

DEVELOPING A SUCCESSFUL RECRUITMENT AND ENROLLMENT PLAN

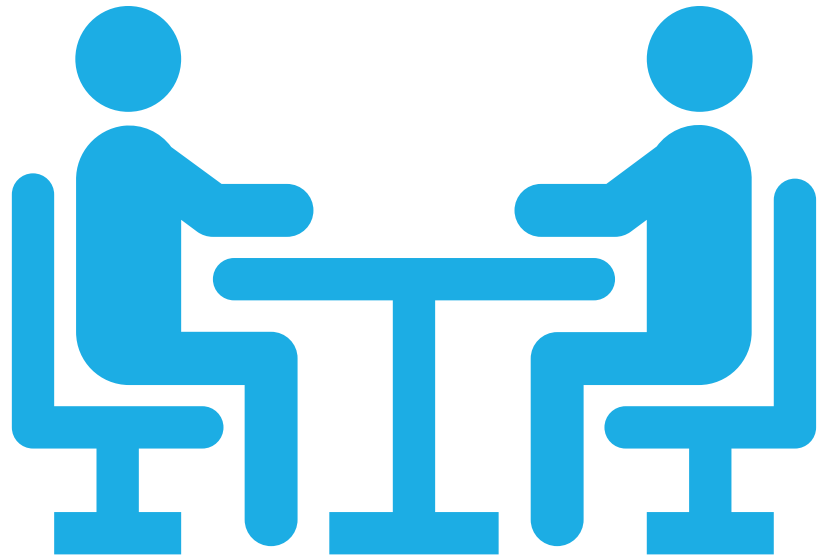
ALIGNING YOUR PROGRAM'S STORY WITH YOUR ENROLLMENT PLAN

WHO'S RESPONSIBLE FOR RECRUITING?

- Program staff generally take the lead in recruiting members
- Host Site responsibilities are or should be outlined in the annual site agreement and as standardized as possible across sites.
- Often current members are the best recruiting tools you have
- The short answer is everyone, as long as they are aware of your recruitment strategy and plan



RECRUITING IMPACTS MANY PARTS OF YOUR PROGRAM



Short Term

- Ability to meet the community needs
- Performance Measures
- Relationships with host sites
- Ability to spend grant funds
- Member experience

Long term

- Ability to grow your program
- May impact future funding decisions





How can you
prioritize
recruitment as one
of the single most
important
contributors to the
success of your
program?

RECRUITMENT ANTAGONISTS

- What part of recruitment is creating the most significant challenges for you consistently?
 - Time?
 - Resources?
 - Buy-in?
 - Program Design?
- Where can you lean into these challenges to improve your recruitment plan?
- How can you prioritize recruitment as one of the single most important contributors to the success of your program?



STORY OF YOUR PROGRAM

FIRST, LETS CONSIDER...

THE STORY YOU ARE TRYING TO TELL AS A
PROGRAM (WHO ARE YOU?)

WHO YOUR MAIN CHARACTERS SHOULD BE
(RECRUITMENT & PARTNERSHIPS)

THE ANTAGONISTS YOU'LL BE FACING
(CHALLENGES)

AND THE HAPPY ENDING YOU ARE
WORKING FOR

(MEMBER EXPERIENCE, IMPACT, METRICS)

WHAT STORY ARE YOU TRYING TO TELL?

- What is the most important story your program can tell its future members and community?
- What are you really doing to make an impact in your field? How can you leverage this in your recruitment strategy?
- Are you building a program design that truly serves you? Are the types of positions you have and activities you're engaging in working for your program?
- How much of what you are doing is intentional and how much of it is going through the motions with recruitment and service activity?



WHO ARE YOU AND WHO DO YOU NEED?

List the key characteristics you would use to describe your program

- 1.
- 2.
- 3.
- 4.
- 5.

List the key characteristics you'd use to describe your ideal members

- 1.
- 2.
- 3.
- 4.
- 5.



FINDING YOUR PROGRAM'S IDENTITY & BRAND

- What programs, businesses, organizations inspire you?
- What entities “feel” like how you want to “feel”?
- Do you have barriers to doing this? How can they be reduced or minimized?



WHO ARE YOUR MAIN CHARACTERS

Think about your ideal member. What characteristics does that person have?

- Now, where can you find them?
- Are you building a program that would be desirable to them?
- Would you want to serve in your program?

What about ideal host sites?

- Do they have a clear sense of your program story?
- Are you on the same page about your ideal member?





ENRICHING YOUR PROGRAM BY INCREASING THE DIVERSITY OF YOUR MEMBERS

- As of the 2019 census, the diversity of Iowa's population includes:

- 6.2% Hispanic/Latino
- 4% African American
- 2.7% Asian
- 7.8% of Iowans under 65 identify themselves as having a disability

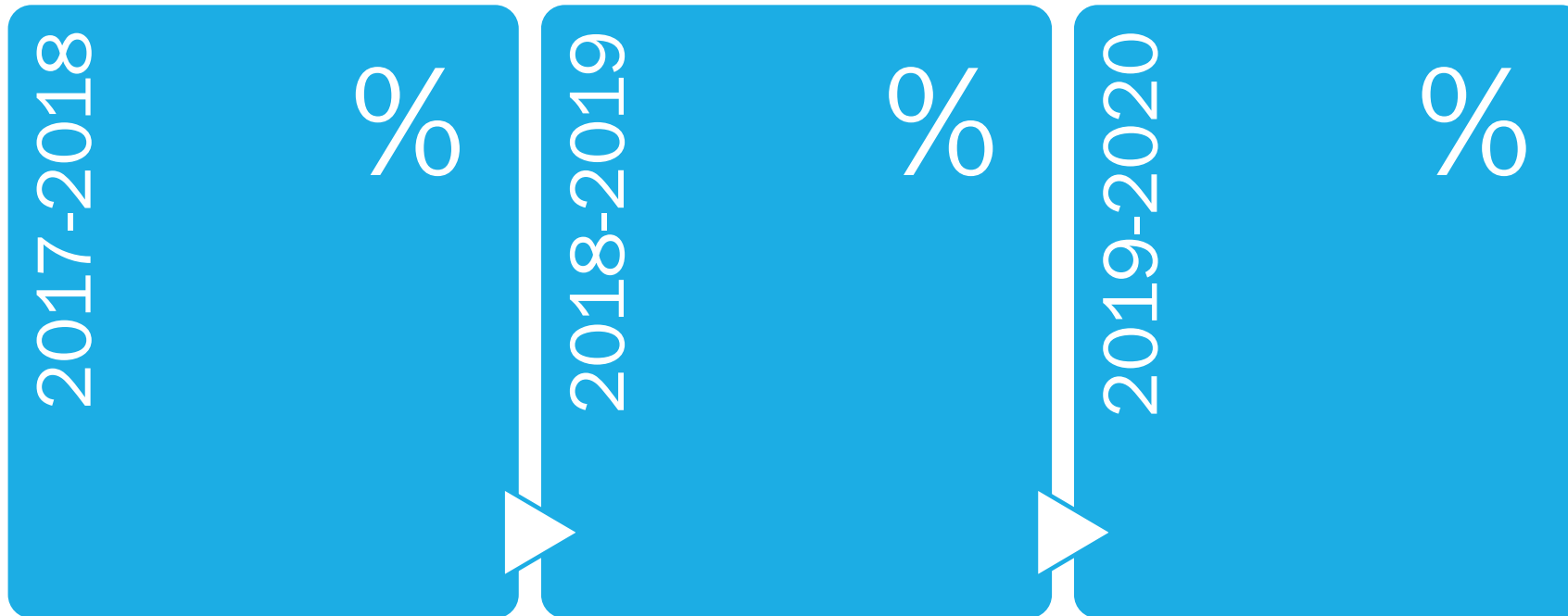
- What are you doing to expand your recruiting to diverse populations?

- What are the barriers to increasing diversity within your members?

- Sources for recruiting:

- National Urban League - <https://nul.org/jobs>
- AARP in Iowa - <https://www.aarp.org/work/job-search/?intcmp=GLBNV-SL-WOR-JBSR>
- Iowa Vocational Rehabilitation – posting can be sent to Michelle.Krefft@iowa.gov
- Iowa Department for the Blind
- Central Iowa Works - <https://www.unitedwaydm.org/ciw-workforce>
- Department of Veteran Affairs, Veterans Vocational Rehabilitation and Employment - <https://www.benefits.va.gov/vocrehab/index.asp>

WHAT HAS YOUR RECRUITING & RETENTION RATES BEEN THE LAST 3 YEARS?



Do you feel that your recruiting efforts have been successful over the last three grant years?

