan for **current** year & **3-year** project cycle

Plan

Creating a VISTA Recruitment Plan Dial: 866-609-4997

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

Plan

Chat Question

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What do think is the most important date to know when building your recruitment plan?



Plan

Recruitment Plan Inputs

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

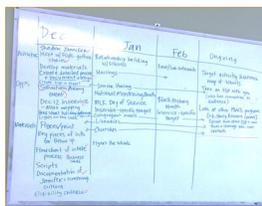


www.vistacampus.gov/recruiting-planning-resources

Plan

Plan Elements

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- 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

Plan

Crafting a Service Opportunity Listing Dial: 866-609-4997

Create:

- Interest
- Excitement
- Opportunity

Be:

- Creative
- Innovative
- Engaging

Market

Crafting a Service Opportunity Listing Dial: 866-609-4997

- 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?

Market

Marketing and Outreach Dial: 866-609-4997

- 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

Market

Marketing and Advertising

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- Post listing
- Advertise position
- Market program to candidates

Market

Poll Question

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• 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

Market

Be Clear with Advertising

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

Market

Urban and Rural Marketing Examples

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URBAN	RURAL
Social media (heavy presence) my.americorps.gov	Community centers and volunteers at nonprofits Houses of worship
Retirees	Schools (high schools, trade, community and 4 year colleges) and my.americorps.gov
Schools (high schools, trade, community and 4 year colleges)	Civic and service organizations/sororities and fraternities
Civic and social organizations/sororities and fraternities	Retirees

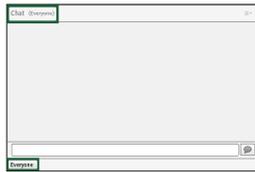
Market

Chat Question

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



Some Barriers to Recruitment

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- 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

Market

Turn Barriers Into Opportunities

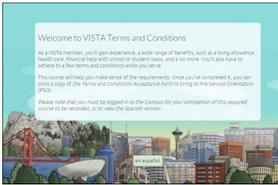
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Barriers	Opportunities
Access to technology	Bring them to your office or library
Computerized intake	Help them complete intake
National/local recruits	Relocation/use knowledge of area
Living allowance	66+ needed income/college grad-family supplement/community-based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

Screen

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

Screen

Screen

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



Screen

Interview

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



Screen

Select

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- 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

Select: Required Next Steps

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- 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

Select

Onboarding

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- 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

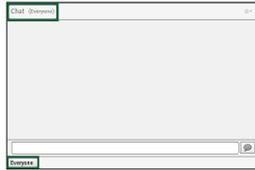
Onboard

Chat Question

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



Onboard

Candidate Engagement Ideas

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- 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

Onboard

Best Practices

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- 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?

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- 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

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



Webinar Evaluation

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- 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?

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Thank you for your participation!

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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.