



**Realities of Rural Recruitment:
Remedies and Resources**



Dial: 877-853-5257
Webinar ID: 598-924-946



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25
YEARS OF
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VISTA
Volunteers in Service to America

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

- Understand the basic elements of recruitment
- Explore challenges and opportunities of rural recruitment
- Reflect on your recruitment methods and improvement strategies
- Share examples and tips with peers
- Consider other ways to help support recruitment

Today's Agenda

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- Recruitment 101
- Realities of Rural Recruitment
- VISTA Member Feedback
- Real-Life Recruitment Scenarios
- VISTA Campus Resources
- Evaluation and Next Steps
- Q&A



Recruitment 101



Thoughts on Recruitment

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Re cruit ment

Again

When you hear the word recruitment, what thought first comes to your mind?

You are 'meant' for this

(c-r-u-it) = See, are you it?
Don't be solo...get support!

Recruitment is...

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- Advertising via your website, flyers, social media, opportunity listings
- Showing your excitement
- Knowing your need versus want
- Explaining why your VISTA project is unique and impactful
- Marketing elements of the VISTA Assignment Description

- Telling your project's story
- Having your VISTA members tell their service stories
- ...a lot more



Recruitment is not...

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- Doing nothing and expecting everything to fall into place
- Only advertising on my.americorps.gov website
- Misleading applicants about your project or location
- 'Doing the same thing over and over again, but expecting different results' (*Albert Einstein is credited with this definition of insanity*)
- Avoiding conversations about the VISTA program Terms and Conditions
- Assuming all local rural applicants don't need orientation and training
- The same at every project

Realities of Rural Recruitment



Challenges Change You

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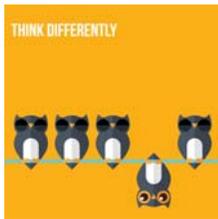
- Small population from which to recruit
- People leave rural in search for urban
- Sometimes less qualified individuals
- Geographic location not accessible
- Geographic location not seen as exciting
- Local community members looking for regular work/job (VISTA is not a job)
- VISTA program not widely known

Opportunities

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1. Talk about community, family, the people
2. Mention VISTA as career transition opportunity
3. Get local residents to give back to their community



4. Consider your rural project and location a domestic adventure
5. Focus on what you have, not what you don't
6. Think differently; recruit differently

Rural Recruitment Strengths

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- Know the VISTA program, requirements, and benefits
- Regularly communicate with VISTA applicant; value them as a person
- Listen to and consider an applicant's needs and desires
- Understand what it is like to be a VISTA member
- Your VISTA project staff may want to:
 - Attend VISTA Member Orientation webinars
 - Take VISTA Terms and Conditions course
 - Explore VISTA Member Handbook
 - Review VISTA member benefit resources
 - Reflect on needs of VISTA members who relocate to a new area (e.g., finding affordable housing, integrating into a new community, making friends, etc.)



Rural Recruitment Ideas

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Consider also recruiting at:

- Houses of worship
- Barbershop/hair salon
- High schools and colleges/universities
- Senior centers
- Places where lots of people gather
 - Restaurants
 - Local community cafés
 - Supermarkets
 - Community centers



Considerations

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What other realities do you see for rural recruitment, and what ideas do you have to improve them?

VISTA Member Feedback

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VISTA Member Feedback

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The VAD I have is nothing like the opportunity listing to which I applied.



I don't know where to report on my first day of service.

Do I have a supervisor?
Who is my supervisor?

VISTA Member Feedback

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Someone should have told me my living allowance amount earlier, because now I'm not sure if I can financially make this work.



I was told that I was automatically enrolled in healthcare when I joined. I cannot afford to get healthcare on my own.

I was misinformed and misled about benefits when I applied.

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*It is not your customer's
Job to remember you
It is your obligation and
Responsibility to
Make sure they don't have the
Chance to forget you*

Rural Recruitment Scenarios

Real-Life Scenario Activity

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- Please type in the Chat:
A real-life rural recruitment situation that you are encountering or have encountered.

Please DO NOT use real names of people, organizations, or other identifying information (use fake names if necessary).

Now, please respond in the Chat:
What specific solution(s) would you suggest?

Poll Question

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- In what area of recruitment do you feel your VISTA project most needs support and assistance?



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Considerations for Rural/Village Local VISTA Recruitment

View these tips for VISTA recruitment in rural areas and remote communities
[considerations_for_rural_village_local_vista_recruitment.pdf](#)

Getting the Word Out - Inclusive Recruitment Avenues

Review this list to find suggested techniques and places for sharing VISTA position announcements as well as sample two-line teasers from other VISTA projects.
[Getting the Word Out - Recruitment Avenues](#)

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What resources do you know of, or have you used, to help you with rural recruitment?

Next Steps

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- ✓ Reflect on what makes your rural VISTA project unique
- ✓ Consider how to market your rural project as a domestic adventure
- ✓ Help find affordable housing; offer housing subsidy to landlord
- ✓ Communicate with applicants between selection and start
- ✓ Visit websites for recruitment materials (see links in Chat panel)
- ✓ Start a rural recruitment discussion thread on Supervisor Forum on the VISTA Campus
- ✓ Ask VISTA members and alumni to create a service video or story

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!



What questions do you have?

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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:

Purposefully Planning the Road to Recruitment

Tuesday, February 18, 2020

1:00 p.m. ET

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



Thank you!