

Virtual AmeriCorps Member Marketing and Recruitment
January 26, 2021

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Dial: 833-568-8864
Meeting ID: 160 266 3516
Passcode: 177838



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Today's Speaker

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Training Specialist
AmeriCorps VISTA



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Today's Agenda

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- Effective marketing and recruitment
- Phases of recruitment
- Community conversation
- Small group conversation
- Tips and resources
- Evaluation and Q&A



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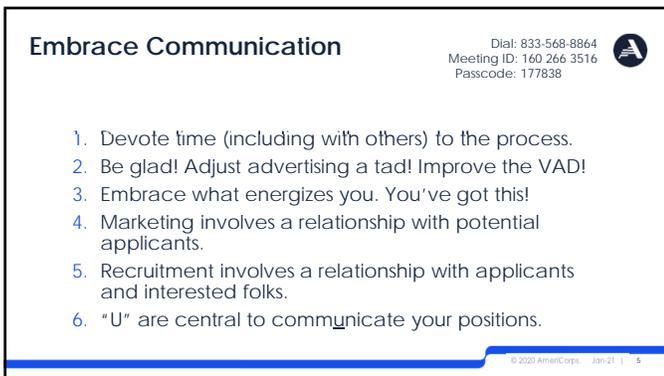
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Effective Marketing and Recruitment

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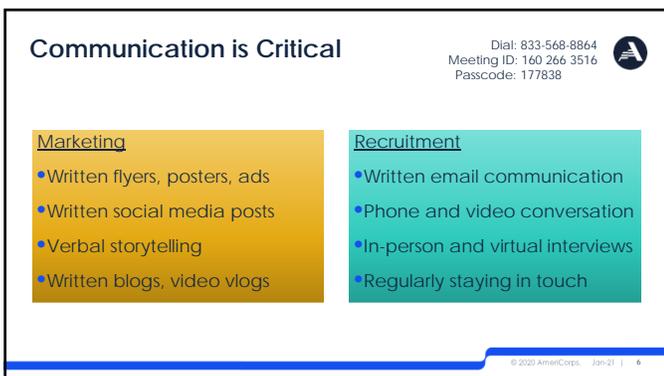
Embrace Communication

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1. Devote time (including with others) to the process.
2. Be glad! Adjust advertising a tad! Improve the VAD!
3. Embrace what energizes you. You've got this!
4. Marketing involves a relationship with potential applicants.
5. Recruitment involves a relationship with applicants and interested folks.
6. "U" are central to communicate your positions.

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Communication is Critical

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<p>Marketing</p> <ul style="list-style-type: none"> • Written flyers, posters, ads • Written social media posts • Verbal storytelling • Written blogs, video vlogs 	<p>Recruitment</p> <ul style="list-style-type: none"> • Written email communication • Phone and video conversation • In-person and virtual interviews • Regularly staying in touch
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Market

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- You need to market and advertise your positions
- Who is (are) your audience(s) (e.g., recent college graduates, seniors, people with grant-writing experience, etc.)?
- What captivating wording do you want to use?
- Where will you market (e.g., virtual career fairs, social media, your organization's website, etc.)?

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Screen

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Screening is essential and can include:

- Quality of applicant's application
- Effectiveness of applicant's communication
- Language used and body language in interview
- Reviewing and contacting references
- Background and sex offender check

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Interview

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- Will you provide interview logistics at the beginning?
- How long will the interview last?
- What intentional and purposeful questions will you ask?
- Does the applicant seem or sound enthusiastic?
- Take note of the questions the applicant asks you.
- Rehearse transition from one questioner to the next.

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Select

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- Determine which applicants you want
- Let the applicant(s) know you are selecting them, pending approval by the AmeriCorps Regional Office
- Let other applicants know they are either on a waitlist or not selected

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Engage

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- Regularly communicate; don't ghost the candidate(s).
- Send them information about your VISTA project, your organization, their VAD, fun things to do in the community, engaging videos from former VISTA members, etc.
- Get to know the candidate(s) and fuel their excitement to serve!

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Community Conversation

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Chat Question

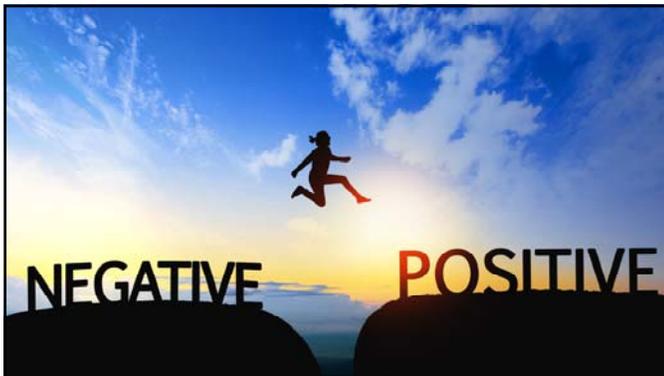
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How have you found virtual marketing and recruitment to be different from in-person?

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Small Group Conversation



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Notes and Instructions

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- Randomly assigned breakout groups (6-7 people per group)
- ~35 minutes in each group
- Discussion questions are provided

Role	Person with first letter of first name...	Tasks
Facilitator	Closest to the top/start of the alphabet (A)	Guide conversation and keep it going
Notetaker	Closest to the bottom/end of the alphabet (Z)	Take detailed notes; send to Ericc (epowell@cns.gov)

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Small Group Technical Logistics

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- Using phone audio? Enter your participant ID.



- Click "Join" on the prompt that appears when we start the breakout groups.
- Remember your breakout group #.



- Host does NOT see breakout room Chats; if you need the host, click the "More" icon and select the option to contact the host.



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Tips: Audio and Video

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- Unmute your microphone
- Turn on your camera (if desired)





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Tips: Sharing and Collaborating

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- Actively participate with the group
- Share time for talking and listening
- Respect differing opinions
- Make note of ideas you can use
- Have fun and enjoy!

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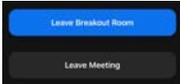
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Small Group to Large Group

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When leaving the breakout group:

- Please mute your microphone.
- You are welcome to leave your camera on if desired.
- Either let Zoom automatically merge you back into the large group after the timer expires OR click "leave breakout group." DO NOT click "leave meeting."



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Small Group Questions

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In your small groups, please discuss:

- How does your VISTA project market opportunity listings and recruit applicants in a virtual environment? What works? What does not work?
- Explain your virtual interview process (video, phone, email, other) and what you do to make it engaging.
- What have you learned about online marketing and recruitment that could help others who need assistance?
- If your project has a VISTA leader, how has that person been involved with online marketing and advertising?
- How could you use each other as a valuable and continuous resource?

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Helpful Links Handout

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Virtual AmeriCorps Member Marketing and Recruitment: Helpful Links

Information to Aid Your Marketing Efforts to Potential Applicants:

Website Link	Description of Resource
VISTA Campus	Online learning resources to help you serve better, as well as opportunities to connect with your fellow VISTA members, leaders, and alumni.
Benefits of VISTA Service	Section of the VISTA Campus outlining VISTA member benefits. All benefits may not apply to every VISTA member, but you will want to explore their potential benefits to see if the VISTA program is of interest to them and if they can be successful as a VISTA member.
VISTA Resources and Contacts	1-pager with links to information applicants may want to know prior to accepting the offer to serve, such as VISTA benefits and policy.
VISTA Member Orientation Checklist	Use this checklist to let individuals know during the application and interview phase about their requirements to start service.
Living Allowance Calendar	Review a sample living allowance statement, a schedule of pay periods and pay dates, and view FAQs. Share some of this information with potential applicants to help them determine in advance if they will be able to live on the living allowance.

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Review

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- ✓ Effective marketing and recruitment
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Session Evaluation

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- How can we improve this session?
- Please complete a brief survey, accessible via the link in the Chat.
- Thank you for your feedback!



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What questions do you have?

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Thank you!



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