



# Strengthening Working Families Initiative

## May 2018 Peer Sharing Calls on Recruitment: Key Takeaways

The May 2018 Peer Sharing Calls on Recruitment provided an opportunity for Strengthening Working Families Initiative (SWFI) grantees to share their experiences on different aspects of recruitment. TA coaches facilitated the small group calls, building on information presented during the May 3, 2018 [webinar](#) with subject matter expert Dan Friend from Mathematica. This document provides the key takeaways from the three peer sharing calls. Slides from the calls follow the key takeaways.

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### Qualities of effective recruiters

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During the May 3rd webinar, Dan Friend described qualities of a good recruiter, including using staff who are tenacious, outgoing, and have the ability to turn a no into a yes. During the peer sharing call, the grantees discussed the qualities they look for in their staff to conduct outreach and recruitment. Across the groups, the following are the key qualities identified by grantees:

- Staff who are able to quickly establish relationships with potential participants and partners make the best recruiters. Strong presentation skills and follow-up on potential participants are also important.
- Staff with case management or social work experience understand that participants have multiple needs and are able to complete the eligibility determinations and paperwork required by a grant program.
- Bilingual staff can make potential participants more comfortable as they can speak to participants in their preferred language and often understand cultural differences.
- Staff who understand and can mitigate participants' fears about the program can be powerful recruiters.
- Graduated participants can be effective recruiters as they know what attracted them to the program and can share their firsthand experience with potential participants.

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### Most useful active and passive recruitment strategies

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There are three primary ways to actively recruit new participants: outreach by your program, by your partners, and by your participants. Passive recruitment involves any method where a potential participant does not speak directly to a person. These methods include flyers, mailings, email blasts, media (e.g., TV, radio, newspaper, etc.), social media marketing (e.g., Facebook, Instagram, Twitter, etc.), and brochures. Grantees shared their most useful active and passive recruitment strategies on the calls. Following are highlights from this portion of the discussion:

- Social media helps grantees share information about their programs with a broad audience. One grantee said it uses teasers to share information on what is coming up soon and creates Facebook events. Another grantee boosts its Facebook ads by paying a small amount to reach a particular geographic or interest-based audience (such as "women" or "moms") so that the ads receive more targeted exposure. Social media has also helped a grantee generate interest among partners.
- Being present in the community—attending the Farmer's Market, going to libraries, job fairs—anything to be creative to get out in the community helps.



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- On-site recruitment at partner locations helps partner staff become more familiar with SWFI while reaching potential participants. One grantee recruits individuals taking the nursing school entrance exam (HESI); SWFI training information is given to those who don't pass the exam.
- Using tailored flyers has been useful for some grantees. The flyers are industry-specific and staff take the appropriate flyer to the conference or event based on the audience.

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## Recruitment and partners

Named grant partners, along with informal partners in the community, are very important resources for recruiting efforts. Leveraging partnerships to help in recruiting involves constant attention, and partnerships must be tended to and nurtured. Grantees described how partners help with their recruitment efforts and strategies to engage partners in these efforts.

- Reciprocity is key to working with partners. Partners need to get something out of the partnership—be it referrals, help with participants they also serve, or access to job training and other workforce services. Be sure to show up at partner events even if they are not a perfect match for your SWFI program.
- Regular partner meetings can keep partners engaged in SWFI and increase buy-in for program activities, especially when there is turnover among partner staff. These meetings are also used to share progress and how participants referred by partner organizations are doing in the program. Make sure you and your partners understand each other's terminology.
- Grantees also provide partners with regular updates through calls, emails, or newsletters. One grantee highlights successful participants in their newsletters to show partners the fruits of their efforts.
- Childcare providers are natural partners for SWFI programs. Grantees said that their childcare providers have provided a number of referrals as they already serve the target population.

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## Tracking recruitment data

Tracking recruitment data on participants and partners can provide valuable information on where to target strategies. Grantees offered a variety of approaches to tracking recruitment data:

- Several grantees have questions on intake paperwork asking how the participant heard about the program. Grantees can then use this information to target future recruitment efforts.
- Grantees also track partner referrals, for example by using referral forms to gather data. This allows grantees to identify and work with partners that are not providing as many referrals as expected. One grantee uses Salesforce to track recruitment; its partners have access, receive weekly performance reports, and must attach Salesforce reports to their invoices.

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## Ongoing recruitment technical assistance

A number of technical assistance resources are available to support SWFI grantees' recruitment efforts:

- Across all three calls, grantees said that they would like to see other grantees' recruitment materials and resources. The TA coaches are compiling these materials now; look for upcoming announcements on how to find these materials.
- The Outreach and Recruitment Techniques [blog post](#) on the SWFI Community of Practice (CoP) links to a host of resources for grantees.
- To continue the discussion from the peer sharing calls, ask questions, and learn from other grantees, the [discussion board](#) on the CoP is available and ready for discussion.

# **Strategies for Recruiting SWFI Participants**

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**H1-B SWFI Grantee Peer Sharing Call**

**May 23, 2018**

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SWFI TA Team

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# **Strategies for Recruiting SWFI Participants**

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**H1-B SWFI Grantee Peer Sharing Call**

**May 24, 2018**

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SWFI TA Team

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# Agenda

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- **Welcome and Introductions**
- **Brainstorming on recruitment strategies**
- **Community of Practice (CoP) recruitment resources and discussion board**

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# Welcome and Introductions

# Brainstorming on Recruitment Strategies

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- What qualities have you found make the best recruiters for your programs?
  - Have you been able to find staff that have these qualities?
  - Have you been working with participants to help recruit others to your programs?

# Brainstorming on Recruitment Strategies

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- On the webinar we talked about the mix of passive (e.g., advertising through flyers and social media) and active (e.g., when staff speak directly with participants) recruitment.
  - What types of active and passive recruitment strategies is your SWFI grant using?
  - What is working best for your program?
  - What strategies—active and/or passive—are you planning to try in the near term to boost recruitment efforts?



# Brainstorming on Recruitment Strategies

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- How active are your partners in recruiting for you?
- Beyond attending partner meetings, how are you equipping your partners to recruit?

# Brainstorming on Recruitment Strategies

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- On the webinar, we talked about ways to support community partners—the idea of reciprocity with other organizations.
  - Have you discussed reciprocity with your partners?
  - What does this look like for your program?
  - How can you improve reciprocity with your recruiting partners?

# Brainstorming on Recruitment Strategies

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- What have been your “big asks” of your partners (e.g. asking to be featured in their newsletters, recruiting on site)?
  - How have they responded?
  - Are you planning any new asks?
- What strategies have you used to nurture and maintain partners (e.g., sending updates about participants’ success, referring clients to partners)?

# Brainstorming on Recruitment Strategies

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- During the webinar, we also talked about tracking recruitment efforts so you can determine which strategies are most effective.
  - What kinds of recruitment data are you currently tracking or planning to track?

# Brainstorming on Recruitment Strategies

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- What kind of ongoing support would be useful from other grantees to help build a SWFI community around recruitment?

# CoP Resources

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- [Resources on CoP](#)
- [Discussion board on CoP](#)

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# Thank you!