



Peace Corps

Employers *of National Service*

Educate and Engage Your Workforce

Employers of National Service will be most successful at your organization if all staff are educated about the initiative and actively support the value that it will bring to your organization. Read below to find strategies for informing your workforce about Employers of National Service as well as finding and engaging alumni already at your organization to be champions for the initiative.

Educate and Train Hiring Managers and Human Resource Professionals

Hiring managers and human resource professionals are key members of your recruitment team. It is important that both hiring managers and human resources staff, as well as all staff at your organization, receive information and training about national service programs to ensure that everyone involved in the recruitment process has an understanding of and a commitment to your organization's goal of hiring national service alumni.

Inform staff about national service programs. Distribute information about national service programs, such as links to the Peace Corps and AmeriCorps websites and the Employer of National Service "What is National Service?" fact sheet. Consider hosting informational sessions, especially for hiring managers and human resources staff, for people to hear about programs and have a chance to ask clarifying questions. For additional information or training materials, please refer to:

- Employers of National Service website: nationalservice.gov/employers
- Peace Corps Employer Resources: peacecorps.gov/resources/returned/careercen/empresources
- AmeriCorps Alums Talent Fact Sheet: americorpsalums.org/?Top5Skills

Agree on goals or strategies for hiring national service alumni. Get input from leadership, human resources, and other staff involved with the hiring process about which strategies and goals your organization would like to pursue for hiring national service alumni.

Track Progress. Create a way to manage and track the number of national service alumni that apply for jobs, are invited to interview, and are hiring. This will help your organization see if your recruitment strategies are garnishing the applicants you are looking for. Annually reporting these numbers back to the Employers of National Service program to help inform the initiative about which strategies are successful and where more support is needed.

Check in. Send out periodic emails reminding hiring officials about your organization's national service participant hiring goals. Include reminders of the value of hiring national service alumni as part of your organization's overall recruitment program to promote diversity and inclusion within your workforce.

Engage National Service Alumni in Your Workforce

Your biggest advocates for hiring national service alumni could already be working for you! Existing staff members that are also alumni of national service can be leveraged to educate others, promote inclusive hiring practices, and support new alumni hires.

Survey your workforce for national service alumni. Find a way to survey your existing workforce for AmeriCorps and Peace Corps alumni. These people can help you promote your involvement in Employers of National Service both inside and outside your organization.

Highlight alumni employed at your organization. You can highlight AmeriCorps and Peace Corps alumni at your organization through vehicles such as profiles on your website, social media tools, and webcasts. Featuring these alumni will show other AmeriCorps members and Peace Corps Volunteers that your organization values national service. Also, other employees at your organization will see that their colleagues are alumni. This will give them a more personal connection to the Employers of National Service initiative as well be seen as a resource if they have questions about national service.

Create a national service alumni affinity group within your organization. Not only will it be a benefit for you existing employees to network and share experiences, but it also can be used as an incentive for prospective national service alumni applicants. This group of individuals with ties to national service can also serve as a resource to your organization in a number of ways:

- Act as ambassadors to talk about their national service experiences and how your organization's values align with their service ethos.
- Promote the advantages of hiring national service alumni throughout your workforce.
- Educate hiring managers on national service programs and the national service experience.
- Explore ideas and options for recruiting national service alumni.
- Staff job fairs.

For information on starting a national service alumni affinity group, please email chapters@americorpsalums.org or groups@peacecorpsconnect.org.

Engage alumni in education of other staff. Ask national service alumni at your organization if they can help assist in the education efforts of hiring managers, human resources personnel, and other staff. Speaking about their personal service stories and sharing how it translated to their position at your organization will help all staff better understand the value that national service alumni bring to your work.

Questions? Email employers@cns.gov or contact any of the Employers of National Service Partners:



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