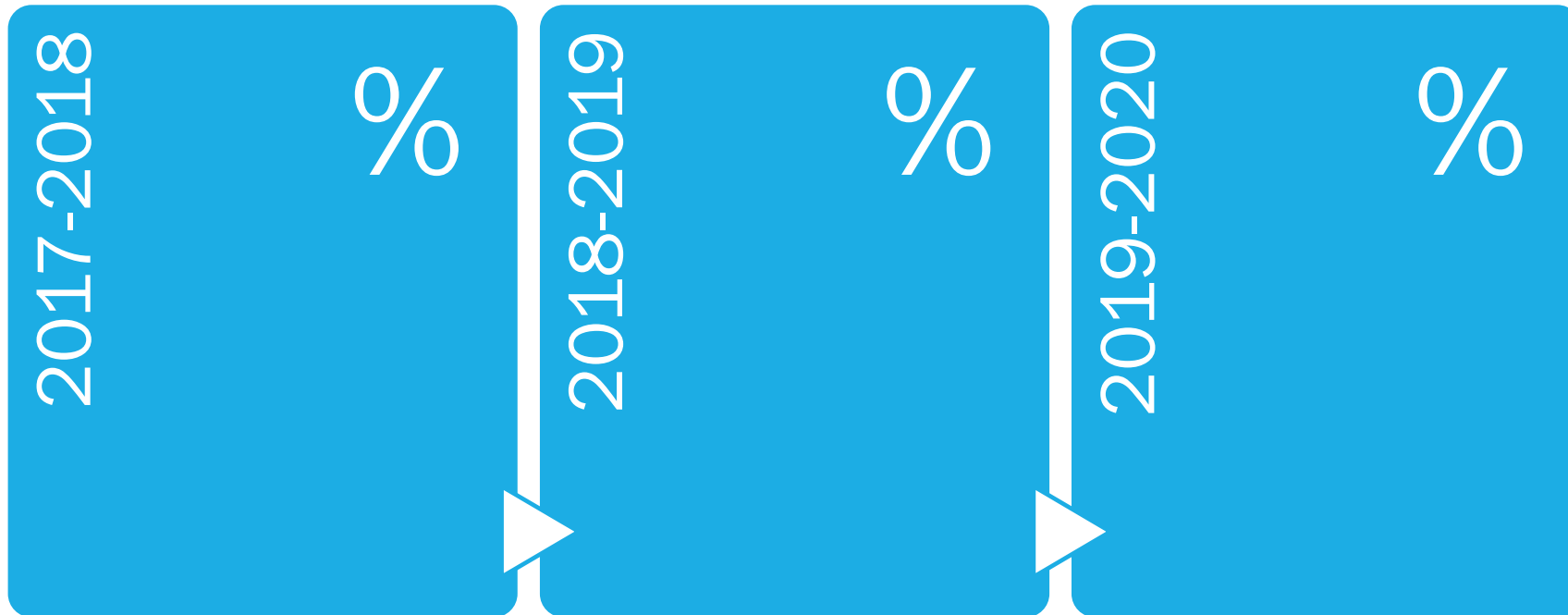


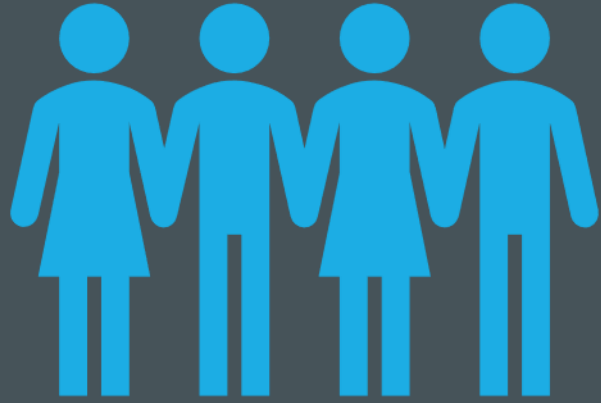
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## WHAT HAS YOUR RECRUITING & RETENTION RATES BEEN THE LAST 3 YEARS?



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





Considering your member retention, does the way you are recruiting match your program's story?

# ARE YOU RECRUITING THE BEST PEOPLE FOR YOUR PROGRAM?



# WHAT ARE YOU CURRENTLY USING TO RECRUIT?

## RECRUITING TOOLS USED

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

## PLACES YOU RECRUITED

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



# RECRUITMENT TOOL KIT

RECRUITMENT POST CARDS

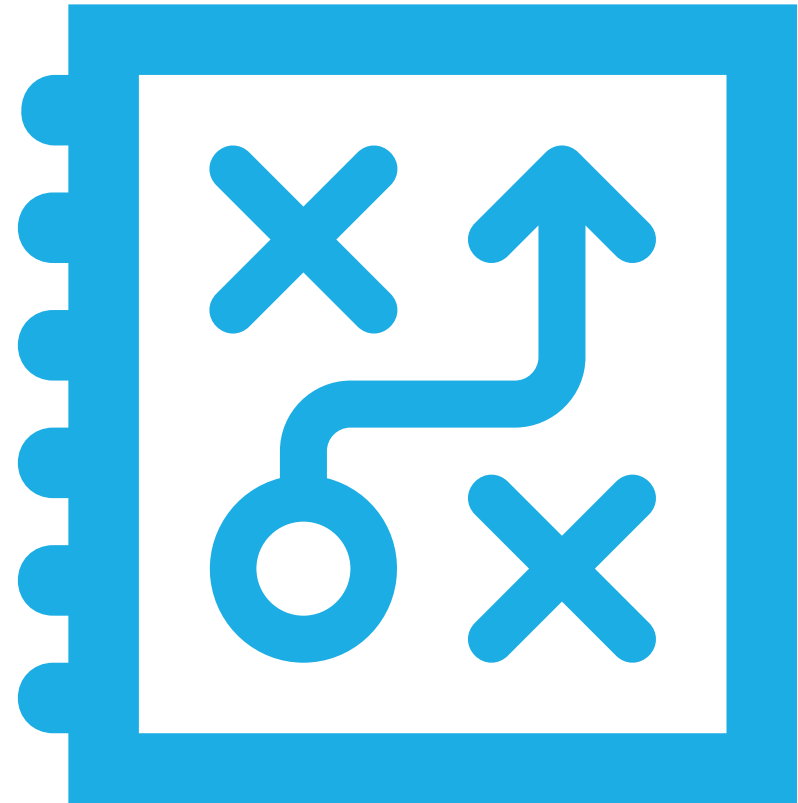
RECRUITMENT FLIERS

EMAIL BLURB TEMPLATES

POSITION DETAIL OUTLINE

APPLICATION INSTRUCTIONS

BRANDING BOILERPLATE



**NOW THAT YOU  
HAVE A...**



- CLEAR PROGRAM IDENTITY
- CLEAR SENSE OF IDEAL MEMBERS
- CLEAR AND DEFINED RECRUITMENT PROCESS
- CLEAR SENSE OF HOW TO REDUCE CHALLENGES
- CLEAR SENSE OF WHERE TO RECRUIT





# ITS TIMES TO BUILD A CLEAR RECRUITMENT CALENDAR & ENROLLMENT PLAN

BY HAVING A PLAN FOR WHEN YOU WILL BEGIN  
RECRUITMENT AND A STRONG DESIGN FOR ENROLLMENT,  
YOUR PROGRAM WILL HAVE INCREASED SUCCESS AND  
REDUCED CHALLENGES



# WHEN SHOULD YOU START RECRUITING FOR THE NEXT GRANT YEAR?

- It's likely never too early to begin recruiting for the next grant year
- Recruiting costs are one of a few costs that CNCS has deemed as “ongoing” costs and can be continually spent, regardless of grant year
- Recruiting should be done in conjunction with your program's enrollment plan, which lays out member start and end dates
- The plan should be developed in cooperation with any host sites that are working with you on recruiting efforts



# THINK ABOUT YOUR OWN PROGRAM

## Key Recruitment Dates

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

## Key Enrollment Dates

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

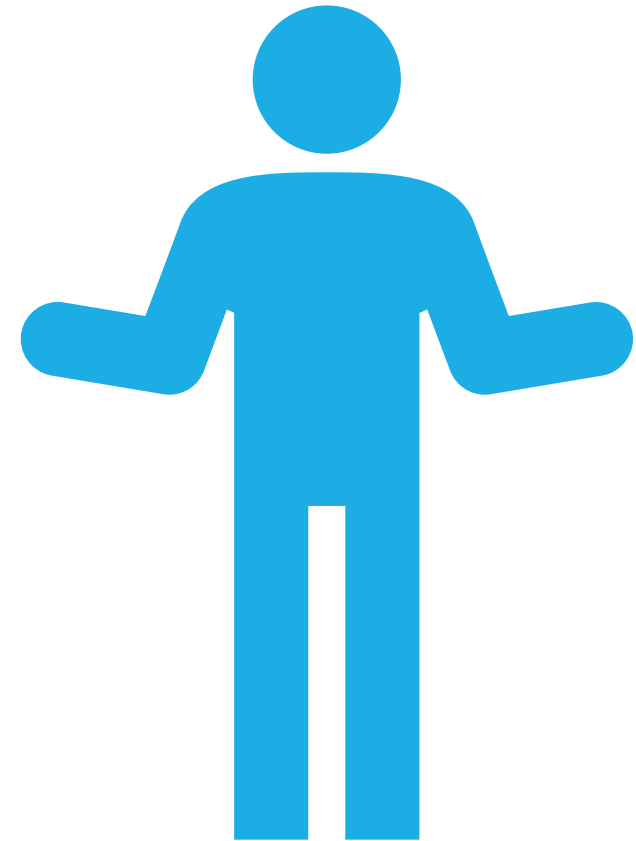




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## WHY COULD PROGRAMS BENEFIT FROM AN ENROLLMENT PLAN?

Or maybe more importantly, what challenges arise when you don't have a clear plan for enrollment?



# CHALLENGES THAT ARISE WHEN YOUR ENROLLMENT PLAN IS NOT CLEAR

- Host sites may try to “start” members without clear communication
- Programs end up with numerous member start and end dates, which leads to:
  - Potential mistakes with payroll; losing an ally in your HR/payroll staff
  - Having to conduct several member orientations training sessions
  - Issues with member term length and member position descriptions
  - Staff burns out and host site staff gets tired too
- Recruitment and enrollment is rushed – leading to onboarding members who may or may not be the best fit
- When members participate in orientation individually or in small groups, they lose the sense of comradery that participating as a large group brings
- Member terms should be set up based on the needs of the community, not the availability of the member
- Not planning for enrollments leads to more mistakes in eGrants, which can lead to enrollment errors, which can lead to disappointed members



## WHY COMPLETE AN ENROLLMENT PLAN?



- Having the planning done in advance allows everyone (host sites, program staff, HR/payroll and potential members) to be on the same page
- Reduces opportunities for compliance issues
- Planning for enrollments in batches can help program staff reduce errors in member enrollments and exits
- Having members serving the same term length eliminate the concerns with the same position descriptions
- Enables planning for orientation to be set up in advance
- Members participate in orientation as part of a larger group, which can improve their overall feeling of inclusion and positive member experience

# COMPLETING THE ENROLLMENT PLAN

2020-2021 ENROLLMENT PLAN						
SLOT TYPE	NO of SLOTS	POSITION TITLE	TERM IN WEEKS	START DATE(S)	END DATE(S)	HOURS SERVED/WK
FT	6		48	9/20/2020	8/22/2021	35.42
				10/12/2020	9/13/2021	
				11/12/2020	10/14/2021	
HT	5		24	2/4/2021	7/22/2021	37.50
				3/6/2021	8/21/2021	
				4/2/2021	9/17/2021	
						#N/A
						#N/A
						#N/A
						#N/A
						#N/A
						#N/A
						#N/A
						#N/A

- Look to approved grant for the numbers of slots awarded – the total number of each slot type should equal the number of on the enrollment plan
- Consider positions planned to meet the community needs – add the title for each unique position
- Add the number of weeks the term will take to complete
  - Plan for start and end dates for terms that each span the same number of weeks (the end dates will auto calculate) If you believe it may be required, plan for multiple start and end dates, if you want to plan for more than three start dates you can move to the next grouping of dates and use those for the same position
  - It would be a good idea to align the start dates with your organization’s payroll start date
- The average number of hours will automatically calculate (based upon the number of hours needed for the term and the length of the term). You should make sure that number of hours/week are reasonable and attainable
- Member enrollments should be held to the dates planned – do not enroll members between the dates on the plan

# 20-21 ENROLLMENT PLAN

Beginning in 20-21, programs will plan for member enrollment in advance and to stay organized, reduce compliance issues related to the enrollment/exit process and paperwork, and all the things that accompany “outlier” enrollments.

2020-2021 ENROLLMENT PLAN							
SLOT TYPE	NO of SLOTS	POSITION TITLE	LENGTH OF TERM IN WEEKS	START DATE(S)	END DATE(S)	ANTICIPATED HOURS SERVED/WK	CONVERSION DATE
FT	6	Building Resilience Through Relationships	48	9/4/2020	8/6/2021	36-40 hours/week May include occassional weekend service*	11/30/2020
				10/2/2020	9/3/2021		
				11/13/2020	10/15/2021		
FT	2	Conservation Education Cooridator	48	9/4/2020	8/6/2021	36-49 hours/week May include occassional weekend service*	11/30/2020
				10/2/2020	9/3/2021		
				11/13/2020	10/15/2021		
TQT	1	Native Plant Salvage Coordinator	48	9/4/2020	8/6/2021	26-28 hours/week May include occassional weekend service*	1/31/2021
				10/2/2020	9/3/2021		
				11/13/2020	10/15/2021		
TQT	1	Bicycle Club-Outreach Coordinator	36	12/24/2020	9/3/2021	28-32 hours/week May include occassional weekend service*	1/31/2021
				2/5/2021	10/15/2021		
HT	6	Commuter Trip Reduction Coordinator	48	9/4/2020	8/6/2021	18-20 hours/week	3/30/2021
				10/2/2020	9/3/2021		
				11/13/2020	10/15/2021		
HT	6	Community Resilience Coordinator	24	2/12/2021	7/30/2021	36-40 hours/week May include occassional weekend service*	3/30/2021
				2/26/2021	8/13/2021		
				4/30/2021	10/15/2021		
QT	6	Environmental Education Association	24	2/12/2021	7/30/2021	18-20 hours/week May include occassional weekend service*	6/30/2021
				2/26/2021	8/13/2021		
				4/30/2021	10/15/2021		
QT	12	Stream Team Specialist	16	4/9/2021	7/30/2021	28-32 hours/week	6/30/2021
				4/23/2021	8/13/2021		
MT	20	Environmental Stewardship Assistant	12	5/7/2021	7/30/2021	28-32 hours/week	N/A
				5/21/2021	8/13/2021		

\*If you have specific events planned for member service activities that will require long days/weekend service (i.e. county fairs, youth camps) you should include those dates and events in the MPD.

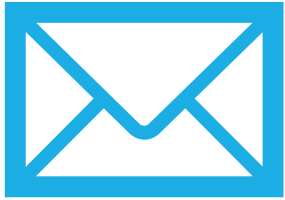
# COMPLETING A RECRUITMENT PLAN

- Your recruitment and enrollment plans should align to allow the proper lead time to recruit and fill the positions by the anticipated enrollment date
- You should create your ideal enrollment plan first, and then work backwards to determine when you'll need to begin recruiting for each enrollment period
- Consider what kind of time you have needed to fill different program slots in the past; typically, the larger the slot type, the more time you need to fill it with a quality candidate
- Allowing enough time to recruit for positions helps generate a strong applicant pool and reduce the urge to fill slots with less than ideal candidates
- You can begin recruiting for contingency enrollment periods before you know with certainty you will need them
- Your recruitment plan should involve reminders about managing recruitment posts and reposting opportunities

Recruitment Plan						
Slot Type	Prep Date	Launch Date	Re-launch Date	Start Date	Lead Time	# of Slots
FT	2/15/20	3/1/20	7/1/20	9/4/20	6 months	6
FT	2/15/20	3/1/20	7/1/20	9/4/20	6 months	2
TQT	2/15/20	3/1/20	7/1/20	9/4/20	6 months	1
TQT	9/1/20	9/15/20	10/30/20	12/24/20	3 months	1
HT	4/15/20	5/1/20	7/1/20	9/4/20	4 months	6
HT	10/15/20	11/1/20	9/15/20	2/1/21	3 months	6



# COMMUNICATION



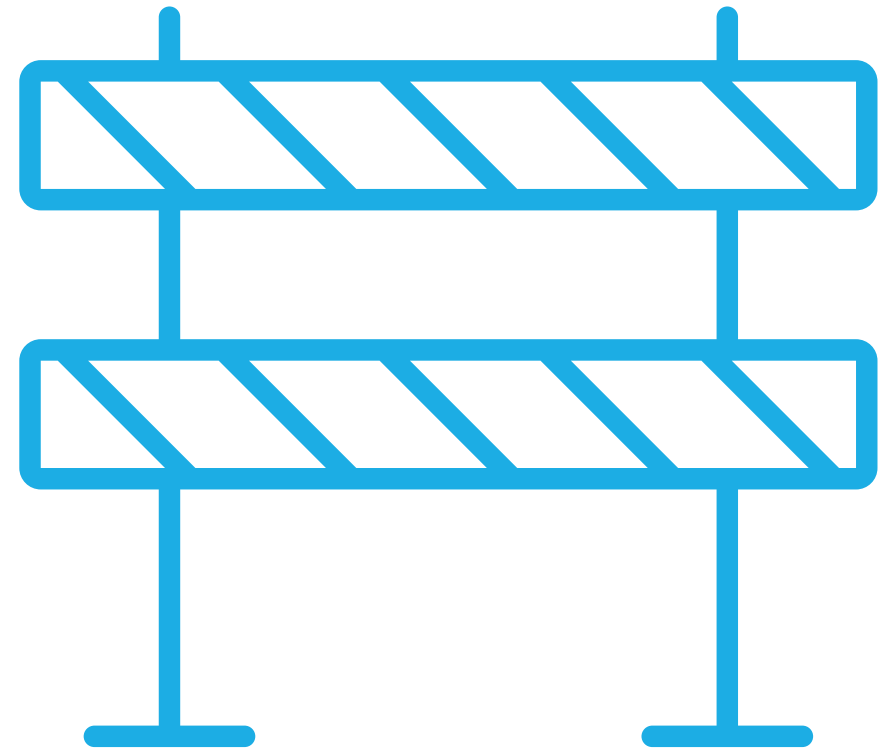
- Host sites are aware of the recruitment and enrollment timeline and have been trained how to work inside that framework
- Members are aware of framework of recruitment and enrollment expectations, as current or incoming members
- Clear communication on Member Position Description development occurs with host sites
- Recruiting partnerships are clear, defined and nurtured
- HR/Payroll/Onboarding process is clear with your organizations, hosts and members



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## PREPARE FOR THE UNKNOWN

- COVID-19
- Other unknown disruptions – how would this change your recruiting and enrollment
- Criminal History Checks
- Host Site variables





**QUESTIONS**

