Gratitude

Recruitment Overview

What is Recruitment?

- Finding new people to join your program or organization

    Youth

    Parents/guardians

    Volunteers

1. University of Kansas, Community Tool Box. (2014). Recruiting Youth to Your Mentoring Program. https://ctb.ku.edu/en/table-of-contents/implement/youth-mentoring/recruit-youth/main

Why Recruit?

- Youth and parents may not know about your program.

- Youth are not automatically interested in all programs.

- A well-thought-out recruitment plan can increase retention and engagement after initial recruitment.[1]

1. Gillard, A. and Witt, P. (2008). Recruitment and Retention in Youth Programs. Journal of Park and Recreation Administration, 26 (2): 177-188.

Your Experiences

- What are you past experiences with recruitment?

- What challenges or successes did you experience?

- What do you want to get out of this training?

Three Steps of Recruitment

03 STEP

02 STEP

01 STEP

Recruit for your program

Create recruitment materials

Define your program objectives

Step 1. Define your recruitment objectives

Common reasons for recruiting

- We need more youth/families to…

  - keep our funding and reduce our costs per child served.

  - "make a difference" or "improve youth outcomes on x."

- If these are your <u>only</u> reasons for recruiting, you will not have a successful recruitment strategy. Why not?

  - Focused on benefitting program, not participants

  - No clear program objective

Define reasons you want to recruit in terms of experiences youth will have

Increase number of youth who ...

- ✓ Get supplemental academic supports
- ✓ Have fun!
- ✓ Make friends for life
- ✓ Play sports

Make sure your program has experiences youth want

- Include a variety of experiences
  - Combine structured & unstructured activities

- But remember, your program cannot appeal to all youth (nor should it)!

Arts

Sports

Community

Rewards

1. Mahoney, J. L., & Stattin, H. (2000). Leisure activities and adolescent antisocial behavior: The role of structure and social context. Journal of Adolescence, 23(2), 113-127

Experiences parents want for their youth and themselves

Parents want their kids to gain...

Skills

Confidence

Connection

Compassion

Fun!

- Flexibility for busy, stressed families
  - Program sessions offered various times/days of week/weekend
  - Can double as daycare

- Cost
  - Sliding fee based on income

1. Lerner, R. M. (2002). Adolescence: Development, diversity, context, and application. Upper Saddle River, NJ: Prentice Hall.

Age Group

- Which age group will your program serve?
- What are state regulations for the ratio of adults to youth for this age group?
- Are your staff comfortable and trained to work with this age group?
- Do you have the space and materials to serve this age group ?

Multiple Abilities and Inclusion

- Which abilities can you accommodate?
- Do you have trained and caring staff?
- How will you foster peer interaction between ability groups?
- Would you separate youth by ability or make activities inclusive for all?
- What inclusive practices do you utilize and have access to?

Economic Inclusion

- Will you charge for the program?
  - If so, will scholarships be offered?
- Will you recruit families with similar socioeconomic status?

- How many youth can you accommodate?

  - If there is too much interest, how do we prioritize applicants?

- Which families/communities/children can access your program?
  - Is public transport available and utilized?
    - Will you provide transportation?
  - How far would caregivers be willing to come for trans
  - What are the boundaries of your recruitment area?

Values and Challenges

○ What are the values of the families and children?

- Education
- Religion
- Family-time
- Work
- Safety
- Others

○ What participation challenges do the families and youth face?

Bottom Line

- Recruit youth that your program is designed to serve.

- If you want to expand the types of youth you serve (e.g. larger service area, more diverse youth, etc.), adapt your program before recruiting.

What is your objective for this recruitment?
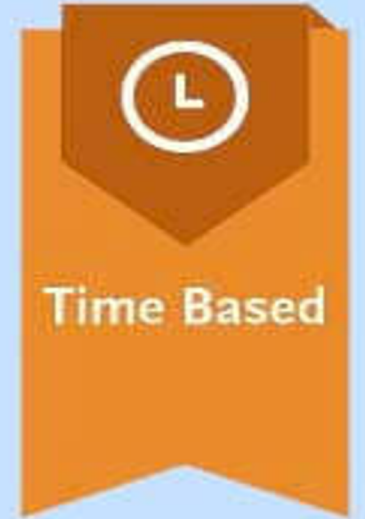
Is this a smart objective?

- Increase recruitment for my youth program.

- Increase recruitment 100% in one month for my youth program.

- Over the next 6 months, increase by 10% the number of of 5-10-year-old children from Bestever Community who enroll in the Wonderful Program.
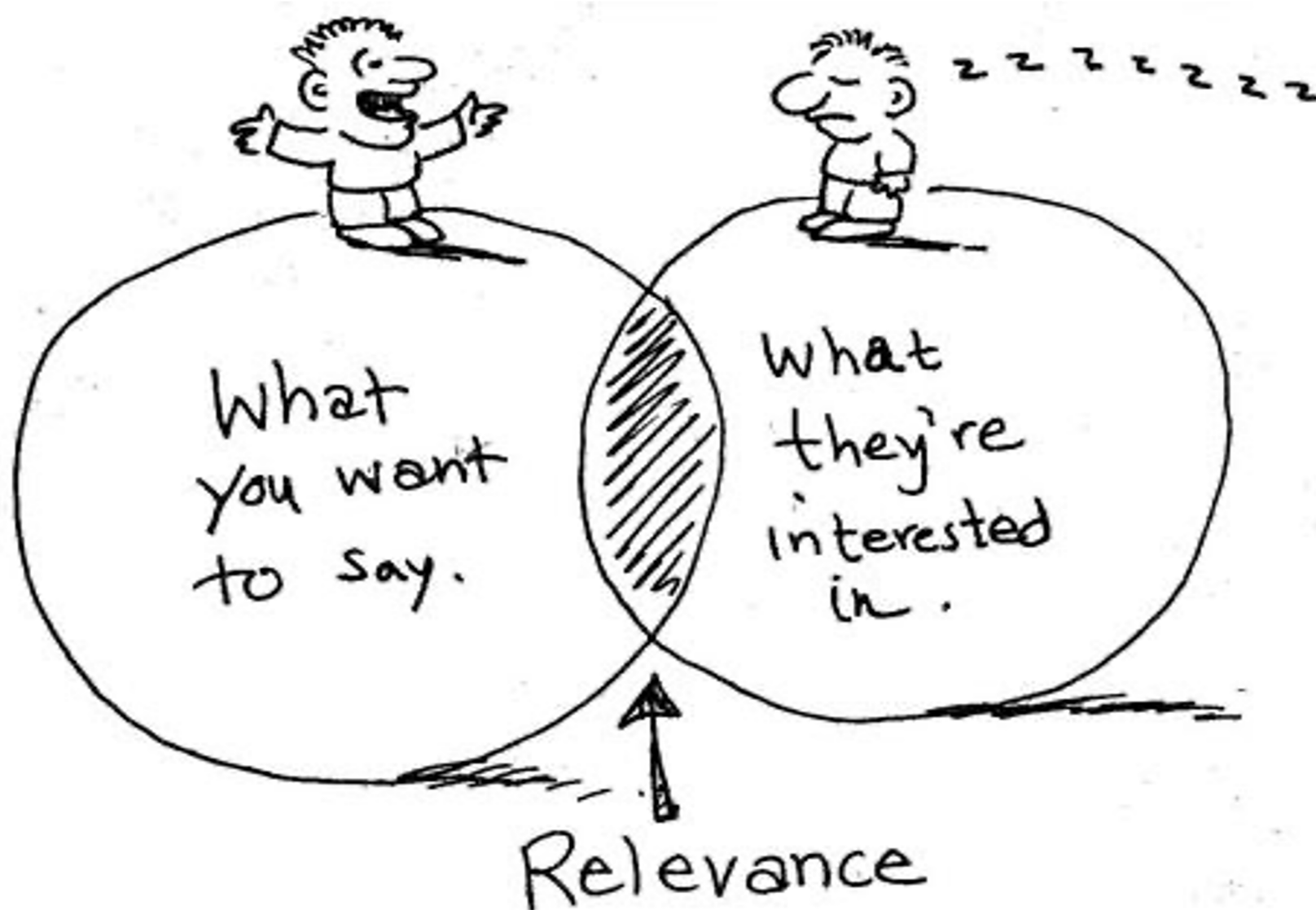
Create a SMART Objective!

- In the chat, write down your SMART objective for recruitment.
  - **S**pecific
  - **M**easurable
  - **A**ttainable
  - **R**elevant
  - **T**ime Based

Step 2. Create Recruitment Materials

What kind of messages appeal to your audience?

Basic content

- Be sure to include:

    - **Name** of your organization
    - **What** you offer youth and families
    - **When** and **Where** your program will take place
    - **How long** the program will last
    - **Free?**
    - **Eligibility** criteria
    - **Contact information**

    Prioritize important messages!

Content Strategies

- ○ Make a catchy or gripping headline

- ○ Focus on the benefits of your program

- ○ Use appropriate language level

- ○ Incorporate your logo, social media accounts, or websites

- ○ Always proofread!!

Formatting Content

- Divide information into sections or categories with borders and contrasting colors

- Use bullet points and infographics

- Use 2-3 font choices – but not too many!

- Use bright colors that support your message

- Use high-resolution photos

Health and Human Services (2018). Recruitment, Retention, & Engagement. https://www.hhs.gov/ash/oah/resources-and-training/tpp-and-paf-resources/recruitment-retention-and-engagement/index.html
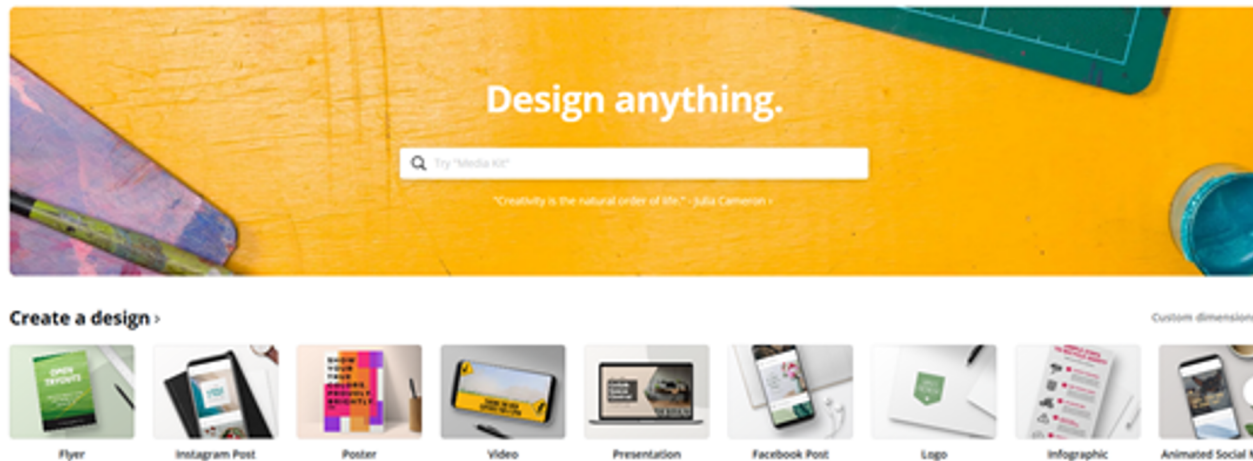
Platforms to create content

- Canva

  - Flyers, Instagram posts, posters, videos, presentations, Facebook posts, logos, infographics, invitations, YouTube thumbnails, brochures

- Pexels –free images

Flyer Activity

Analyze and discuss the pros and cons of the following two flyers that aim to recruit young kids for summer camp:

KID'S SUMMER CAMP

Join us for some fun in the sun! The duration of our program will be two weeks from July 15th to July 29th in 2020. Events will include pool parties, arts and crafts, music and dance, storytelling, and so much more! Get in touch with us to learn more.

Contact: John Doe
jdoe1@gmail.com
+0 (000) 000 – 0000

KiDs Summer Camp

12345 Summer Fun Ave
Knoxville. TN

swim   draw

play

July 15 – August 25, 2021

John Doe Camp

(000) 000 - 0000
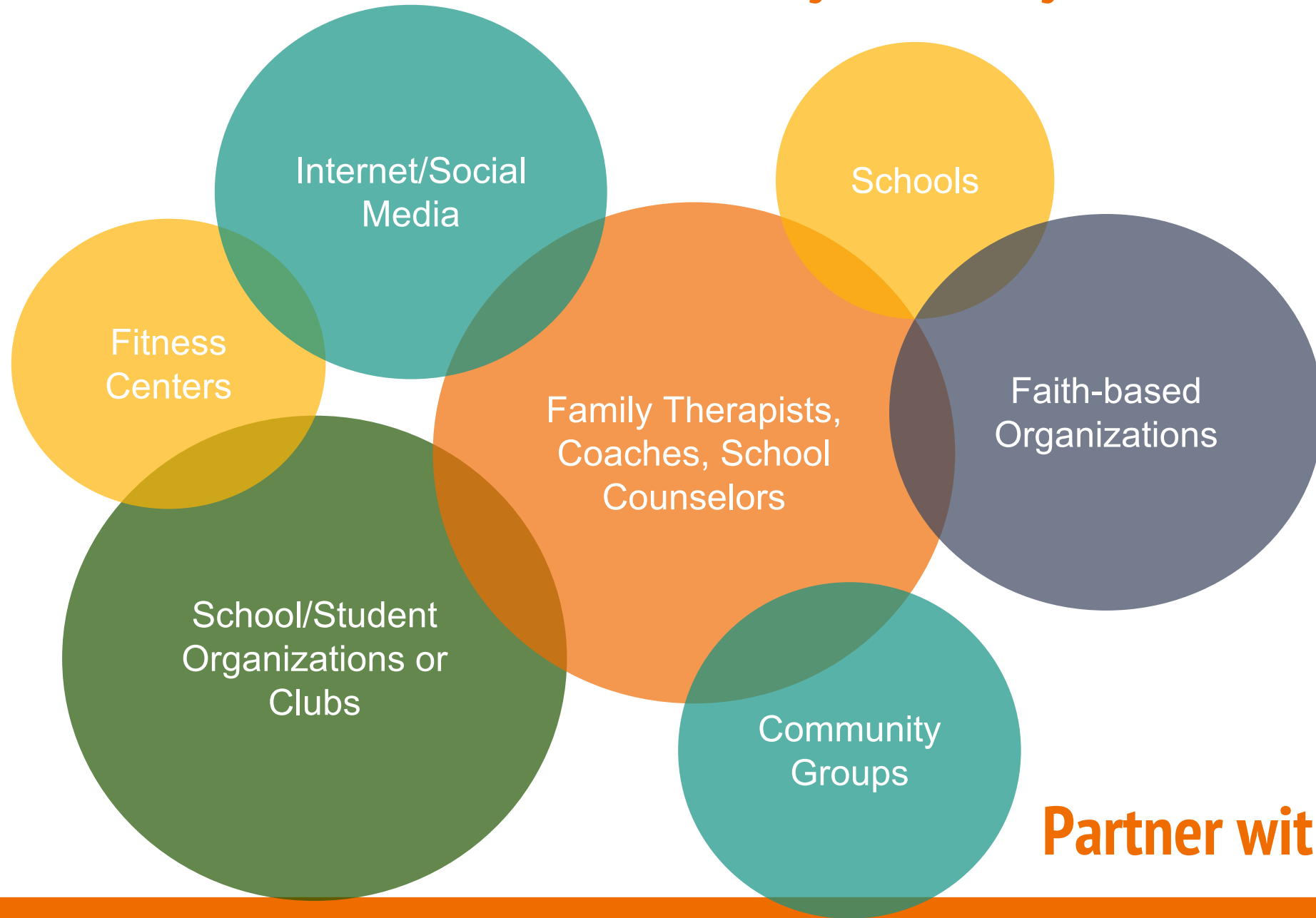
$250 FEE

For all kids ages 7 - 15

Train staff on communication messages

- Goal: Audience should receive consistent information

- Determine how staff will be involved in recruiting:

  - Recruitment happens as part of daily life

- Train staff
  - Train staff on key discussion points
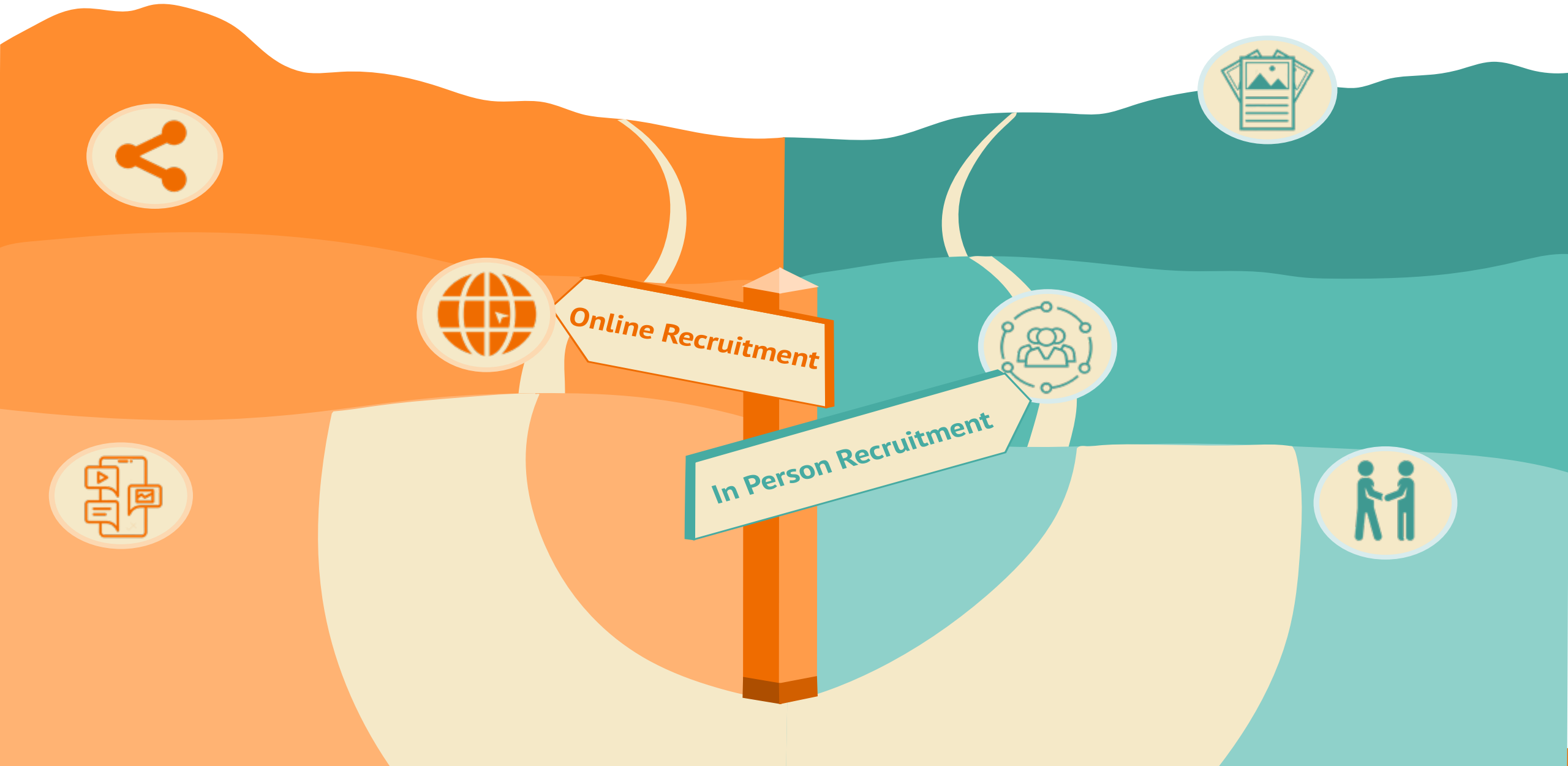 - Stress importance of staff rapport with audience

Bruzzese J-M, Gallagher R, McCann-Doyle S, Reiss PT, Wijetunga NA. Effective Methods to Improve Recruitment and Retention in School-Based Substance Use Prevention Studies. *Journal of School Health*. 2009;79(9):400-407. https://search-ebscohost-com.proxy.lib.utk.edu/login.aspx?direct=true&db=eric&AN=EJ851879&scope=site. Accessed February 6, 2020

Step 3. Recruit!

What sources are trusted by those you want to recruit?

Internet/Social Media

Schools

Fitness Centers

Family Therapists, Coaches, School Counselors

Faith-based Organizations

School/Student Organizations or Clubs

Community Groups

Partner with trusted sources!

Different paths toward recruitment

Online Recruitment

In Person Recruitment

1

In person

In Person

- Face to face advertising is most effective method
  - Need: time, relationships, and resources
  - Do it but don't overdo it!

- Have a presence in your target recruitment area
  - Presentations
  - Volunteer
  - Attend events
  - Schools

- Flyers, emails, mail, and social media require audience to make initial contact

Bruzzese J-M, Gallagher R, McCann-Doyle S, Reiss PT, Wijetunga NA. Effective Methods to Improve Recruitment and Retention in School-Based Substance Use Prevention Studies. *Journal of School Health*. 2009;79(9):400-407. https://search-ebscohost-com.proxy.lib.utk.edu/login.aspx?direct=true&db=eric&AN=EJ851879&scope=site. Accessed February 6, 2020

Build Credibility and Establish Trust

- Credibility and trust facilitates recruitment

- Have a trusted, respected person or group be active with your recruitment audience

- Remember:
    - Trust takes time
    - Be true to your word
    - Be honest and consistent
    - Clear communication

Bruzzese J-M, Gallagher R, McCann-Doyle S, Reiss PT, Wijetunga NA. Effective Methods to Improve Recruitment and Retention in School-Based Substance Use Prevention Studies. *Journal of School Health*. 2009;79(9):400-407. https://search-ebscohost-com.proxy.lib.utk.edu/login.aspx?direct=true&db=eric&AN=EJ851879&scope=site. Accessed February 6, 2020

Build a referral network

- Multiple strategies

    - Attend staff meetings of individual organizations

    - Attend coalition meetings

    - Speak to guidance counselors

Close the circle of referral

2

Online

Social Media Strategies

- Have a plan and schedule your content in advance

- Have a policy

- Keep a social media directory of your program and partners

- Cross-share content when possible

- Include links to your website and recruitment
  - Link in bio

- Pay for platforms when necessary

Twitter

- Use TweetDeck to schedule posts

- Keep it short, but always catchy

- Retweet, Like, and Mention

- Maintain consistency in content

Your scheduled Tweet will send even if TweetDeck is not running at the time.

Tweet at 16 Feb 2019

Add images

7:00 AM · Sat 16 Feb 2019

Direct message

Instagram

- Post more often

- Use Instagram stories

- Use a mixture of videos and photos

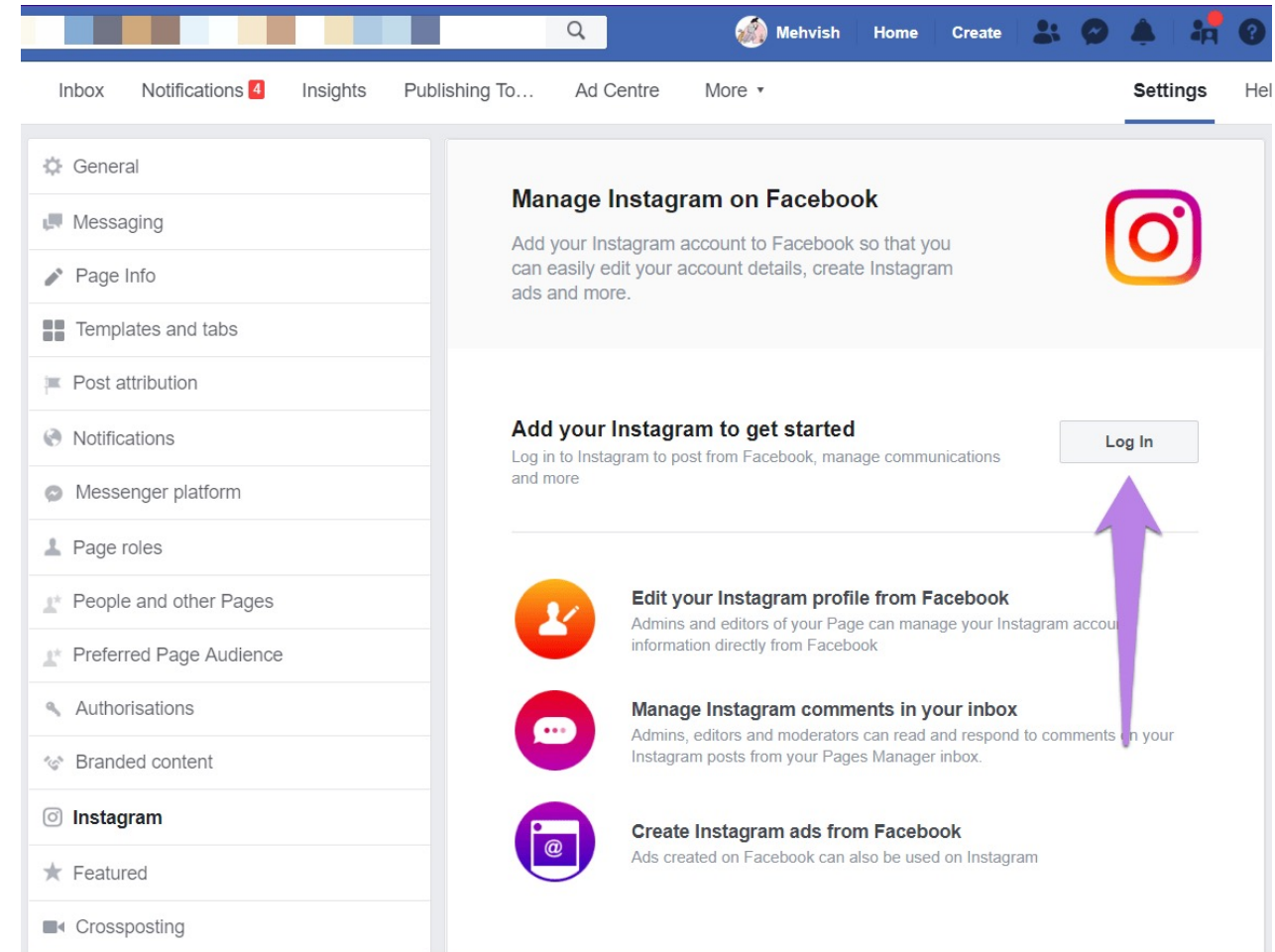- Tag any partners that appear in your posts
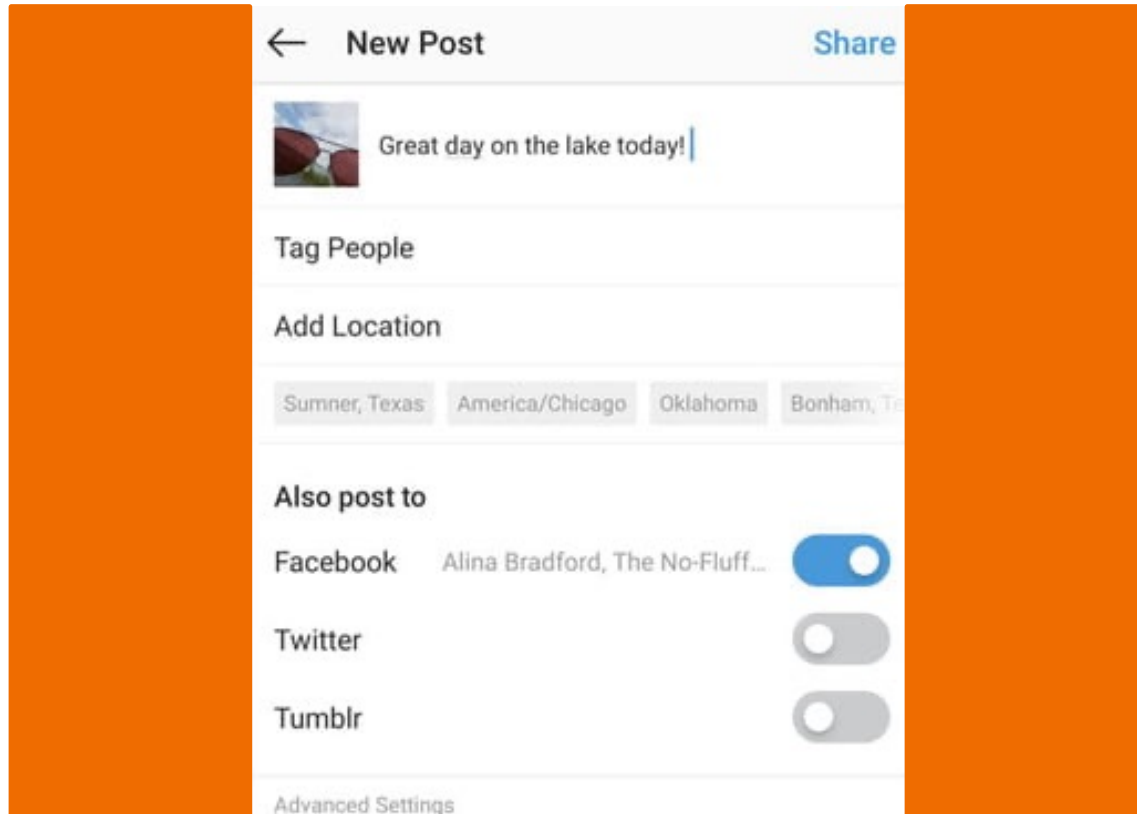
- Create custom hashtags
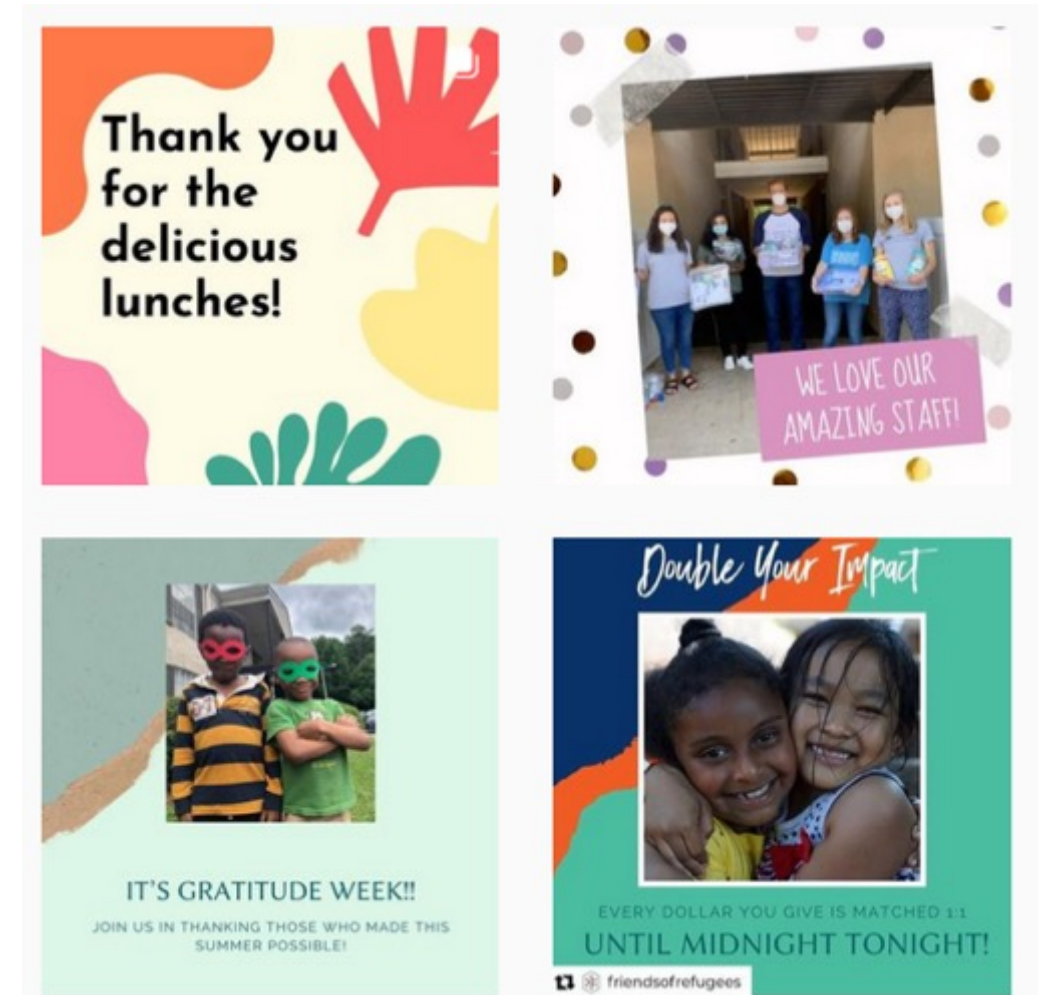
Facebook

- Designate a page

- Use ads

- Use Facebook Stories
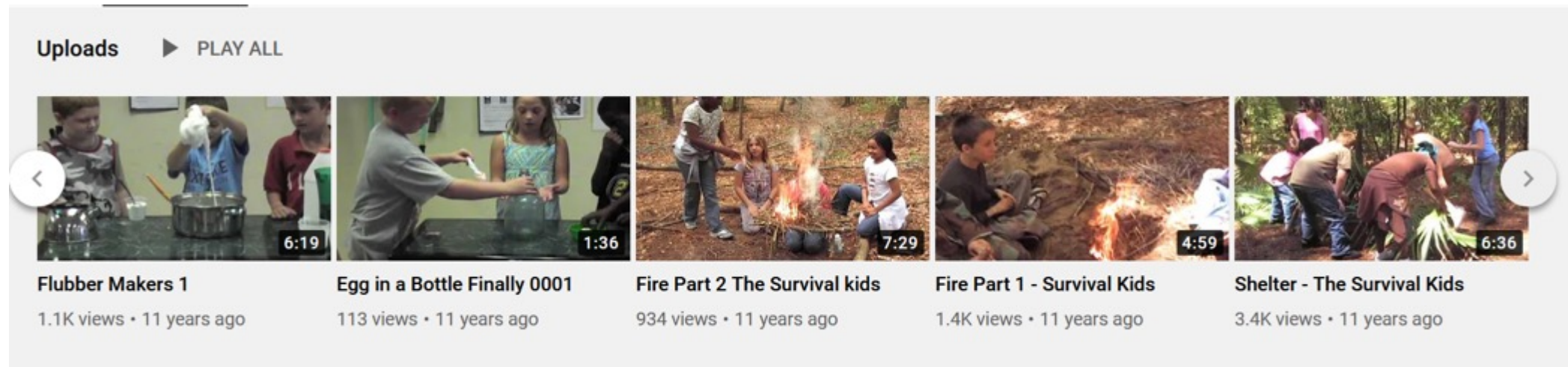
- More can be better!
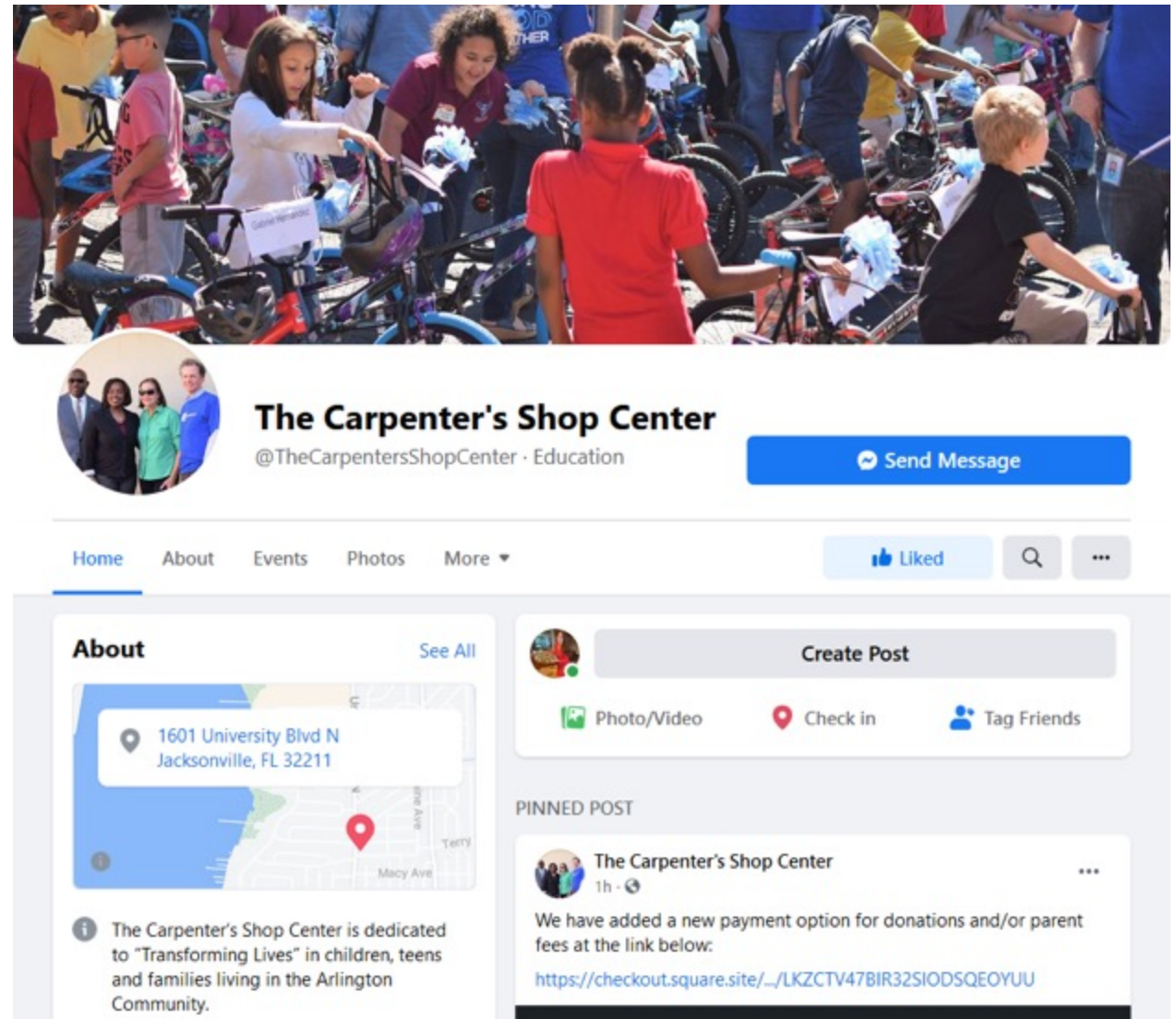
Linking Social Media

- Linking Facebook and Instagram

YouTube

- Make a playlist

- Share videos that highlight different topics

- Be engaging yet concise

Example

https://vimeo.com/165361281

More Social Media Resources

Twitter

Using Tweet Deck for organizing and planning:

- https://tweetdeck.twitter.com/
- https://www.razorsocial.com/tweetdeck-for-twitter-management/

General Social Media

Planning in advance with an online calendar:

- https://coschedule.com/blog/content-marketing-editorial-calendar-template/

Instagram

Recruiting with Instagram stories:

- https://www.socialtoaster.com/instagram-stories-advocacy-marketing/

Facebook

Using Facebook ads manager:

- https://buffer.com/library/facebook-ads-manager/
- https://blog.hootsuite.com/facebook-business-manager-guide/

General Social Media

Managing social media accounts:

- https://www.hootsuite.com/
- https://buffer.com/

YouTube

Beginner's guide to YouTube playlists:

- https://www.makeuseof.com/tag/youtube-playlists-guide/
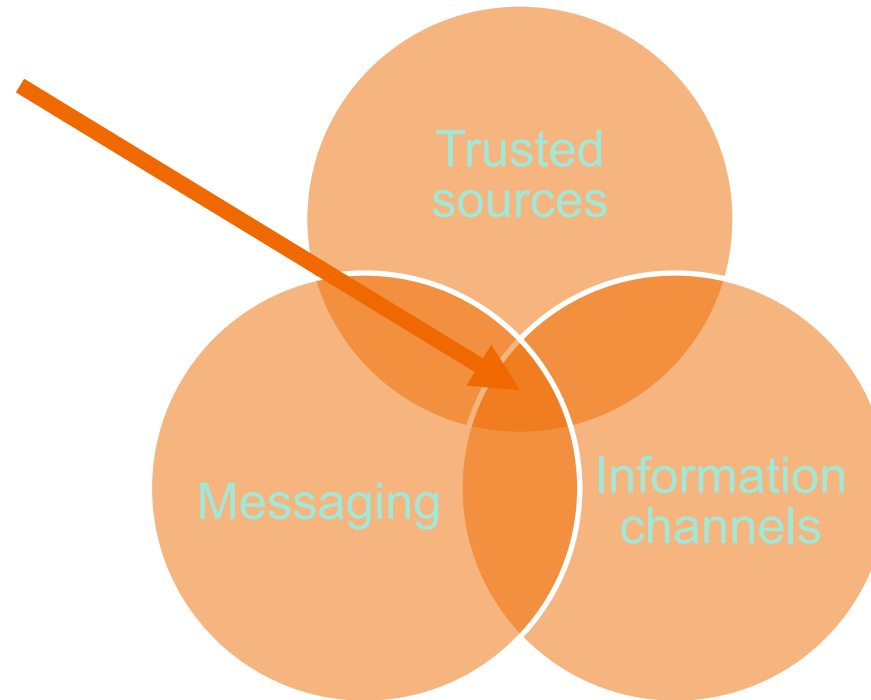
Recruitment strategy

- Trusted sources deliver appealing messages through information channels your target audience uses.

Relationship Strategies

- How have you successfully worked with other networks to recruit (for your or them) in the past? What strategies did you use?

- When did partnerships for recruitment fail? What did you learn from this?

Recruitment Plan Checklist:

- ___You know your recruitment audience

- ___You have made SMART recruitment objectives

- ___You have developed your content

- ___You have considered dissemination outlets (e.g., partnerships, social media)

- ___Recruit!

Questions

Evaluation

Thank you for completing the Recruitment for Youth Programs Part 1 Training! We would like to know if the training was helpful. We are also interested in how to improve the training. Please answer this five-minute survey about your knowledge and attitudes. Your answers will not be linked to you and findings will be reviewed only at the group level.

- tiny.utk.edu/recruitment

References

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Ford K, Albritton T, Dunn T, Crawford K, Neuwirth J, Bull S. Youth Study Recruitment Using Paid Advertising on Instagram, Snapchat, and Facebook: Cross-Sectional Survey Study. JMIR Public Health Surveill 2019;5(4):e14080. URL: https://publichealth.jmir.org/2019/4/e14080.DOI: 10.2196/14080