

Executive Summary

Effective Recruitment and Outreach Strategies

November 19, 2020

Moderator(s): [Andrea Hill](#)

Speaker(s): [Mike Laidlaw](#), Kelly Middleton, Sarah Lewis, Adrienne Parkmond

This webinar provides Youth Apprenticeship Readiness Grants (YARG) grantees with proven recruitment strategies and promising practices. Grantees will learn about the foundational principles of effective recruitment and outreach and its impact on retention. Additionally, the webinar will focus on the ability to create a pipeline of participants from underrepresented populations.

[Andrea Hill](#) from the Office of Apprenticeship provides an introduction and moderates the webinar. YARG technical assistance coaches [Mike Laidlaw](#) and [Kelly Middleton](#) discuss the general principals of recruitment and outreach and how to effectively use both. Topics covered include: marketing and promotions, leveraging existing relationship and partnerships and community based organizations, participant experience, and using data to make informed decisions and advance goals.

[Sarah Lewis](#) and [Adrienne Parkmond](#) from The WorkPlace, a YARG Grantee located in Bridgeport, CT, provide effective strategies and specific recruitment and outreach challenges and successes. Topics covered include: sustainability, supportive services, and recruitment efforts and processes.

Run of Show

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