

Member Development and Support – Recruitment

(New Program Start-up Institute, Memphis)

Ideas

Red Group (National Direct Programs)

- Less paperwork!
- Make AC recruiting site more cognitive
- Make promotional materials in Spanish
- Utilize alums, partners (website, meetings, etc.)
- In-kind incentives
- Point system (x amount of points to be terminated)
- A skill assessment self-reported by applicant = members in positions that are a better fit for their skills / interests
- Using a free online calendar to schedule interviews (recommend Brown Bear)
- Good effective marketing materials
- Maximize / leverage community partners
- Develop templates / forms for all sites to complete
- University partnerships
- Tie to professional development, life skills
- Utilize existing members

Blue Group (State Programs 1)

- Recruit parents as members
- Recruit early
- College job fairs / volunteer fairs
- High school presentations
- Reach out to beneficiaries
- Online recruitment en español
- Brochures / pamphlets en español
- Get real colorful brochures, folders, pens, etc. to attract people with
- Money in budget for recruiting!

Green Group (State Programs 2)

- Site recruitment
- Video filmed onsite of members in action
- Job postings, i.e., Craigslist
- National job announcements
- School referrals
- Youth councils
- AC alums
- University career affairs
- Existing members identify potential replacement members before they leave – in contract
- Emphasize benefits, especially beyond just money



Visit EnCorps Member Development Resources at <http://snipurl.com/encorps>

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Questions / Challenges

Red Group (National Direct Programs)

- Budgeting appropriate incentives
- Need for larger pool = time-consuming
- Dedicated staff for recruitment / HR management
- Budgets!!! Or lack thereof
- Customize to each community – no one community is the same
- No time to plan!
- Always having to ask for no cost extensions which causes more reporting requirements
- Diversity

Blue Group (State Programs 1)

- Resources to use to recruit members, i.e., radio, TV, flyers, posters
- Application friendly. What are ways to improve / clarify position descriptions?
- Targeted recruitment = discrimination?
- How do we assess the level of commitment of a recruit?
- How do you get beyond local candidates with few options?
- How do you recruit as broad an audience as possible?
- How do we make AC recruiting tool more functional?
- Is your program open to and actively recruits persons with disabilities?
- Retired boomers for the amount of time needed 20 hours

Green Group (State Programs 2)

- Recruiting candidates who may not be readily identifiable as “strong” candidates, while still maintaining a rigorous application process
- Filling all your member slots!
- Tips on getting the RIGHT member at the site
- Recruitment vs. Retention – is it more important to fill all your slots (potentially lowering your standards in order to fill all slots), or is filling slots with good members who won’t leave better? Which is better?
- MONEY!
- Recruiting people into town without offering housing?

