



Purposefully Planning the Road to Recruitment


 Dial: 877-853-5257
 Webinar ID: 335-362-024
 

Welcome!

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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

Today's Agenda

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- VISTA Recruitment Stages
- Creating a Recruitment Plan
- Recruitment Barriers and Challenges
- Q&A
- VISTA Campus Resources
- Evaluation and Next Steps

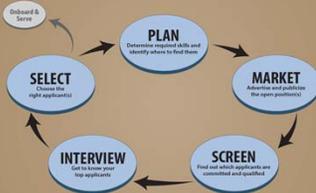


VISTA Recruitment Stages

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Stages of the AmeriCorps VISTA Recruitment Process



Developed by the Summer 2013 Recruitment Action Learning Challenge Team:
-Stacy Bogen, Keren Gung, Andrew Grant, Roger Stark, and Sam Rydell
-Coach, Kipha Nwagwu



Get Clarity

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- 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

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Who, What, When, Where, and 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 1

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What do think is the most important date to know when building your recruitment plan?
(Send message to All Panelists and Attendees)

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

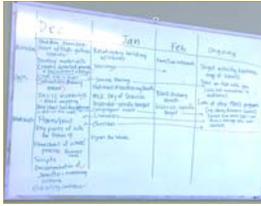


www.vistacampus.gov/recruiting-planning-resources

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

Timing is Critical

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Enter VMO date here

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

Phase	Recruitment Activity	Number of Staff	Deadline*
Outreach	Start Outreach Campaign	100	9/29/2018
Planning	Opportunity Listing in eSystems	100	9/29/2018
Planning	Event VMO	100	9/29/2018
Recruitment	Push and opportunity listing to website, work, social media	100	10/3/2018
Recruitment	Attend recruitment events, college candidate search	100	10/9/2018
Planning	Conduct interview practice questions, prepare, etc.	100	10/14/2018
Planning	Conduct Interview Practice Sessions, Develop Interview Pool	100	10/14/2018
Planning	Interview Applicants	40	10/24/2018
Planning	Final VMO in eSystems	75	11/8/2018
Selection	Final Selection	40	11/20/2018
Selection	Notification in eSystems	40	11/28/2018
Selection	VISTA Training and event, Guide to Earning VISTA	14	1/8/2019
Selection	Transfer VMO to eSystems	14	1/8/2019
Selection	Candidate completes VISA campus online pre-course	0	1/17/2019
Selection	Candidate completes pre-assignment pre-forms for End of	0	1/17/2019
Selection	Service Request, Check Checkin, HR, & Configuration of	0	1/17/2019
Selection	Benefits/HR	0	1/17/2019
Selection	Candidate prints VAD for training and reference	0	1/17/2019
Selection	Supervisor gives candidate Report Card and Name Co.	0	1/17/2019
Selection	Site Orientation & Training	0	1/22/2019

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

Plan

Marketing

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



Market

VISTA Assignment Description

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- Develop a realistic VAD
- VAD approval from CNCS State or Regional Office
- Match personal competencies to needs
- Community-based or national recruit?

Market

Crafting a Service Opportunity Listing

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- Create:
- Interest
 - Excitement
 - Opportunity



- Be:
- Creative
 - Innovative
 - Engaging

Market

Considerations

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- Who are you? Where are you located?
- What will members
- What attributes and
- Why should people
- What are the start a
- How does someone get more information?



g for?
/hat's in it for them?
r project & VISTA

Market

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

Market

Marketing and Advertising

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- Post opportunity listing in eGrants
- Advertise position
 - Word-of-mouth
 - Flyers
 - Social media
 - Organization's website
- Market program to applicants



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
- Not sure

Market

Be Clear with Advertising

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- What's in it for them?
 - Motivation to serve with the community
 - Professional experience
 - VISTA benefits
 - Other
- How to position this opportunity as a win-win?
- Be clear and get feedback to ensure understanding!

Market

Recruitment Examples

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my.americorps.gov	Civic and social organizations/sororities and fraternities
Social media	Community centers and volunteers at nonprofits
Organization website	Houses of worship
Idealist.org, Craigslist.org, other	Retirees
Schools (high schools, trade, community and 4-year colleges)	Current VISTA members and VISTA alumni

Market

Chat Question 2

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

(Send message to All Panelists and Attendees)

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- ✓ VISTA Recruitment Stages
- ✓ Creating a Recruitment Plan
- **Recruitment Barriers and Challenges**
- Q&A
- VISTA Campus Resources
- Evaluation and Next Steps



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; supplement other benefits
Location of project	New adventure or desired change; explore the country
Housing – national recruits	Other VISTA members, seniors need roommates, shared housing in community, colleges and universities
Seeming lack of opportunity	Highlight the win-win's: What's in it for them?
Good job market	Professional development; serve between undergrad and grad school; pay off loans

Pre-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 applicant(s) a position
 - Not a guarantee, but an offer
- Outline **next steps** for candidate, including:
 - **timeline** of when service will start and anything they need to know
 - Whom to contact (e.g. contact information for their supervisor)
 - **required documentation and pre-work**

Select

Select: Required Next Steps

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- VISTA Member Orientation enrollment
- Onboarding my.americorps.gov forms (e.g., direct deposit)
- VISTA Campus login and pre-work courses
- Print a copy of the VISTA Assignment Description
- Provide direct supervisor's contact information for candidates' questions

Select

Onboarding

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- Biggest issues:
 - How to retain members between selection and start date?
 - How to provide sufficient details about the role and what is needed to succeed?
 - What is it like to be a VISTA member – what could cause anxiety?



Don't let this be you and your team!

Onboard

Chat Question 3

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What ideas do you think will keep candidates engaged between selection and start date?
(Send message to All Panelists and Attendees)

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
 - On-going support and supervision



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What questions do you have?

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Preparing for Recruitment

Volunteer Management

Recruitment is the process of enlisting volunteers into the work of the program. Recruiters identify people that they are interested in, and then they reach out to them. Recruitment is not a process of just sending out an email or a flyer. It is a process of reaching out to people in a way that they can see the value of the program and that they can see something they already want to do.

For example: you are a volunteer and you are interested in the work of the program. You see a flyer for the program and you are interested in it. You see that there are some people who are already working for the program and you are interested in that. You see that there are some people who are already working for the program and you are interested in that. You see that there are some people who are already working for the program and you are interested in that.

Your Program's History, Culture, and Core Values

Before you begin to recruit, you need to understand your program's history, culture, and core values. This will help you to understand the program and to understand the people who are interested in it. You need to understand the program's history, culture, and core values. This will help you to understand the program and to understand the people who are interested in it.

Download the History, Culture, and Core Values document to help you understand your program and get ready to recruit volunteers.

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- ✓ Brainstorm ideas with VISTA project staff for recruitment
 - ✓ Write down all ideas, even wild ones!
- ✓ Draft or update your recruitment plan
- ✓ Solicit input from staff, volunteers, Board members, community members, VISTA members and alumni, and others on the plan
 - ✓ Consider specific and limited options for incorporating current VISTA members or alumni into your plan
- ✓ Start discussion thread on Supervisor Forum on the VISTA Campus
- ✓ Download the Helpful Links document and access resources

Webinar Evaluation

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- How can we improve this session?
- Please complete a brief webinar evaluation survey.
- The survey is accessible:
 - Now, via the link in the Chat; and
 - After the webinar ends, the survey will open in the Internet browser you used to join this webinar.
- Thank you for your feedback!



Next Webinar

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If you have further questions or would like more information, contact VISTAtraining@cns.gov

Please join us for the next supervisor webinar:

The Member Management Mambo: Making Moves Matter
Tuesday, March 17, 2020
2:00 p.m. ET

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



Thank you!