



**Supervisor Q&A:
VISTA Member Recruitment**



Dial: 877-853-5257
Webinar ID: 911-0598-0064



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Welcome! Dial: 877-853-5257
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Session Goals Dial: 877-853-5257
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By the end of the webinar, you will be able to:

- Understand several basic elements of recruitment
- Learn tips and suggestions from VISTA staff and your peers
- Get many of your questions answered
- Know where to locate many recruitment resources

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Today's Agenda

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- Recruitment Overview
- Q&A: Service Opportunity Listings
- Q&A: Marketing and Outreach
- Q&A: Interviewing and Selecting Applicants
- Q&A: Other Recruitment
- Recruitment Resources
- Evaluation and Next Steps
- Next Monthly Supervisor Webinar



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Recruitment Overview

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Recruitment Involves...

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- Marketing, outreach, advertising
- Finding applicants to fill VISTA positions
- Screening and determining who is a good fit
- Getting to know applicants as they get to know you and your VISTA project
- Explaining the need for your organization to have a VISTA
- Highlighting why someone should join your VISTA project.

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Go Where the People Are

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Sourcing – tap into nontraditional talent

Looking for skills, not just education/school

VISTA alum inspires potential national service members by sharing his AmeriCorps VISTA service story.

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Recruitment Can Be Fun!

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- Enjoy promoting your VISTA positions!
- Be excited about talking about the greatness of your VISTA project!
- Appreciate what you are learning about applicants!
- Thank applicants for interviewing!



- Regularly communicate with selected applicants!
- Make it fun! Applicants want a positive experience
- Be engaging and energetic!
- Enjoy the journey!

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Logistics for Q&A

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Logistics – Sections

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- Four structured sections for questions:
 - Service Opportunity Listings
 - Marketing and Outreach
 - Interviewing and Selecting Applicants
 - Other Recruitment
- Each section will:
 - Begin with summary of tips and recommendations
 - Have a maximum of 12 minutes for questions
 - Conclude with us asking you what additional information or resources you need on this aspect of recruitment.

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Logistics – Questions

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- You may ask a question:
 - By typing it into the Chat
 - Via phone by clicking "Raise Hand"
- Please make your question clear and understandable, and also applicable to many others.
- The question being answered will be displayed on the screen
- VISTA staff answer questions until time to move to next section
- Please note that we may not have time to answer all questions

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Section 1 – Service Opportunity Listings

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Service Opportunity Listings

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- Service Opportunity Listings
 - Two-line teaser (can be longer)
 - Make it catchy, truthful, and easily understandable
 - Spell out acronyms, use correct grammar
 - Be honest about:
 - What skills they will build from this opportunity
 - Additional benefits you may offer
 - Where your site(s) are located
 - The description of member activities



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Q&A Section 1

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- Service Opportunity Listings**
- Question currently being answered:

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Section 2 – Marketing and Outreach

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Marketing and Outreach

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- Marketing and Outreach
 - Utilize multiple methods of marketing:
 - Print / Digital / In-person / Storytelling
 - Never underestimate the power of feedback from volunteers, Board members, stakeholders, and community members
 - Consider your target audience, if you have one, and how you can tailor your outreach.
 - Don't solely rely on my.americorps.gov
 - Use your professional networks
 - Explore new avenues for online and virtual outreach

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Q&A Section 2

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Marketing and Outreach

- Question currently being answered:



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Section 3 – Interviewing and Selecting

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Interviewing and Selecting

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- Interviewing and selecting applicants
 - Ask questions that have meaning
 - Be inviting and excited, not boring
 - Further explain more about the organization, the VISTA project, and the VISTA position, and take notes about what the VISTA member says and asks
 - Consider creating a waitlist
 - Keep candidates engaged; communicate
 - Practice remote interviews and know how to use video or phone technology



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Q&A Section 3

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Interviewing and Selecting

- Question currently being answered:



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Section 4 – Other Remaining Questions

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Other Recruitment Questions

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- Other recruitment
 - What other recruitment questions do you have that could be useful for everyone to hear?
 - How to effectively market your positions?
 - Where to promote your opportunities?
 - How to utilize current VISTA members and leaders to help recruit?



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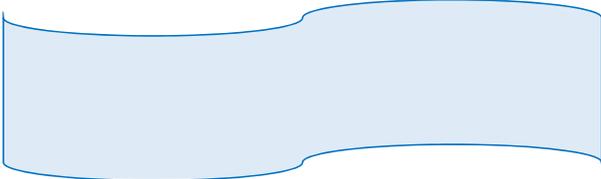
Q&A Section 4

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Other Recruitment Questions

- Question currently being answered:



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Recruitment Resources

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Peace Corps to VISTA

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AMERICORPS SENIOR CORPS SERVE YOUR COMMUNITY OUR IMPACT GRANTS & FUNDING

RETURNED PEACE CORPS VOLUNTEERS:
AN INVITATION TO SERVE

<https://nationalservice.gov/rpcv>

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Recruitment Resource Hub

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RECRUITMENT RESOURCE HUB

| | | |
|---------------------------|-----------------------|--------------------------|
| Digital & Print Materials | Social Media Graphics | Color, Design, & Signage |
| Tips & Best Practices | Templated Resources | Videos, Photos, & Logos |

<https://www.nationalservice.gov/resources/recruitment-resource-hub>

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Marketing Materials

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| Marketing Materials (Print & Digital) | Digital Resources |
|--|---|
| BROCHURE | LOGOS |
| POSTCARDS | PHOTOS |
| POSTERS | VIDEOS |
| FACT SHEETS | VINTAGE POSTERS |
| VISTA REVIEW (NEWSLETTER) | IMPACT GRAPHICS |
| CUSTOMIZABLE RECRUITMENT/OUTREACH FLYERS | RADIO PLAYS |
| RECRUITMENT/PROMOTIONAL ITEMS | Branding Guidance |
| | AMERICORPS & SENIOR CORPS OFFICIAL BRANDING GUIDANCE (2017) |
| | GO WHERE YOU'RE NEEDED STYLE GUIDE |

<https://www.nationalservice.gov/SponsorVista>

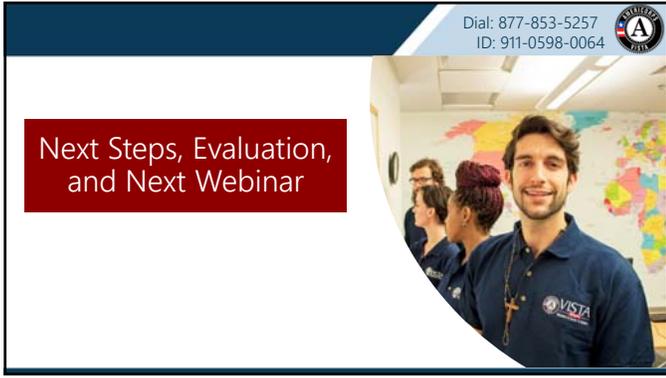
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Next Steps

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- ✓ Continuously evaluate your recruitment plan and strategy, and document your questions and the answers for the future
- ✓ Consult VISTA project sponsor staff, Board members, volunteers, community members, and other stakeholders to assist you in answering your questions and developing ideas
- ✓ Visit the VISTA Campus for more recruitment resources
- ✓ Send your project-specific questions to your CNCS Portfolio Manager or Program Officer

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Webinar Evaluation

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- How can we improve this session?
- Please complete a brief webinar evaluation survey, 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!



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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:

Turning Your Attention to VISTA Member Retention

Tuesday, July 21, 2020

2:00 p.m. ET

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

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