



# Recruiting AmeriCorps Members

Webinar for Tribal AmeriCorps Grantees

Facilitator: Claudia Birmingham, JBS International | February 3, 2016 | 3:00 to 4:00 PM Eastern



# Introductions, Housekeeping

- We are recording. Telephones are temporarily muted.
- Bad phone connection? Hang up and dial in again.
- Please jot down your questions for the Question & Answer segment at the end.
- Today's session is an introduction and overview of member recruitment
- There are resources online that you can explore
- There will be a follow-up session on March 8<sup>th</sup> on member support and retention
- A tribal grantee will share experience and insights with us today.

# Agenda



- Overview of member recruitment
- Recruiting members
  - What we heard from you
  - Effective recruitment plan
  - Making the most of limited resources
  - Recruiting year-round
  - Additional Tips
  - Discussion, Question & Answer

# Overview of member recruitment

- **Recruiting is an essential activity.** Set aside time on your calendar.
- Steps to recruit members
  1. Develop member position descriptions.
  2. Find members.
  3. Screen and select members.
  4. Match members to service roles.
  5. Training, orientation, and placement



# Steps to recruit members

- Step 1: Develop member position descriptions.
  - Position description includes:
    - What the member does
    - Why it is important
    - Where: service location and conditions
    - When he/she does it (timeframe)



# Steps to recruit members

- Step 1: Develop member position descriptions.
  - Specific information to include:
    - Responsibilities and tasks
    - Minimum qualifications
    - Required knowledge, skills, abilities
    - Training
    - Hours and term length
    - Supervisor



# Steps to recruit members

- Step 2: Find members.
- Step 3: Screen and selecting members.
  - Determine if applicants meet basic eligibility criteria.
  - Identify best and most promising candidates.
  - Target recruitment anywhere you like, but don't exclude non-Native applicants.



# Steps to recruit members

- Step 4: Match members to service roles.
  - Consider existing skills, experience, and temperament
  - Consider additional support needs



# Steps to recruit members

- Step 5: Training, orientation and placement
  - Another opportunity to assess member capabilities and matching to service roles
  - Position-specific training
  - Site-specific training



# What you told us about recruiting members

- Ways you let people know about opportunities to serve with your AmeriCorps program
  - *Add bullets based on poll results*



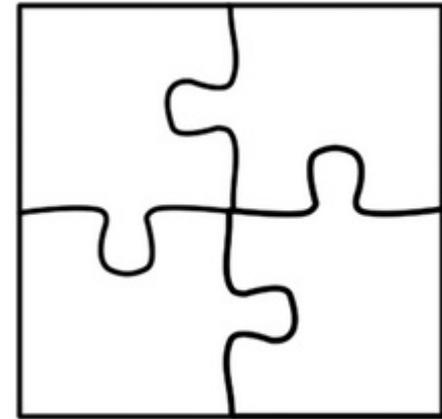
# What you told us about recruiting members

- Ways to advertise your program
  - *Add bullets based on poll results*
- Most effective messages
  - *Add bullets based on poll results*



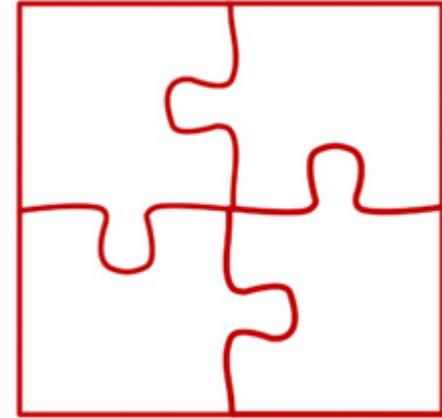
# Elements of an effective recruitment plan

- Describe member opportunities
- Identify target audiences
- Develop marketing messages that will motivate, interest, and excite
- Identify outreach strategies
- Identify individuals, organizations and networks to extend your reach
- Set a timeline for conducting outreach, processing applications, etc.



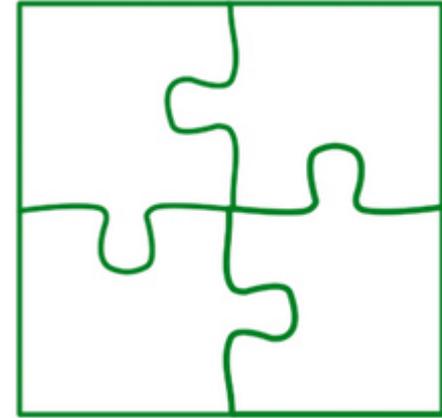
# Elements of an effective recruitment plan

- Describe member opportunities
  - **What** members will do
  - **Where, when, how** and **with whom** they will do it
- Identify target audiences
  - What groups would you like to reach out to for recruitment?
  - How do you gain access to them? Who can help you?



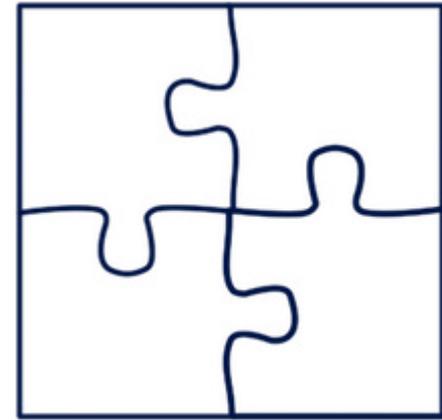
# Elements of an effective recruitment plan

- Develop marketing messages that will **motivate, interest, and excite**
  - What is **challenging and exciting** about serving in your program?
  - What **values** are members able to fulfill by serving with your program?
  - What **opportunities** do members get by serving with your program?
  - What are the **lasting benefits** that come from serving with your program?



# Elements of an effective recruitment plan

- Identify outreach strategies
  - How to get your message to target audiences?
  - What resources are available to you?
  - What's the best timing for outreach?
  - Are there seasonal cycles to recruitment?



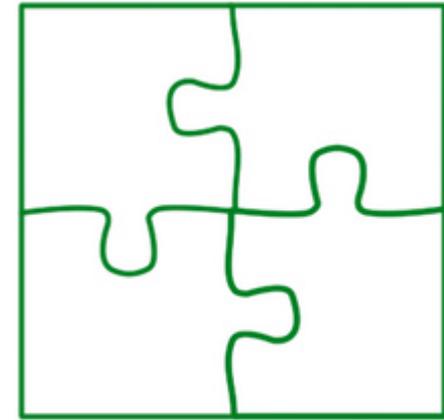
# Elements of an effective recruitment plan

- Identify individuals, organizations and networks to extend your reach
  - Key individuals in your community to extend your reach and add credibility
  - Organizations and associations can you connect with
  - Individuals within these organizations



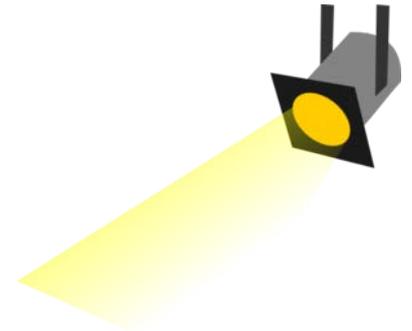
# Elements of an effective recruitment plan

- Set a timeline for conducting outreach, applications, etc.
  - Back up timeline from program start date
  - Treat recruitment as a year-round activity



# Closer look: Effective recruitment

- Having an effective recruitment plan
  - Developing your “marketing” message
  - Motivating and encouraging
  - How to deliver message
- Marketing your program effectively
  - Attractive flyer layout with graphics
  - Informative headers
  - Contact information



# Effective Recruitment



## **Tahsanchat Cooper** **HOOPA TRIBAL** **CIVILIAN COMMUNITY** **CORPS**

POST OFFICE BOX 606  
HOOPA, CALIFORNIA 95546

[www.hoopa-nsn.gov/departments/tccc.html](http://www.hoopa-nsn.gov/departments/tccc.html)

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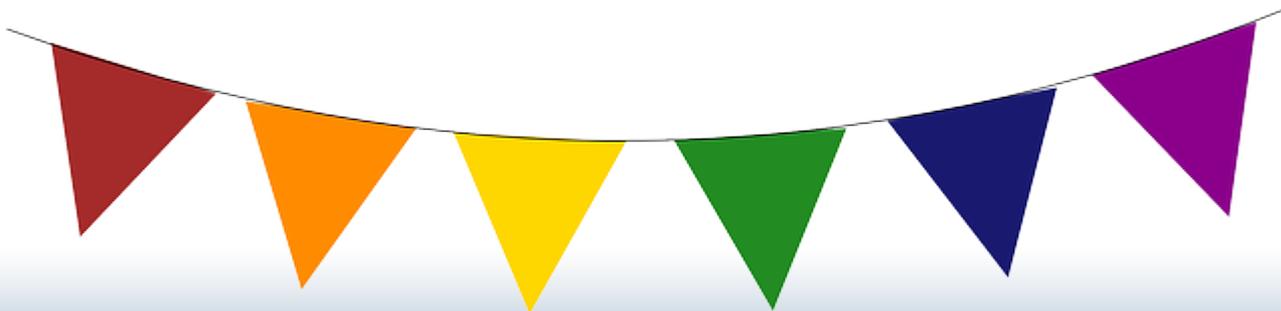
# Make the most of limited resources

- Leverage **existing** community connections
  - Formalize recruitment/referral relationships with community partners
  - Add your message to their outreach
- Seek and build **new** connections
  - Find through existing connections
  - Reach out to establish connections
- Identify and tap into previously unreached populations



# Make the most of limited resources

- Post flyers in local businesses
  - Eye-catching and informative
  - Replace or refresh supplies of flyers
  - Include “tear tags”
- Put a banner across Main Street
  - Great way to increase visibility



# Make the most of limited resources

- Turn your members into “program ambassadors”
  - Great when members serve in variety of locations
  - Supply members with a kit of materials for distribution.
- Communicate with the community about your program
  - Take advantage of public gatherings
  - Talk to groups and individuals to raise awareness and attract interested individuals
  - Consider doing door-to-door outreach



# Closer look: Making the most of limited resources

- Identifying and tapping into previously unreached populations
  - Individuals with disabilities
  - Veterans
  - Older adults
  - Communities on and off the reservation



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# Recruiting year-round

- Offer periodic informational sessions about joining AmeriCorps.
  - Offer at venues where potential applicants are likely to gather or be found
  - Advertise in advance
  - Provide brochures and application materials.
  - Give your audience inspiring examples of service
  - Answer questions
  - Provide refreshments



# Recruiting year-round

- Members can be year-round ambassadors for your program
- Post flyers throughout the year
- Presentations and/or tabling at local school and other organizations
- Collect contact information from interested people and send them an application



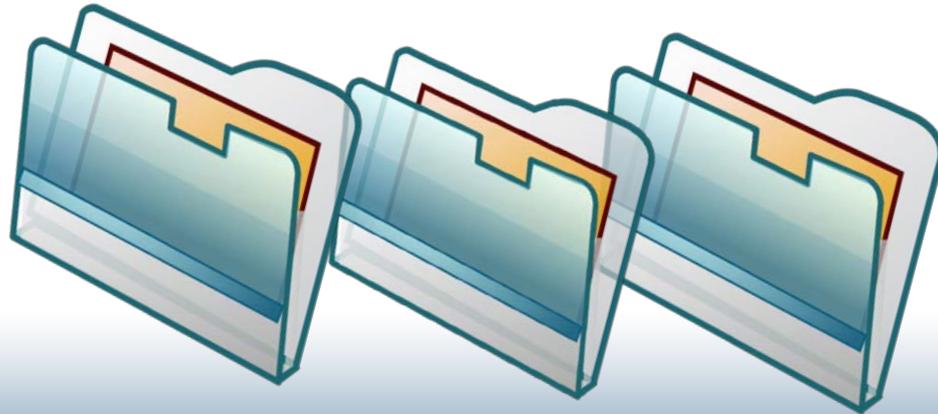
# Recruiting year-round

- Respond promptly to applications and inquiries
  - Provide immediate response whenever possible
  - Acknowledge receipt of applications
  - Let applicants know when they can expect an answer
  - Review applications quickly and follow up
- Knowledgeable, enthusiastic person to answer phone
- Let applicants know rewards of AmeriCorps
- Follow up to phone inquiries with written information



# Additional tips on recruiting members

- Plan on over-recruiting so you can select the best candidates.
  - Anticipate the need to over-recruit
  - Allow yourself to choose the best
  - Use waiting list, if necessary



# Additional tips on recruiting members

- Plan to provide members from outside the community with cultural orientation
  - Very important if you recruit outside the community
  - Don't assume team members will mesh automatically
  - Focus on cultural elements most relevant to service
  - Involve Native and non-Native members in cultural orientation to begin developing cross-cultural understanding and bonds



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# Additional tips on recruiting members

- Work continuously to build your program's reputation
  - New programs need to build reputation gradually
  - Don't expect "AmeriCorps brand" to be enough
  - Members are the "public face" of your program
  - Monitor service projects to ensure quality
  - Strive to exceed expectations
  - Demonstrate accountability when expectations are not met
  - Build trust through an expanding network of relationships



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# Additional resources



- Introduction to AmeriCorps members,  
[http://www.nationalservice.gov/sites/default/files/documents/Intro%20to%20AmeriCorps%20Members%20Final\\_tagged.pdf](http://www.nationalservice.gov/sites/default/files/documents/Intro%20to%20AmeriCorps%20Members%20Final_tagged.pdf)
- EnCorps – Resources to support member recruitment,  
<http://www.nationalservice.gov/resources/member-and-volunteer-development/encorps/encorps-resources-support-member-recruitment-and>
- Develop a Recruitment Plan,  
<http://www.nationalservice.gov/resources/recruitment/encorps/develop-recruitment-plan>
- Interview questions,  
<http://www.nationalservice.gov/sites/default/files/resource/americorps-intqs-1.pdf>
- AmeriCorps member position descriptions (e-Course),  
[http://www.nationalservice.gov/sites/default/files/olc/slides/Position\\_Descriptions.pdf](http://www.nationalservice.gov/sites/default/files/olc/slides/Position_Descriptions.pdf)
- Position description template,  
[http://www.nationalservice.gov/sites/default/files/resource/position\\_description\\_templatetool.pdf](http://www.nationalservice.gov/sites/default/files/resource/position_description_templatetool.pdf)

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Email your member recruitment materials to [cbirmingham@jbsinternational.com](mailto:cbirmingham@jbsinternational.com) to get our feedback!



# Question & Answer

