



COORDINATING
EFFECTIVE
BALANCED
RECRUITMENT
EFFORTS

TRAINING PURPOSE

- These slides have been developed to assist coordinators with specific ideas and tasks of how they can support recruiters in Balanced Recruitment efforts across their areas.



Training

AGENDA

Review Suggestions for each area of the Balanced Recruitment

- Canvassing Housing
- Working with Agribusinesses and Farms
 - School Based Recruitment
 - Community Recruitment

In addition, this training will also cover

- Recruiter Retention
- General Supports



CANVASING HOUSING



WHICH HOUSING SHOULD BE CANVASSED?

- Develop listings of priority areas of housing with your recruiters.
- These should be transitional housing in the community.
- Places that it is easy to rent monthly or an extensive background or credit check might not be required.
- Help them reach out to these places to determine if recruitment should happen there.



BE READY TO GO WITH STAFF

- Provide field support as needed.
- Sometimes housing locations can be large and extensive and it can be helpful for more than one staff to be out together to canvass the area.
- It can be helpful for coordinators to accompany recruiters in the field periodically.

DO YOU KNOW ANYONE WHO KNOWS ANYONE?

- Use your contacts to determine if there are landlords that own lots of housing in a community that the MEP can reach out to develop a partnership with to know when new families come into the community.
- You might know a guy who knows a guy...



USE PREVIOUSLY COLLECTED DATA

Keep a report that can be generated of addresses where families have previously lived and share this with recruiting staff. In addition, those that are at the end of their eligibility are key to visit also.

Calendar when they have been visited to know when they should be visited again.

Remember to always keep protect children's personally identifiable data when these reports are created.



FIND OUT WHO WOULD KNOW

- Ask around to see if anyone has seen movement into new places in the community.
- The more efforts made to assist recruiters to be effective the easier their job will be and the more effective the program will be.

RELEVANT MATERIALS

- When recruiters are ready to go work in the field ensure that recruiters have high-quality, relevant materials to take in the community. These could include:
- Business cards
- Brochures
- Flyers
- Welcome bags
- Resource materials



EFFECTIVELY MARKET TO YOUR COMMUNITY

- Developing posters or materials that can effectively promote the MEP (ID&R tools).
- Make sure the materials the program offers are relevant for different groups in the community.
- For example: A flier posted at school needs to look different than one shared with an employer.



CREATE APPROPRIATE TRAINING OPPORTUNITIES

- Don't expect recruiters to know how to do everything.
- Learn their strengths and weaknesses and then help develop training and support in the areas they feel they need additional training in.
- One of these areas might be how to build a recruitment network (ex. community agencies, employers, associations).



NOT ALL HOUSING IS THE SAME

- Working with the recruiters to develop strategies for how to work with different housing in a safe and effective way.

Example

- Recruiting in a large trailer park, discuss ways to determine where new families are by asking questions to neighbors to not to have to knock on every single door. Maybe asking just one person is not enough but if you ask two or three in an area about those that live close you can gather some good information. It is important to find someone that knows everyone.



An aerial photograph of a vast agricultural field. The field is divided into numerous long, straight rows of crops. The crops are primarily green, with a prominent row of purple-leafed plants running through the center. The rows are separated by narrow paths of brown soil. In the background, the field extends to a flat horizon under a bright blue sky filled with scattered white cumulus clouds. The overall scene is bright and clear, suggesting a sunny day.

WORKING WITH AGRIBUSINESS & FARMS

WHOSE RESPONSIBILITY?

- Large agriculture entities should not be the responsibility of the recruiter to reach out to.
- This often takes multiple meeting times, tailored discussions, and partnership work to be done. This can effectively be done by coordinators. Then recruiters can focus on the IDR efforts at the location, but not all the set-up.



DON'T HAVE THEM DO IT ALONE



- Coordinators can help open doors for recruiters.
- The full requirement to develop partnerships with these businesses should NOT rest solely on the recruiters

WHOSE JOB IS IT?

- Someone in a state should be responsible for supporting recruiters by developing partnerships with statewide community and agriculture-related businesses and associations.
- This allows a coordinated effort on the state level to assist in partnership building.



RELATIONSHIP DEVELOPMENT IS KEY!

- Coordinators can help develop relationships with agriculture businesses, associations and resources in their areas (ex., Farm Bureau, Agriculture Extension, USDA, etc.) to help recruiters.



ASSIST IN THE DEVELOPMENT OF THE NETWORK

- Help empower recruiters to develop their own recruitment network with the employers by providing training on how to engage with employers and the benefits of the MEP



REACH OUT TO ESTABLISH RELATIONSHIPS AG PARTNERS

- Reach out to establish relationships with farm labor contractors
- (IDRC Ag Portal includes these for each state).
- Also determine which Agriculture Associations need to be contacted and work to develop contact and a plan of how to work together.



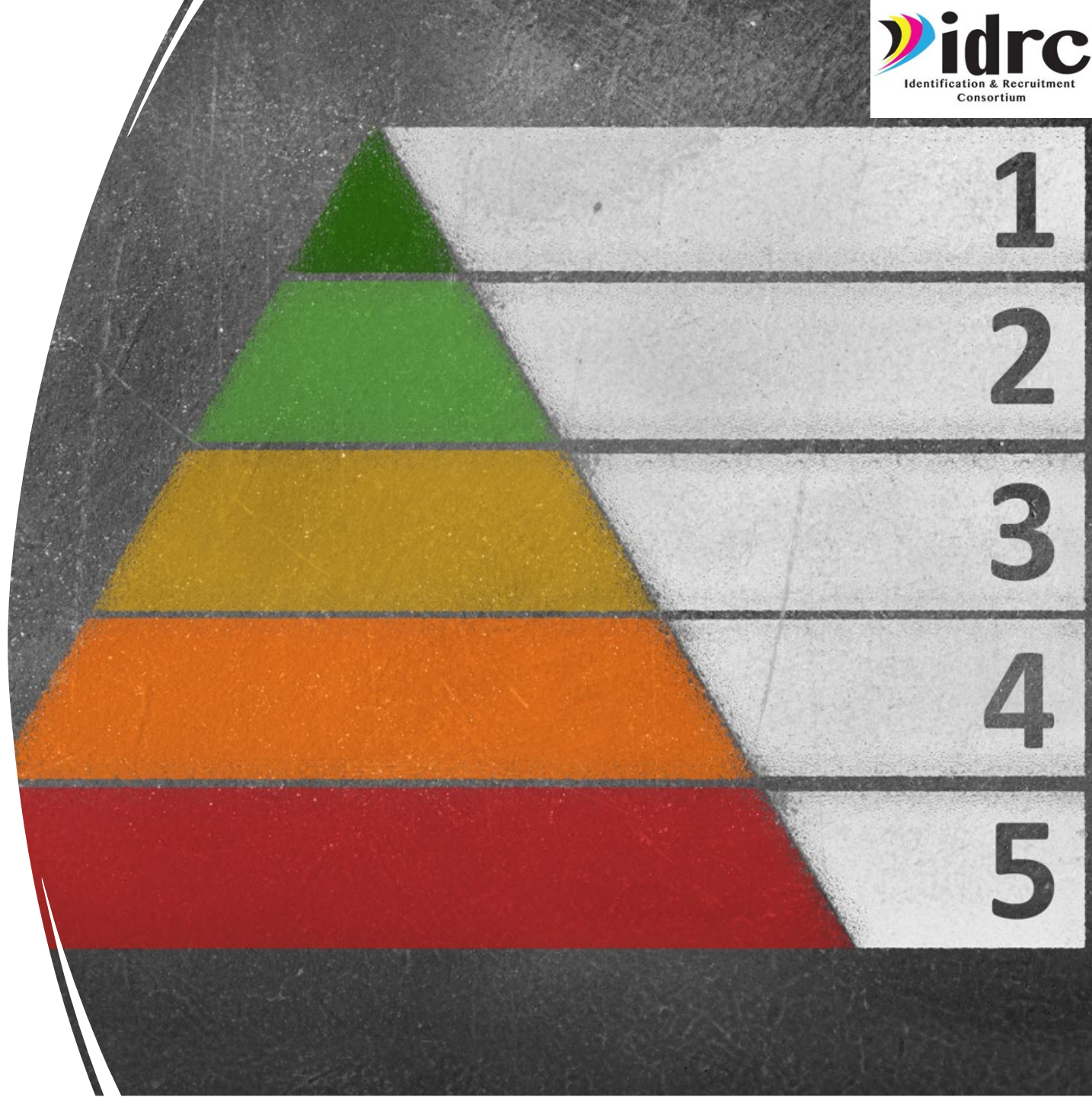
KEEP RELEVANT DOCUMENTATION

- Recruiters should keep notes and reports on all visits to agriculture or fishing related entities.
- Coordinators should require the documentations of these efforts.
- Make sure to develop a way to keep historical data on past IDR efforts available as needed.



DEVELOP PRIORITIES

- Working together to help them determine which farms and businesses should be visited first.
- Ensure that maps are created and updated with relevant visit/priority information for the state

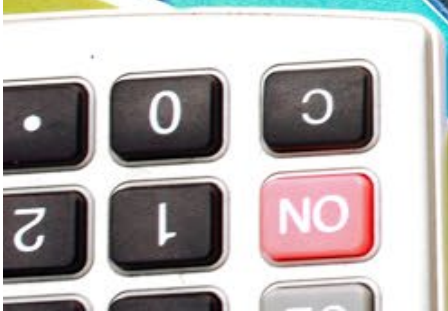


GET TO KNOW THEIR NEEDS

- Make sure to create resources such as brochures, websites, and videos that are farm-focused to help with marketing to the appropriate audience.



SUPPORTING RECRUITERS IN THE SCHOOL-BASED RECRUITMENT



WORKING WITH THE SCHOOLS

- State MEP staff should facilitate opening the school districts up to ensure that new students in all districts are receiving occupational surveys and then that each area is contacting any possible eligible family in a timely manner once those are received.
- Encourage districts/schools/principals to have newly arrived students fill out parent employment surveys

Identification & Recruitment Parent Survey



How long has your family lived at your present address? ___years ___months

Has your family moved in the last 3 years? Yes No

Has anyone in your family worked in anything related to the jobs listed below? Yes No



Feed cattle,
Processing, Packing



Dairy



Eggs



Cultivation,
Preparation of soil



Fishing



Harvest (fruit and
vegetables)



Trees- Planting,
cutting



Greenhouse, Nursery,
Sod

~~~~~  
Name of Parents \_\_\_\_\_

Please list all children less than 22 years of age

| First | Last | Sex | School | Grade | Date of Birth |
|-------|------|-----|--------|-------|---------------|
|       |      |     |        |       |               |
|       |      |     |        |       |               |
|       |      |     |        |       |               |
|       |      |     |        |       |               |

# OPEN DOORS



- Provide training to Federal Program Directors and other appropriate school staff to remind them about MEP requirements and develop partnerships and collaborations.
- Provide a letter to schools about free lunch for MEP programs.
- Introduce the program to local principals, ELL directors, and McKinney Vento staff and work to develop trust and collaboration.
- Maintain communication with the Title I directors during the year.

# FOLLOW UP



Provide feedback to school staff on the results of the occupational/parent surveys after they have been contacted in a timely manner.



Request lists of newly enrolled students as needed



Provide training to local teachers on the unique needs of MEP students and ways they can help these students.




Work with local districts to see if there are other programs that MEP students can benefit from participating in.

# SUPPORTING RECRUITERS WORKING IN THE

**c** **o** **m** **m** **u** **n** **i** **t** **y**

**DEVELOP  
PRIORITY  
AGENCIES  
THAT MEP  
SHOULD  
PARTNER  
WITH**

- These should be agencies that serve similar populations or have resources for the MEP population.
  - Meet with those agencies to determine how to work together (ex. MOU).
  - Hold monthly or quarterly MEP support task force meetings with agencies or groups that also have an interest in serving MEP families
  - Coordinate events within the community agencies.
- 



## **BE AWARE OF RESOURCES FOR ALL POPULATIONS**

- Develop relationships with refuge centers
- Develop partnerships with Consulates in your state. Work to develop a plan together of how MEP can work with the consulate for different resources and services
- <https://www.usembassy.gov/>

# DEVELOP RELATIONSHIPS WITH THE MEDIA TO PROMOTE THE MEP



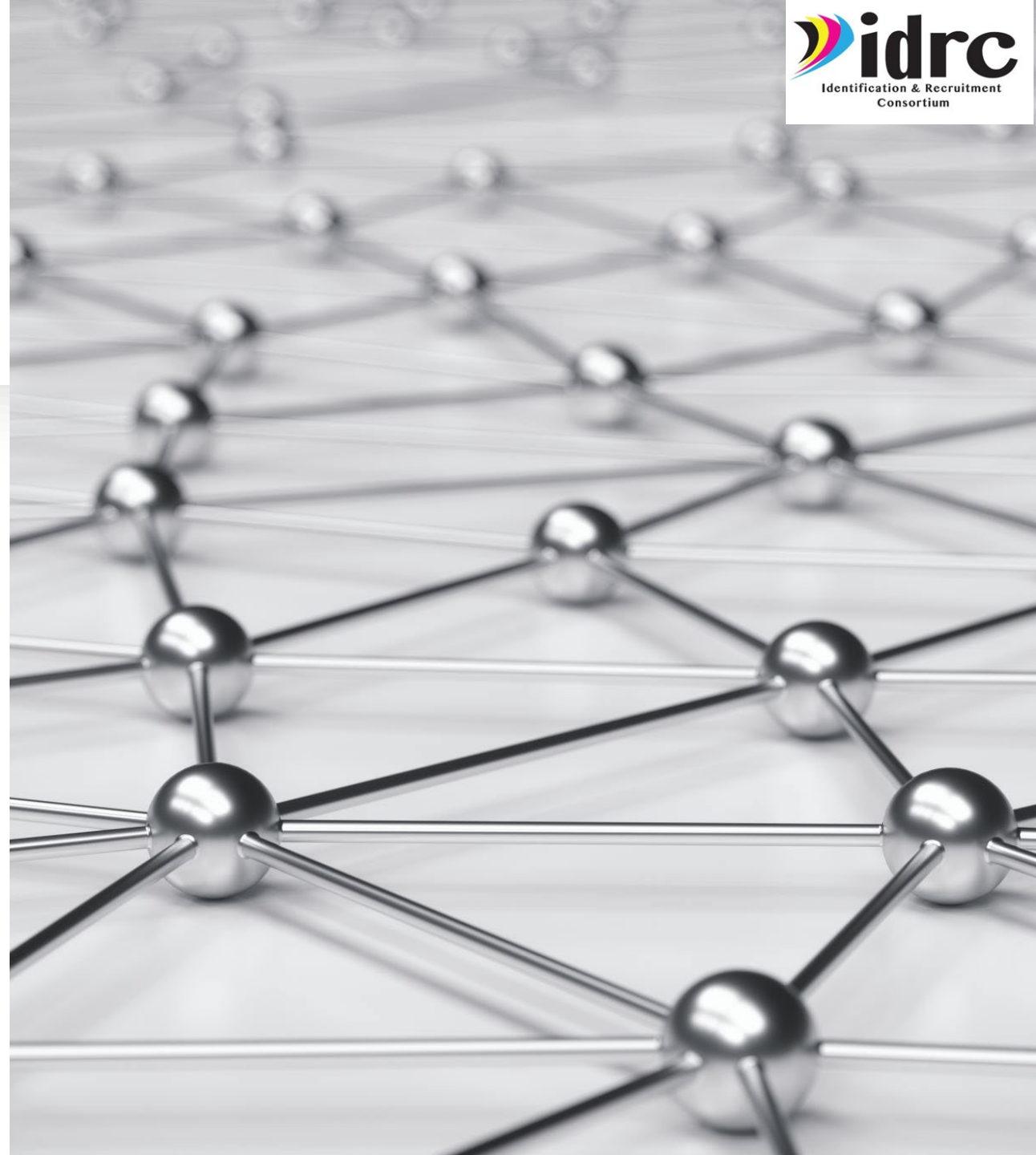
RADIO STATIONS



SOCIAL MEDIA

# DETERMINE WHO SHOULD BE A PARTNER

- Use [www.findhelp.org](http://www.findhelp.org) to determine all the resources in an area and reach out to all relevant agencies that can help provide referrals or resources to the MEP program
- Assist recruiters in reaching out to key agencies.





# RESOURCE MAPPING

1

Develop an electronic Map or a list with all the resources in the state that can be shared with families

2

Work with the community council groups that would have resources for MEP families

3

Identify appropriate community events that recruiters should participate in

4

Create listings of locations and places like churches, laundromats, ethnic stores, etc.,



**SUPPORTING  
RECRUITER RETENTION**

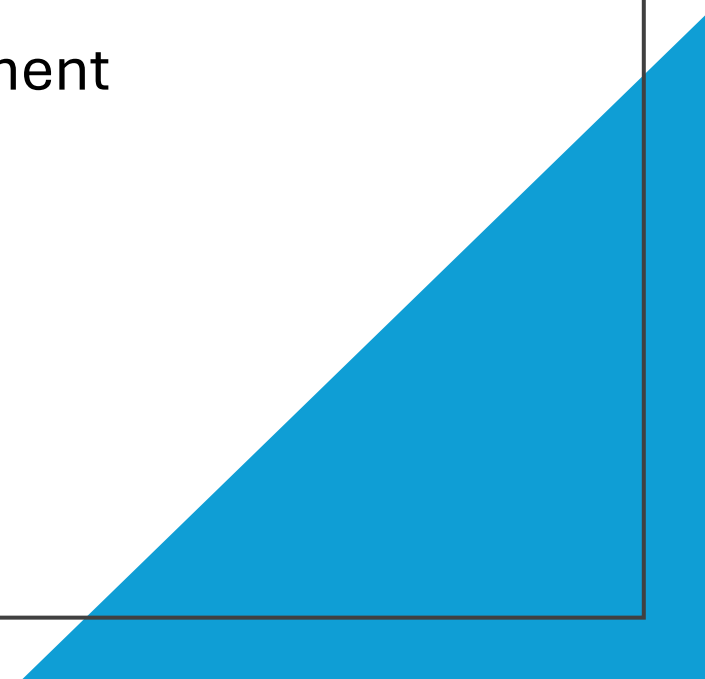
# SET THEM UP TO SUCCEED

- Ensure that recruiters areas are organized that ensures they have sufficient work in their area.
- Work to ensure they have the support they need.



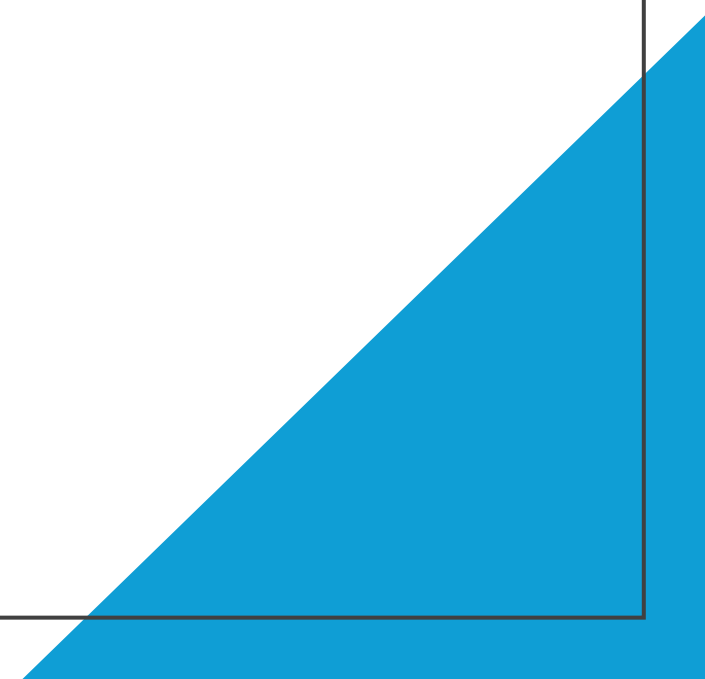
# **PROVIDE NEEDED TRAININGS**

- Providing General Safety training
- Providing training and ongoing professional development (virtual and in-person)
- Provide communication skills training for staff



# **PROVIDE NEEDED TRAININGS**

- Help organize efforts to allow new recruiters to be mentored by experienced recruiters
- Organizing group recruitment efforts



# BE ACCESSIBLE & FLEXIBLE

- Be available for recruiters' questions.
- Allowing a flexible work schedule based on the most effective times to conduct recruitment efforts.
- Allowing recruiters to attend when appropriate conferences and training for continued learning and networking with others.

# PROVIDE FEEDBACK

- Conducting yearly evaluations to help staff know what is going well and what support is needed.
- Ask for feedback from staff during the evaluation process.

# **PROVIDE COMPETITIVE BENEFITS**

- Ensure the salary and benefits are competitive with similar jobs in the community.
- Recognition for attendance, anniversaries on the job, and performance







GENERAL  
SUPPORT  
IDEAS

# SUPPORT EFFORTS

- Coordinators should require recruiters to document their efforts. They should review the documentation, provide suggestions and ideas, and help with tasks as needed.



## DEVELOP A PLAN TOGETHER

- Develop an effective School, District, Region, and State ID&R plan. This plan should be thorough and help guide the efforts of all recruiters throughout the year.





# **ENSURE ALL OF THE STATE IS COVERED**

- Coordinators should develop effective recruitment plans to ensure all of their areas are canvassed by recruiters
- Coordinators should know what types of activities are happening in each of their areas that are bringing MEP families and youth to the area

# DO YOU KNOW WHAT THEY KNOW?

- Good coordinators know how to support everything recruiters are required to do.
- They should not just put the burden of all recruitment efforts on recruiters. The more support they can offer, the more effective time in the field for IDR efforts. All efforts to leverage resources and support should be used.

# BE INVOLVED

- Coordinators should be involved in the planning of IDR efforts by their recruiters
- This is not to micromanage, but instead to help guide to ensure the most effective planning is put into use with often limited resources.

**WE ARE  
MORE  
EFFECTIVE  
TOGETHER**

- Most recruiters are not able to cover all of their areas. Most MEP programs have limited resources. A coordinator is critical to ensure effective Balanced Recruitment happens.
- This is done most effectively when the coordinator is supporting the in-field efforts and opening the doors for recruiters in all areas of Balanced Recruitment.