

RECRUITMENT SOURCES

When it comes to recruiting and hiring after-school employees, there isn't a more important key to success than knowing when and where the potential lies. This piece of knowledge alone will save (or cost) you large amounts of time and money—and those resources are more precious than ever. The following is a list of resource pools that can help identify potential after-school employees, as proven successful by numerous after-school programs across the state.

College Partnerships

Statistics show that a majority of the afterschool workforce is made up of college students or college-aged employees. The field has experienced great success in hiring college students to facilitate academic and enrichment activities to after-school students. So it's no surprise that any partnership, whether formal or informal, with a local college institution could be beneficial.

"...start with your personal network."

Partnerships take time to build and sustain; therefore, this particular strategy may be considered a long-range recruitment goal. Start first with your personal network. What connections can you find (even someone who knows someone) to the prospective college? Make sure to prepare a benefits pitch that demonstrates a win-win endeavor to the institution.

Colleges are conservative in many ways so do your homework and make sure you can deliver a credible package with the right image and intent in mind. Set up personal meetings and be prepared to demonstrate what the college can gain while providing a constant flow of talent for your after-school program.

College Campuses

A booth on campus can be much more effective than a flyer or job posting there or anywhere. Connect with the campus career-development office and ask about hosting a job booth on campus throughout the year, particularly during job fairs or career days.

(continued inside)



www.centralvalleyafterschool.org



RECRUITMENT SOURCES

Employment Development Departments (EDD)

Your local county EDD office can boost your recruiting efforts. They specialize in matching employee to employer and can in many cases assist with pre-screening, interviewing, and will often become a consistent resource for potential employees of all skill and education levels. If you are recruiting large numbers of workers, don't hesitate to ask if they can facilitate a job recruitment event at their site for you.

County Workforce Investment Department (WID)

The County WID is usually housed close to the EDD office and works with it jointly to put large amounts of unemployed individuals to work in viable employment. The WID in each county receives funding through the Department of Labor and can place both youth and adults in subsidized employment, which means they will often pay for a specified number of hours of work within your organization.

Take advantage of this local resource and maximize your hiring potential. Keep in mind that WID programs often serve individuals with multiple barriers to employment, so not all applicants will be qualified to work in after-school programs.

Mall/Department Store Booths

“...working with popular shopping areas can be effective...”

Very much a guerilla-style marketing approach, working with popular shopping areas can be effective if done with the right research up front. There is no dispute that malls and stores like Target are flocking with people in your target demographic on the weekends. Hosting a booth in a high-traffic location can give you tremendous access to numbers of potential employees.

First steps include identifying the right mall and/or department store. Then, prepare to pitch the mall/store manager and make sure to communicate benefits to them up front, such as encouraging your existing staff to tell their friends to visit them or sending out an e-mail announcement. Another benefit to them is that you will purchase program supplies at their location in return for booth time.

Job Fairs

In a down economy, job fairs are plentiful. Yet, we often let them slip under our radar during the year. Put your local job fairs on your master calendar and be sure to secure a booth in advance to assure you have a space and are well prepared. Job fairs are usually low in cost and high in jobseekers.

You will also want to have a “booth in a box” prepared in advance so you don't have to scramble to put something together. Banners, other signage, tablecloths, handouts, school/program photos, DVDs, and job applications are a few items to consider.

Remember, your visual and verbal messages should reflect your program brand. So if you are a fun, dynamic, and cool program, your booth should communicate that to the visitor in what they see, the words they hear, the people they talk to, and what they read. A strong brand message also helps promote word of mouth about your job opportunities.

Web Sites

Marketing employment opportunities via the Web has become an extremely popular and effective method in our new age. Listed below are just a few of the Web sites you may consider to post job openings.

- » Central Valley Afterschool Foundation Job Board - www.centralvalleyafterschool.org
- » Craigslist - <http://fresno.craigslist.org/jjj/>
- » Edjoin - www.edjoin.org
- » BulldogLink - www.bulldogjobs.com
- » Note: Check all college and university job sites
- » Monster - www.monster.com
- » Career Builder - www.careerbuilder.com
- » Juju - www.juju.com

Social Media

Social media is one of the fastest growing ways to share information with friends, family, and colleagues. In most cases, creating a personal site is relatively easy, free, and offers an informal, effective way to communicate job opportunities.

In addition to free word-of-mouth advertising, applications such as Facebook and MySpace offer low-cost demographically targeted paid advertising opportunities as well. Listed below are a few of the social networking tools that may be used to promote job openings.

- » Facebook - www.facebook.com
- » My Space - www.myspace.com
- » Ning - www.ning.com
- » Twitter - www.twitter.com

Your School Staff

One of the best ways to recruit outstanding after-school talent is to let the people at your school site know a job opportunity is available. After-school leaders, site coordinators, program directors, teachers, coaches, counselors, principals, district support staff, and other administrators are exceptional resources at your fingertips.

Discover the best way to communicate openings with these audiences such as e-mail, job postings, or other communications, and start with them first. You can also incentivize your current staff for referrals by offering a gift certificate or other coveted prize to anyone who refers a candidate who is subsequently hired.

“Social media is one of the fastest growing ways to share information...”

