



RECRUITMENT AND RETENTION PLANNING

This simple eight step process provides a framework for developing, implementing, and evaluating your AmeriCorps recruitment plan.

Eight Steps to Recruitment Planning

1. Assess possible goals:

Use your AmeriCorps grant as a foundation for brainstorming!

2. Select and Clarify Goals:

Choose goals that fit within the expectations of your grant agreement.

3. Identify obstacles

4. Develop strategies to overcome obstacles:

Work with a team to brainstorm ways to achieve goals and overcome challenges.

5. Make action steps for recruitment goals and strategies:

Identify the steps required to get these things done.

6. Implement final recruitment plan:

Select a goal and identify people on your recruitment team to complete the task.

7. Evaluate Performance:

Bring your team together to reflect.

8. Try again:

Utilize all the insights, contacts, and resources you have gained to move on to the next step of your recruitment plan.



Assessing Recruitment Goals

- What does your agreement require of your AmeriCorps program and members?
- What services is your program required to provide?
- What are the outcomes that your program expects to achieve?
- How many AmeriCorps members, either full or part time, is your program expected to enroll?
- What would the potential member position descriptions consist of? Write them out.

TAKING ACTION

SAMPLE ACTION PLAN

Goal 1: Distribute AmeriCorps member recruitment materials to local college campuses and community centers by X date.

1. Make a list of college campuses and community centers in the area.
2. Call campuses and community centers to let them know about AmeriCorps and get permission to place materials with them. Record contact persons and drop off points. Discuss possibilities for more in-depth recruitment efforts sponsored by their organizations such as community service fairs.
3. Identify materials to be distributed and quantity.