

MiMEP Recruitment!



Michelle Williams – Michigan Department of Education, Migrant Education Program MiMEP

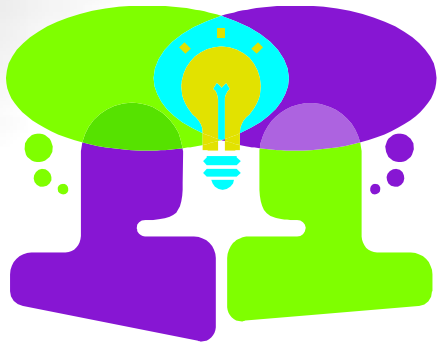
Bruce Lack – Michigan State University, Migrant Student Services, MiMEP ID&R

Session Goals

- Share MiMEP recruiting methods
- Examine the importance of being connected
- Highlight strategies for developing recruiters' communication skills

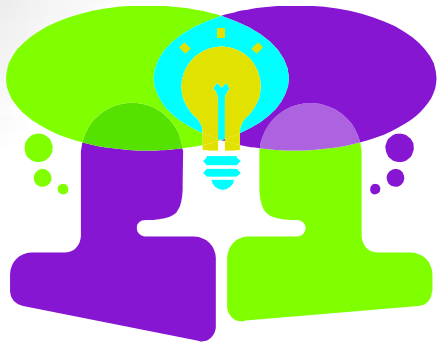
Agenda

- Introductions & Opening Activity
- Information Gathering
- Networking
- Mapping
- Discussion



Activity

- **MOST** effective recruitment strategy
Be very specific
- **Explain!**



Activity

- **LEAST** effective recruitment strategy
Be very specific
- **Explain!**

Debrief

- **MOST/ LEAST**
- **ACTIVITY**



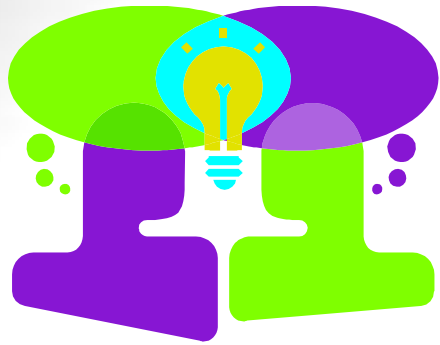
COMMUNICATION PRACTICE



Recruiters are good listeners who can repeat what others say in their own words.

Information Gathering





Activity



**WHAT ARE YOUR SOURCES OF
INFORMATION?**

Debrief



- **SHARE SOURCES**
- **ACTIVITY**




COMMUNICATION PRACTICE

Recruiters...



➤ think on their feet! 

➤ think outside the box! 

➤ are always on the lookout for opportunities and new sources of information! 

“Some” of Our Sources



- MDARD camp list (licensed housing list)
- Migrant Resource Council meetings
- Migrant Service Providers (Department of Human Services - DHS, Primary Care – migrant clinics, Telamon Services, Migrant Head-Start)
- Churches
- Migrant Qualifying Activities book (new activities)
- Crew Leaders / Point Of Contact Individuals
- Farming Suppliers
- Fire, Police, Postal/Shipping Personnel



393 results for "dairy" Agriculture Companies near Florida

Advanced Filters

Company Revenue ▶

Number of Employees ▶

Ownership ▶

Location Type ▶

Browse Categories

All Industries

Beef Cattle Feedlots (1)

Beef Cattle, Except Feedlots (2)

Dairy Farms (343)

General Farms, Primarily Crop (5)

General Livestock, Except Dair and Poultry (37)

Livestock (2)

[SEE ALL](#)

Browse Locations

Ads by Google

[Nestlé Nido 1+](#) Trust In Nido 1+ For Your Niño's Healthy Growth and Development. www.nestlenido.com/

- L C Dairy Inc**
Po Box 1406, Avon Park FL
★ Follow company
Dairy Farms
- Lockhart Dairy**
10020 SW 105th Street, Ocala FL
★ Follow company
Dairy Farms
- Mn Dairy**
132 Rona Lane, Davenport FL
★ Follow company
Dairy Farms
- Ericson Dairy**
2000 NE 131st Lane, Okeechobee FL
★ Follow company
Dairy Farms
- Powell's Dairy**
2097 Highway 173, Bonifay FL
★ Follow company
Dairy Farms



Information to Gather



- Lists of nearby farms
- Upcoming events
- Resources for migrant families
- Agricultural activities in the area
- Seasonal fluctuations in the population
- Leads and new direction
 - Key community members/leaders
 - Hispanic/Latino community organizations & businesses
 - Atypical populations

Foster New & Established Relationships

Marketing Your Program



Radio and Press

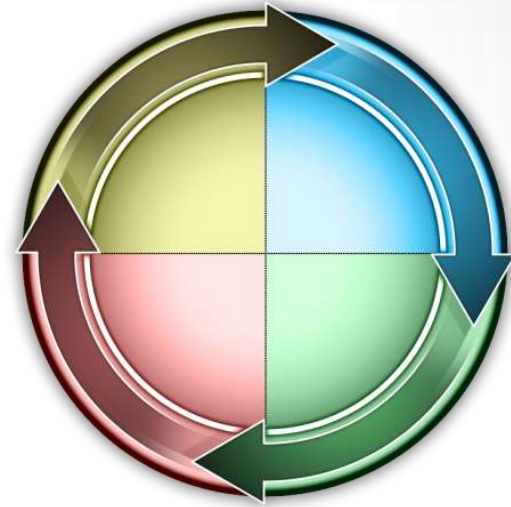
- Public Service Announcement
- Events and Happenings

Flyers and Information Brochures

- Wal-Mart
- Laundromats
- Service Providers (DHS, InterCare, etc)
- Migrant Housing
- Neighboring Districts
- Chamber of Commerce
- Farm Bureau Offices/Publications



**Information gathering is an ongoing,
two-way process.**



Networking

Networking through Families and Workers



After the eligibility determination interview....

- **Establish a Context:**

- Explain the importance of Migrant Education Programs and the identification of all eligible migrant children.
- Describe the long term impact that educational opportunities have on the family and community.

- **Ask for Referrals:**

- Do you know of other families who may have recently arrived?
- Do you know of any young adults who are here working?
- Do you know of any other areas in the state where your friends or family may have come to do migratory work?
- Are any of the other farms in the area bringing in workers that you know of?

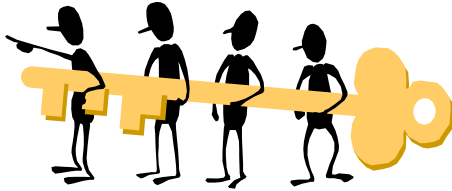
Networking through Families and Workers



After the eligibility determination interview....

- **Bring Workers on Board as Stakeholders:**
 - Thank them for their time with give-aways (donated).
 - Talk with them about their experiences and needs within your state.
 - Connect them to nearby agencies that may be able to address some of these needs.
 - Explain how MEPs support their community's children.
 - Ask for their assistance in supporting your effort's to help their community. **Time to ask for referrals!**
 - Look for opportunities to maintain communication in the years and months to come.

Networking through Families and Workers



Key Point!

Develop rapport with **eligible**

AND

non-qualifying families and workers

Networking within the Community



Networking with Service Providers/Agencies

Includes: Migrant Health, Department of Human Services, Food Banks, Religious Organizations, Non-Profits

- ✓ Attend the local Migrant Resource Council meetings to understand the services available from each organization/agency and the requirements for that aid.
- ✓ Attend service provider events and take advantage of opportunities to support their efforts.
- ✓ Contact providers periodically for changes in services provided, eligibility, or staffing.



KEY POINT: This is a two-way partnership!

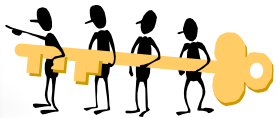
Networking within the Community



Networking with Educational Institutions

Includes: Local Non-MEP School Districts, Universities & Colleges, Adult Education Programs, GED Programs (Michigan WORKS!), Community ESL Programs

- ✓ Identify key personnel that are able to support and connect you to potentially eligible migrant children.
- ✓ Connect families with these educational opportunities as they express the need.



KEY POINT: This is a two-way partnership!

Networking within the Community



Networking with Government Agencies

Includes: Michigan Department of Agriculture, Environmental Quality, Wage and Hour, Unemployment Offices

- ✓ Identify key personnel that are able to support and connect you to potentially eligible migrant children.
- ✓ Look for opportunities for cross-training and cultural awareness development.
- ✓ Request lists of growers, licensed housing, crop information, etc...



KEY POINT: This is a two-way partnership!

Networking within the Community



Networking with Businesses

Includes: Commodity Associations, Local Grocery Stores, Agriculture Suppliers, Equipment Vendors

- ✓ Identify key personnel that are able to support and connect you to potentially eligible migrant children.
- ✓ Request information on businesses that hire migrant workers, opportunities to acquire information on the growers – what are their needs and challenges?





KEY POINT: This is a two-way partnership!

Networking within the Community



 Send letters of introduction and appreciation.

 Include community information in your newsletters. Participate in writing blurbs for other agency/organization newsletters.

 Communicate programming dates and events. Invite the community. Participate in other hosted events.

 Share stories.

Networking with Growers/Producers



- Attend grower association meetings
- Provide information for mailers
- Focus on the MEP benefits for the grower:
 - Language support
 - Education of future workforce
 - Children out of fields
 - Provide for basic needs (referrals)
 - Reduce attrition
 - Refer workers
 - Cultural expertise
 - Training opportunities

Networking with Growers/Producers



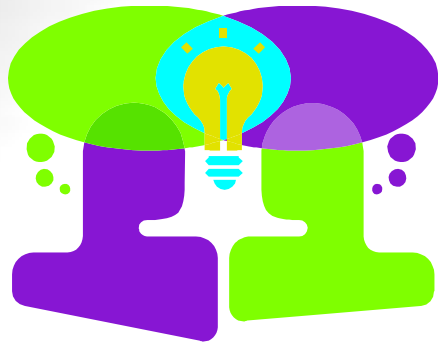
- Send a letter with the recruiter's picture and an overview of the program such as dates that the program will start and end, business hours, and grade levels/ages served.
- Ask questions about how the farm is doing, opportunities or challenges that the grower may be facing.
- Be sympathetic, share resources when appropriate, and look for opportunities to support the grower.
- Take extra time to connect with the crew leaders.

Networking with Growers/Producers



- Invite them to Parent Advisory Council meeting, parent outreach, Migrant Resource Council meetings, fiestas, and other events.
- Hold events at the farm or camp.
- Organize a growers' breakfast.
- Don't be afraid to ask questions or ask for help.

Remember that growers talk to each other!



Activity



Dream with us.....

What would it look like if we could better network with each other across states?

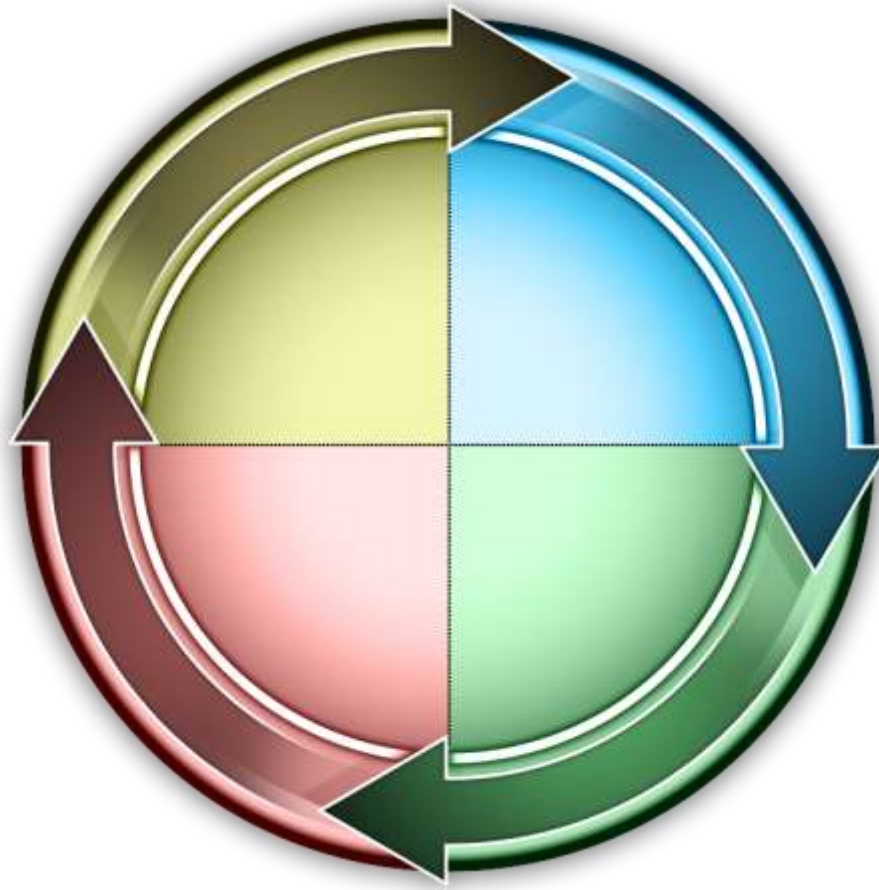
*With Families and Workers
Within Communities
With Growers/Producers*

COMMUNICATION PRACTICE



Recruiters are able to clearly articulate ideas and relate to different audiences.

▪



Networking is about supporting each other's programs.



Mapping

Mapping

MiMEP Boundaries Project



- Review current regular year and school year boundaries
- Determine historical to current shifts in population
- Increase communication between local migrant programs and the state ID&R centers
- Facilitate the transfer of enrollments
- Focus on the goal of identification of **all** migrant children statewide and the provision of MEP services to as many children as possible.
- Evaluate current results and plan for future improvement

Mapping Cluster Recruiting



- Group trips by geographic areas
- Plan on visiting all camps, agencies, contacts, farms in an area to save mileage.
- Recruiters can stop along their route when they see any potential new farm or source of information.
 - Vary your routes often to maximize exposure.

Mapping Using Technology



How might Google Maps support recruitment efforts?

- [Google Maps](#) is a FREE online tool to create custom maps that can be personalized to hold a variety of information.
- [Google Maps Engine Lite](#) is a newer beta version that will allow layers (limited capabilities at this point).
- Capacity to be password protected and not open for public viewing through Google accounts.

Using Google Maps: Potential Uses



- Creating recruitment plans/maps
- Location searching (w/satellite views)
- Logging information
 - COE's (star)
 - Producers
 - Agencies
 - Other locations of interest
 - Contact information
 - Visits and notes

Using Google Maps: Creating a Recruitment Map



1. Create a new map and label it.
2. Search for the address and verify it using satellite view.
3. Click save to map and choose the map you just created.
4. Repeat steps 2 and 3 for each additional location.
5. Add notes, labels, etc to customize the map.
6. View and navigate from your smart device.
7. Share your map with someone else.

Using Google Maps: Location Searching



- In classic Google Maps, use satellite view to narrow down a point and verify it exists.
 - Locations can be off miles, especially with stand alone GPS devices
- In Google Maps Engine Lite, search for similar businesses in the map window. (new search functions)



Mapping allows programs to collect and share information efficiently.

Discussion



**Information
Gathering**



Networking



Mapping

Contact Information

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