

DEVELOPING A RECRUITMENT PLAN

a problem solving activity

Goals

- To identify specific elements of a comprehensive recruitment plan.
- To encourage critical thinking.
- To generate many new ideas.

Time required

30 to 35 minutes

Materials Needed

- Pens for each participant
- Post-It notes in 4 different colors (enough for each group to have one pad of each color)
- Newsprint pad, tape, tacks, marker pens
- Copies of **Recruitment Plan Worksheet** for each participant

Process

1. Divide groups into triads. Make sure triad members are new to each other.
2. Each triad is given 1 pad of each Post-It note color, and 3 marker pens.
3. Hang sheets of newsprint with one of the following headings and colors on each:
 - “**GETTING READY**” – *yellow* - (things you need in place before recruitment begins)
 - “**BENEFITS**” – *orange* - (tangible economic as well as intangible or personal things you can offer people who join your program)
 - “**METHODS**” – *pink* - (how you go about recruiting)
 - “**SOURCES**” – *green* - (where you can target your campaign)
4. Trainer announces “*You have 15 minutes to discuss the elements of: **GETTING READY, BENEFITS, METHODS & SOURCES** of a recruitment plan. List what you currently do and brainstorm some new ideas to address these areas. As you develop concepts, write each one on a post-it note of the color that corresponds to the areas identified. Keep it brief. One concept to each post-it note.”*
5. When time is called, trainer has each participant take a color and place the post-its from their triad on the newsprint sheets of corresponding colors.
6. Trainer leads the group in a discussion of each of the three elements and the ideas that the entire group has generated. Elicit details about any suggestions that are interesting or innovative, and encourage discussion.
7. Trainer distributes the **Recruitment Plan Worksheet**. It is designed to help program staff develop a plan tailored to their particular programmatic needs. Suggest that participants complete their **Worksheet** after returning to their offices and to include input from other members involved in their AmeriCorps program.

Recruitment Plan Worksheet

Program Name – _____

Location(s) of Placements – _____

Number of Member Slots – _____ Number Currently Filled - _____

When do you need your members to start? - _____

Do you have a position description? Yes No

Is it ready to adapt to different formats, i.e. short announcements versus full descriptions?

Yes No

Can you send it out via email? Yes No

Do you and others in your office have a clear understanding of what potential members will do? Yes No

Do you have adequate space, equipment, and other necessary support for new members?

Yes No

Identify what you must work on in these areas.

What special skills or training would a successful AmeriCorps member in your program need to possess?

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____

8. _____

What can you offer to members in terms of tangible and intangible benefits? List all possible ideas

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Think about whom you are currently targeting in your recruitment efforts. Are there other audiences to whom you can direct your efforts? What different populations can you include in your campaign that you have previously overlooked?

Where have you directed your campaign? What locations can you include in your efforts in order to expand your outreach?

What methods have you utilized to spread the word about your program? What has been most successful in attracting applicants? What new ideas can you develop for how you can recruit members? Think about new formats, what other organizations you can work with that might have similar goals, and events or forums that might be appropriate for recruitment activity.

Schedule

It is important to strategically plan your recruitment campaign as far in advance as possible. Start to forecast your timing – identify key dates in your program, start and end dates, special events, and seasonal demands on members. Then, work back to identify when you should conduct your recruitment and identify any deadlines you should try to meet.

Program end date – _____

Progress report due dates – _____

Holiday periods – _____

Special events – _____

Program start date for new members – _____

Enroll members - _____

Interview and selection process – _____

Review of applications – _____

Deadline for applications – _____

Start recruitment campaign – _____