

Beat the Streets - Recruiting After the Pandemic

Outreach vs. Recruitment

Outreach occurs when a member of the team performs an activity to educate or inform the public or individuals about our programs and services. These activities may include but are not limited to: social media posts, setting up tables at events, speaking at events, posting flyers in public places, connecting with community centers/schools and visiting other organizations that serve our population.

Recruitment occurs when a young person has expressed interest in the program and has been identified as a potential participant (known as a recruit) by program staff.

Strategic Planning- Align outreach efforts with budgeted enrollment goals

Build or Reconnect Partnerships---Go to the Barriers!

Examples of Community Partners	
WIOA Title I Mandated Partners	Housing Authority
Churches	Department of Family Services
Social Services- TANF	Community College
Department of Corrections	Training Providers
Department of Juvenile Services	Public School System Evening high school
County's Summer Youth Enrichment program	Local Initiatives
Job Corps	Department of Rehabilitation Services

Example:

Enrollment Goal: If enrollment goal is 70, connect w/ community partners--targeting Barriers

Strategic Outreach

Community Partner	Barriers to Employment	Number of Recruits	Partner Contact
Social Services	foster care, Food Stamps recipients, homeless	20	Beyonce Knowles <i>Director</i> (301) 555-1212
Community College	graduates/dropouts	20	Dwayne Johnson <i>Workforce Specialist</i> (301) 555-1215
Juvenile Justice	Offenders/Ex-offender	10	Jennifer Hudson <i>Coordinator</i> (301) 555-0911
Public School System	Evening high school	10	Angela Bassett <i>Guidance Counselor</i> (301) 555-1244
County's Summer Youth Enrichment program	Unemployed	10	Johnny Depp <i>Program Coordinator</i> (301) 555-1122
TOTAL		70	

SOCIAL MEDIA TIPS

Post are to be made daily to capture the experience of the participant.

Use moving images, pics, and videos. Post daily on Instagram stories.

Incorporate the participants voice- (capture participants leaving seminars and get their feedback about the day)

1. Post participant highlights (employment, starting and completing training, 1ST week internship start, etc.)
2. Employer spotlight (feature employers who have hired participants or who partner with us)
3. Post recruitment/outreach events (out in the community)
4. Post-employment opportunities
5. Program highlights (remediation, job readiness training, field trips, mock interviews-capture all events)
6. Staff and Partner highlights (actual people)

Strategic Outreach

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