



Creating Effective Strategic State IDR
Plans

IDRC Resource Training

Training Purpose



- These training slides have been created to help assist in the creation of an effective balanced IDR recruitment plan. It is adaptable to any state's needs. It includes sample best practices designed to aid in the creation of an effective plan. It can be applied to a state, regional, district, or local IDR Plan.

Training Agenda

Discussion of:

- State IDR Plans- Why they are needed and what should be included.
- Steps Needed to Develop a Plan
 - Assessment of needs
 - Understanding of tasks to be completed.
 - Documentation needed



- Evaluating and Planning Balanced Recruitment Efforts
- Developing Goals and Activities
- Developing Key Partnerships
- Determining Timelines
- Putting it all together

State Identification and Recruitment Plans

- State IDR Plans are required to ensure and demonstrate alignment between laws, regulations, and guidance and the development and implementation of an effective balanced state Identification and Recruitment plan.

State Identification and Recruitment (IDR) Plans

- IDR Plan Recommendations from the National Recruiter Manual

FOREWORD & PREFACE >

ABBREVIATIONS

PART 1: THE RECRUITER MANUAL ▾

+ Chapter 1. Background and Overview of the Migrant Education Program

+ Chapter 2. The MEP Recruiter

+ Chapter 3. Learning to Recruit

+ Chapter 4. Building a Recruitment Network

— Chapter 5. Developing Action Plans and Contacting Families

Chapter 5 Learning Objectives

Developing State, Local, and Individual ID&R Action Plans

Locating Migratory Families and Youth

Employer-based Recruitment

School and Community-based Recruitment

◀ Previous | Next ▶

CHAPTER 5. DEVELOPING ACTION PLANS AND CONTACTING FAMILIES

Developing State, Local, and Individual ID&R Action Plans

Every year I work with the recruiters in my region to develop a recruitment calendar. The calendar lists the best times to recruit based on crop cycles, dates of important school events like school enrollment and kindergarten orientation, and when employers do most of their hiring. Each quarter, we compare what the recruiters planned to do with what they actually did and decide how we want to change the recruitment calendar for the next year. We've learned how to use our time more efficiently.

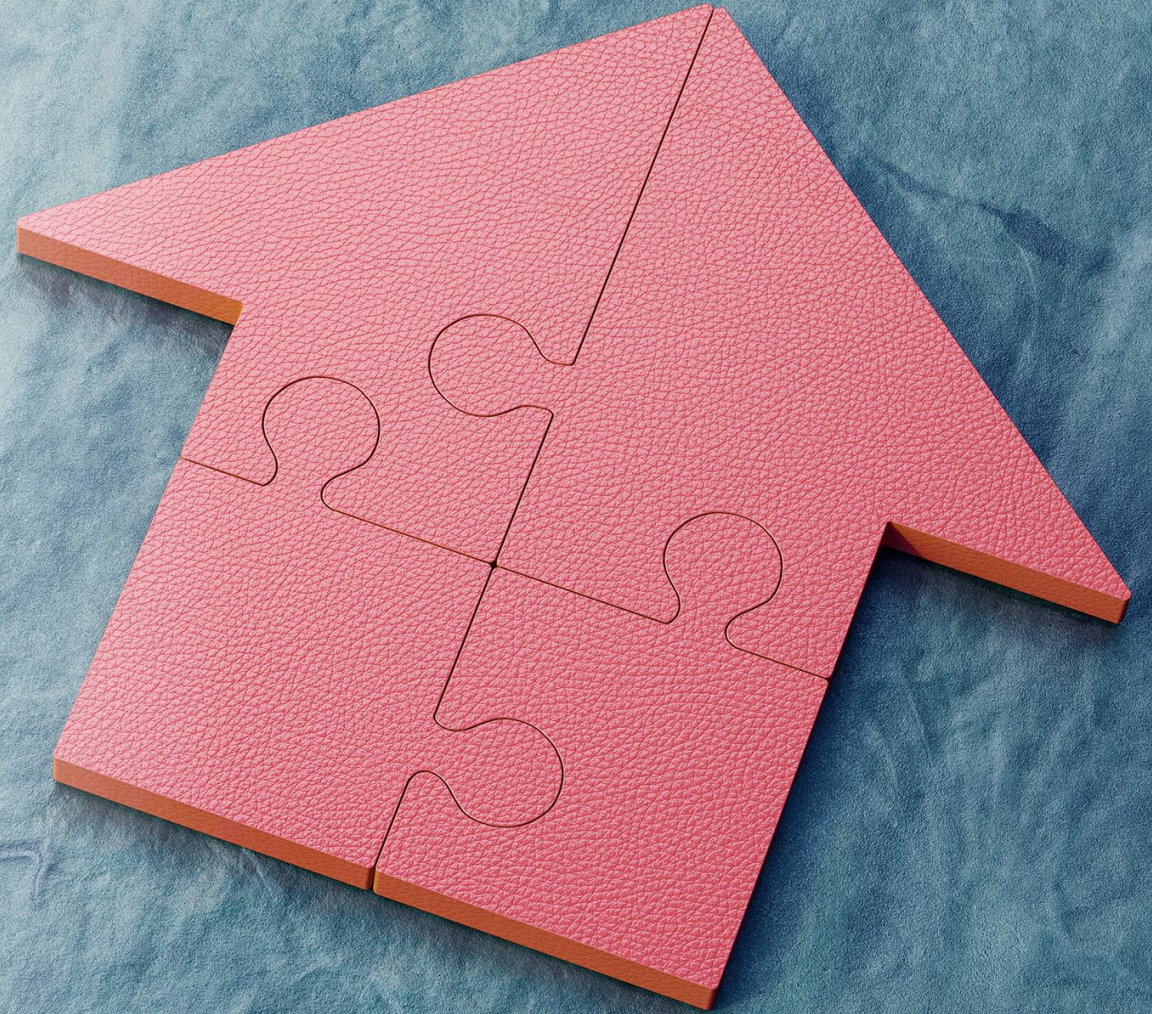
Now that the recruiter has determined where migratory families are the most likely to live and work, the recruiter needs to use that information to develop a personal recruitment action plan. Action plans come in many different forms and have different names (e.g., recruitment calendar, "to do" list, time management plan). The goal of an ID&R action plan is to become more efficient at finding all *eligible* migratory children.

Reasons for Developing an Action Plan. An action plan helps the recruiter, the supervisor, and other recruitment staff, organize and prioritize recruitment activities and establish timelines for their completion. The recruiter who has clear objectives and a plan for reaching them is more likely to be successful than a recruiter who leaves things to chance. The primary reasons for developing an action plan include the following:

- The process of creating an ID&R action plan forces the recruiter to think about what should be accomplished, to establish recruitment objectives, to decide the best way to attain these objectives, and to develop specific action steps and timelines for their completion.
- An ID&R action plan encourages the recruiter to be efficient and to use time wisely.

What should an IDR Plan include?

- Mission Statement/Purpose
- Measurable Objectives
- Effective Activities/Strategies
- Organization of State Resources Available
- Roles and Responsibilities
- Timelines
- Action Plans



What should an IDR Plan include?

The Plan should include the Activities and Strategies by month for the following areas as well as the objectives:

- Professional Development Plans
- Recruitment Plans
- Quality Control Plans
- Interstate/Intrastate Coordination



Steps to Develop an IDR Plan

- Assess the current state of Identification and Recruitment Efforts in the state, region, and or city.
- This is important as it is hard to make a plan without understanding the current strengths and challenges.



Steps to Develop and IDR Plan

- Clearly identify challenge areas of IDR in the state.
- Determine what areas of the state have not had thorough IDR efforts conducted during the previous year.



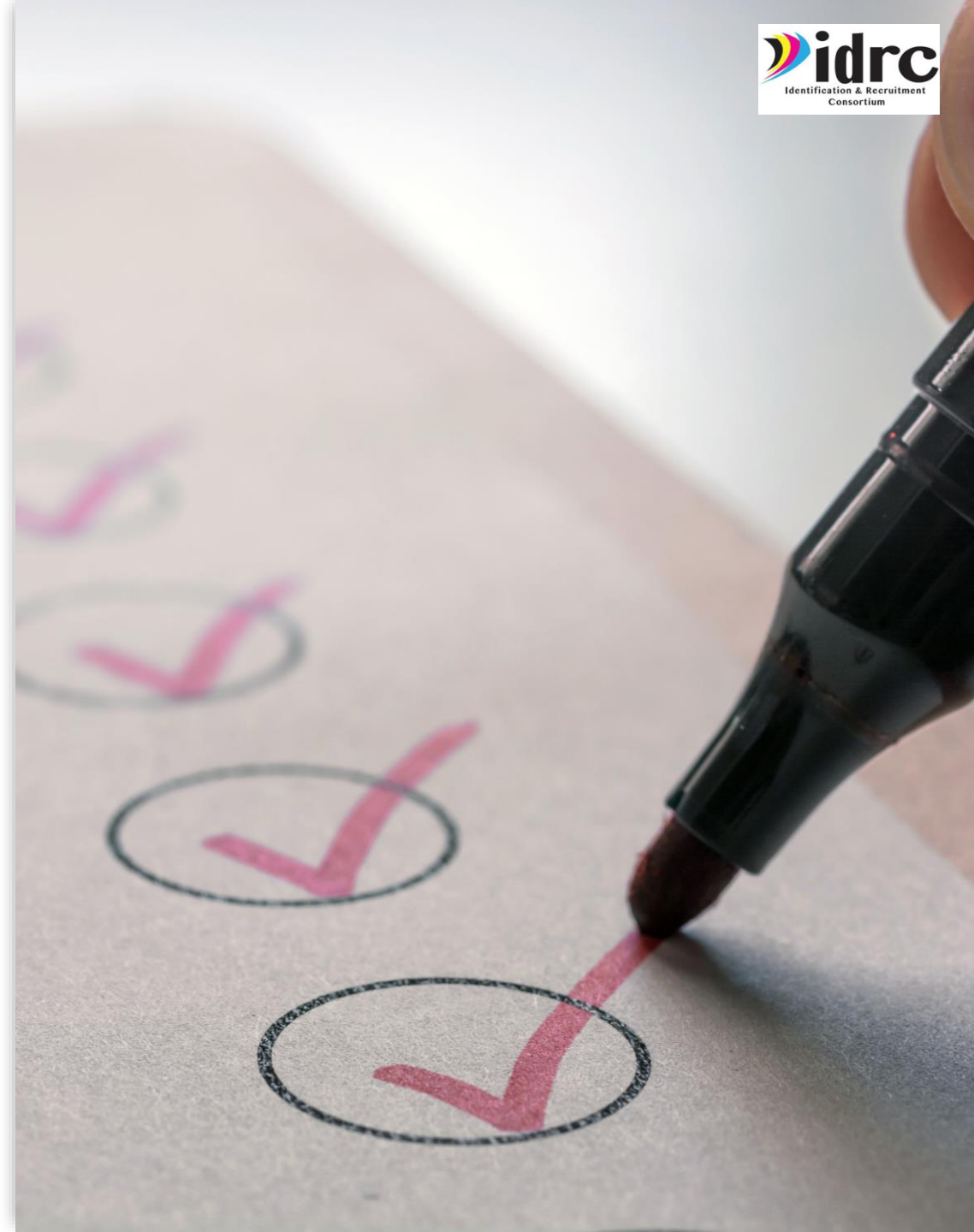
Assess How Things are Going in Your State

- Identify what is going well in the state.
- This is key knowledge that can be helpful to determine if support can be provided from stronger areas to areas of need.



Assess How Things are Going in Your State

- Determine what areas of Balanced Recruitment are being conducted and which are not.
- Balanced Recruitment includes housing visits, school recruitment, community partnerships and recruitment, and working with farms and agribusiness.
- Reviewing recruiter's logs and COE reports and mapping out the areas where efforts have been conducted can help identify areas where balanced recruitment is not being done.



Assess How Things are Going in Your State

- Reviewing recruiter's logs and COE reports and mapping out the areas where efforts have been conducted can help identify areas where balanced recruitment is not being done.



Assess How Things are Going in Your State

Example Reports:

- Comparing numbers of families and youth identified in an area in the past to current numbers.
- Creating reports of old housing locations to determine if they should be visited again.
- Viewing past qualifying activities to ensure those same industries are being worked with.



Assess How Things are Going in Your State

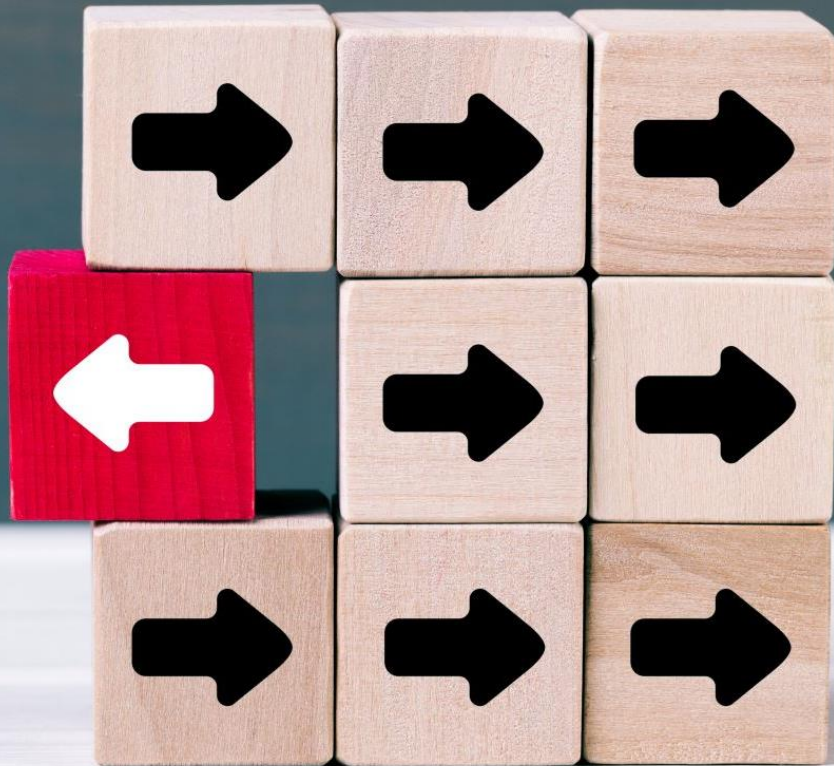
- Have recruiters take the [Recruiter Strength Assessment](#) and review those results.

Assess How Things are Going in Your State

- This assessment allows recruiters to do a self-check in all areas of Balanced Recruitment to determine which areas are most difficult for them. Once this is determined additional support can be provided in the areas identified.
- If limited staff are available to provide support in needed areas IDRC member states can ask for assistance and training in those areas.



Assess How Things are Going in Your State



- The Strength Assessment should be shared in a way to help identify areas of weakness in order to build more support and capacity in those areas.
- If limited staff are available to provide support in needed areas IDRC member states can ask for assistance and training in those areas.

Assess How Things are Going in Your State

- Determine what areas of quality control are of concern.
- A review of any areas of concern should be conducted. This can be done through reviewing COE reports, reinterview results, monitoring efforts, etc.



TIME FOR REVIEW

Review On-Going Progress

- Determine where most efforts are happening in the state.
- Using data, review if your state is conducting recruitment effectively in schools, in the community, through partnerships, with agriculture entities, and canvassing housing.
- Determine what data that is needed is not currently being gathered to help with plans of how to gather that data for the future.

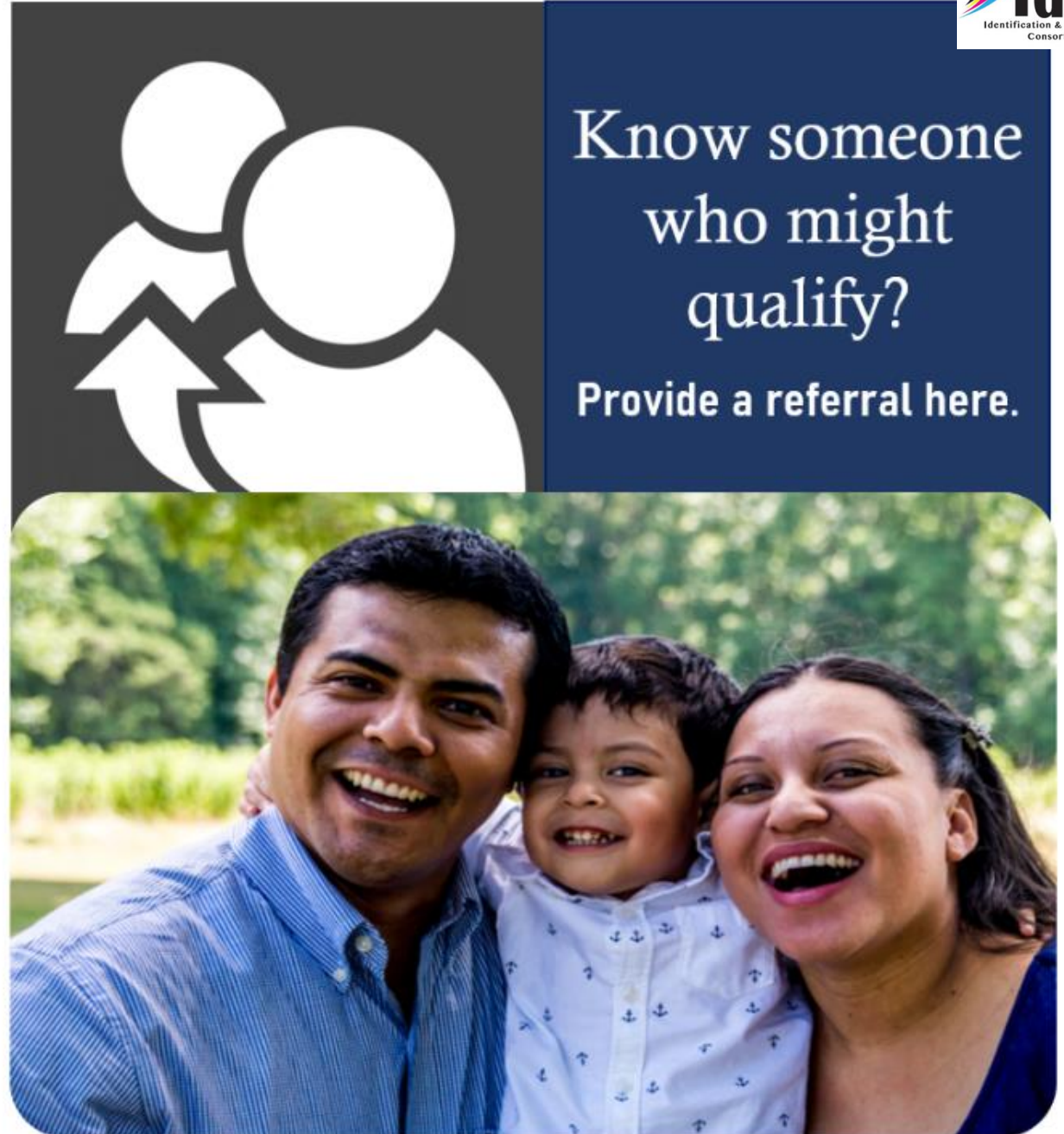
Review On-Going Progress: Weekly Logs

- Ensure recruiters complete daily/weekly recruiter logs.
- Review the recruiter logs to check for consistent balanced recruitment
- Connecteam can be an effective free tool for IDRC states to access to develop these reports.



Review On-Going Progress: Referrals Provided

- Review the receipt of referrals throughout the year for the program.
- Reports on referrals received from the IDRC [Referral Tool](#) should be reviewed if the state is using the tool.



Review On-Going Progress: Working with Schools

Gather data on which schools are using occupational surveys across the areas.

Review recruiter logs to determine what school districts have been visited or established a relationship with through meetings during the last year.



Review On-Going Progress: Working with Schools

Determine how many surveys you have received and what the follow up looks like.

Work to ensure each school has an assigned liaison that MEP staff can work with.



Review On-Going Progress: Working with Agribusinesses and Farms

Use the [IDRC Ag Portal](#) lists to keep track of what farms, nurseries, etc. have been visited and make notes of outcomes.

Use data from COEs to determine in what farms eligible youth have been found if available in the state.



Review On-Going Progress: Developing Partnerships

- Create a list of all agencies that MEP has partnered with.
- Review established partnership agreements with those agencies
- Use www.Findhelp.org to identify agencies that would be ideal to reach out to in order to develop future partnerships.

Review On-Going Progress: Canvassing Housing

- Develop a Housing List to keep track of key housing locations.
- Ensure that reports are made that help document the housing visits and update outcomes for each site as recruiters visit the location.
- A list of trailer parks in the state can be found on the [IDRC Ag Portal](#).



Review On-Going Progress: Data Considerations

- Use current MEP data to assist your efforts.
- Determine what reports need to be run at what times to determine when families are close to their end of eligibility. It can be helpful to reach out before this date to determine if they have any new moves.
- Do a thorough review of what data needs to be reviewed during the year to assist IDR efforts.

Putting it Together What Are The Needs?

- Identify areas of need and develop a plan on how to increase efforts and who would be responsible for conducting those efforts.
- Be detailed and create measurable goals and activities that are doable with the current program set-up.

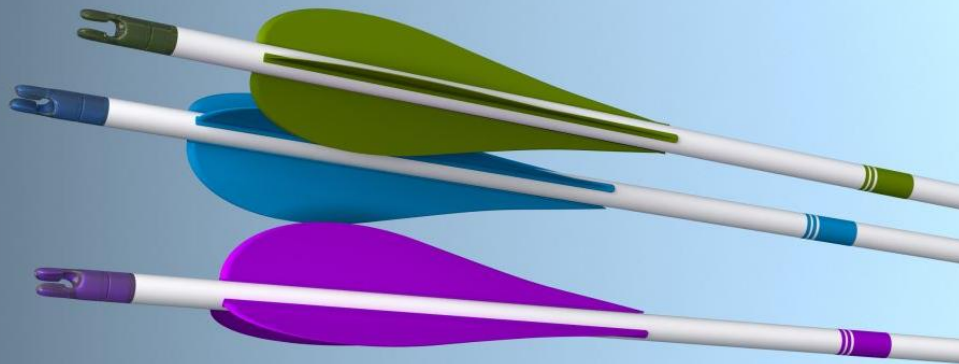


Putting it Together Making Effective Goals

Train staff on how to develop measurable goals.

Review current practices of which goals in the past have been met.

Review how goals are tracked and measured in the current protocols and how that should change for the future.



Putting it Together

Make Sure to:

Create goals related to the results of the recruiter strength assessment to identify weaknesses and growth and create goals.

Break down the goals by district, region, and state.

Recruiters should have daily, weekly, monthly, and yearly goals.





Putting it Together Use Agriculture Data

- Review the Agriculture Crops Timeline, Farmworker County Maps, and the [IDRC Power BI](#) resources to prioritize areas with the most agriculture happening.

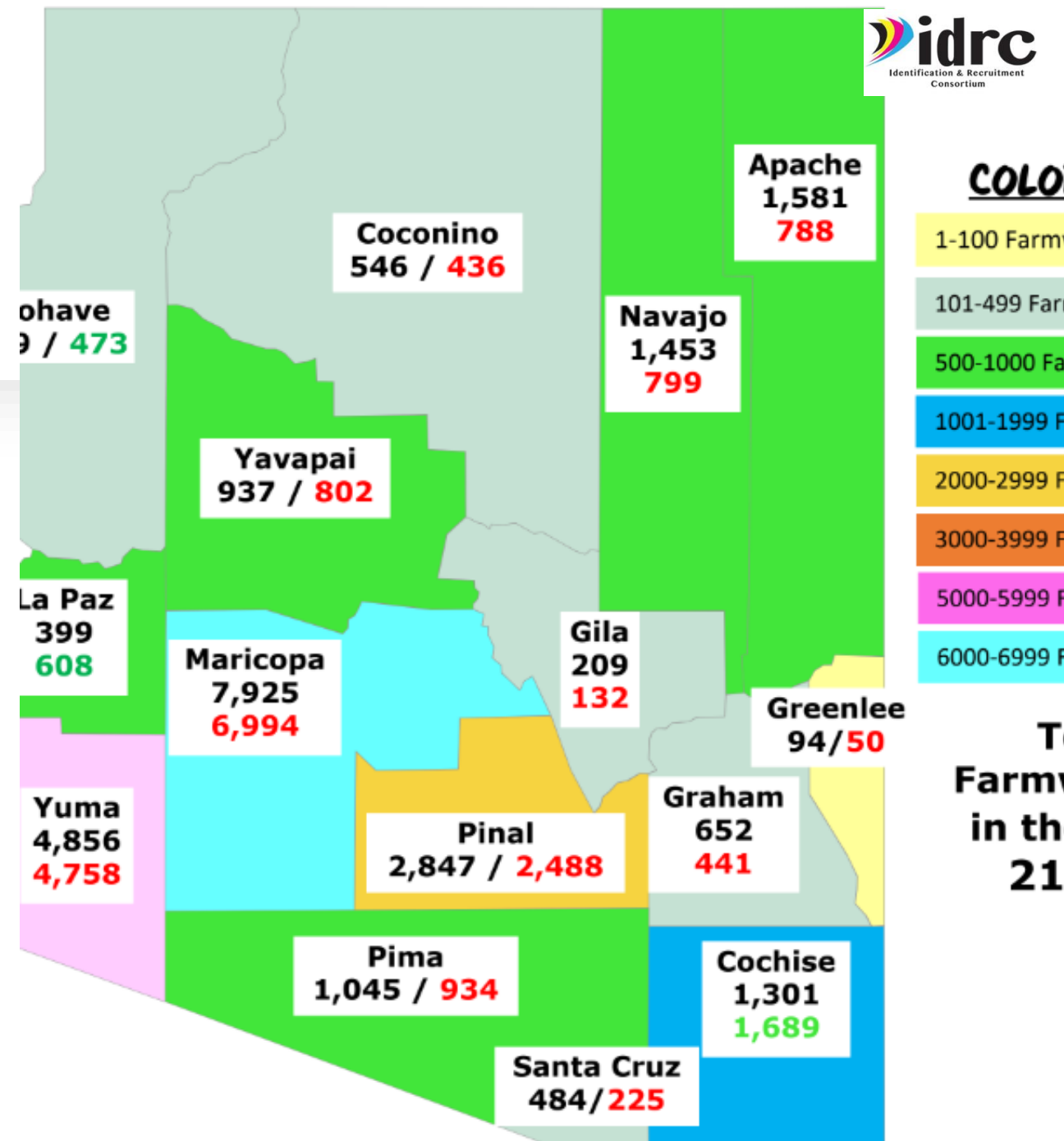


Putting it Together Build Knowledge

- Ensure MEP know what crops and activities are in their assigned areas.
- This knowledge should be used to make a list of those and the times those activities are happening. Organize these activities by month.
- [Check out the IDRC State Crop Timelines](#)

Putting it Together Develop Lists and Priorities

- Make a list of farms and employers in their assigned areas.
- [Review the possible number of farmworkers in the area](#) from the Agriculture Census to determine the areas of the greatest probability of finding eligible families and youth.
- This information is available to all IDRC states through the power bi tool.




Putting it Together Determine Who The Program Needs to Work With

- Determine what agricultural associations are related to the key industries in the state.
- Develop a plan to reach out to the associations to determine how the state can attend their meetings and help distribute information to their members.





Making your Plan

- Using index cards, have MEP Staff/Recruiters write all the activities they should be doing throughout the year in general.
- 

Making your Plan

What Should be Written Down

- The plan should include all IDR related efforts such as:
- Re-verifications of children in the fall, assisting with signing up students for summer programming, visiting farms, building relationships with ag businesses, following up with school surveys, visiting community locations such as churches, partner organizations, etc.



Making Your Plan

- Make a monthly calendar of when these things should happen.
- Plan what else they could be doing in the slow months. (Outreach in the community, run data, and call the families to see if they have done any other moves)



Making Your Plan

- Determine when and what Professional development should be offered.
- Include when recruiters should attend school meetings and introduce the program.
- When ID&R planning should be done.
- How Partnership Development with identified agencies will happen.



Making Your Plan

- This plan should include the following:
- What should they be doing each month with farms, fisheries, or agribusiness?
- What should they do to build effective partnerships?



Make a Yearly Balanced Plan

- What crops or activities are happening each month? How should they effectively get referrals and leads from schools and the community?
- The plan should be mapped out by month and include the activities to happen each month.



Make a Yearly Balanced Plan

- Differentiate activities by busy vs slow season activities.
- Make your plan to show what can be done by position also such as coordinators vs recruiters, etc.



Making a Yearly Balanced Plan

- Create measurable goals to help recruiters and staff stay focused and organize and conduct needed activities.



Put it into Action

- Discuss how they can make daily, weekly, and monthly plans related to their yearly plan.
- Have them make a sample daily plan for one chosen month.
- Conduct regular check-in meetings with recruitment staff
- Have measurable goals
attainable goals

