

# What Does a Creative Recruiter Look Like?

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# AGENDA

- Why Migrant Programs Need Creative Recruiters
- Characteristics
- Recruitment Network
- Recruitment Plan
- Recruitment Strategies
- OSY Recruiting
- Safety
- Q & A
- Share a Strategy

# Why Migrant Programs Need Creative Recruiters

A successful recruitment system is  
one that is **FLEXIBLE** and  
**CREATIVE**

Hiring and training the “right”  
recruiter is essential

The recruiter is **THE KEY** for a  
successful migrant program.

# Characteristics of a Resourceful Recruiter

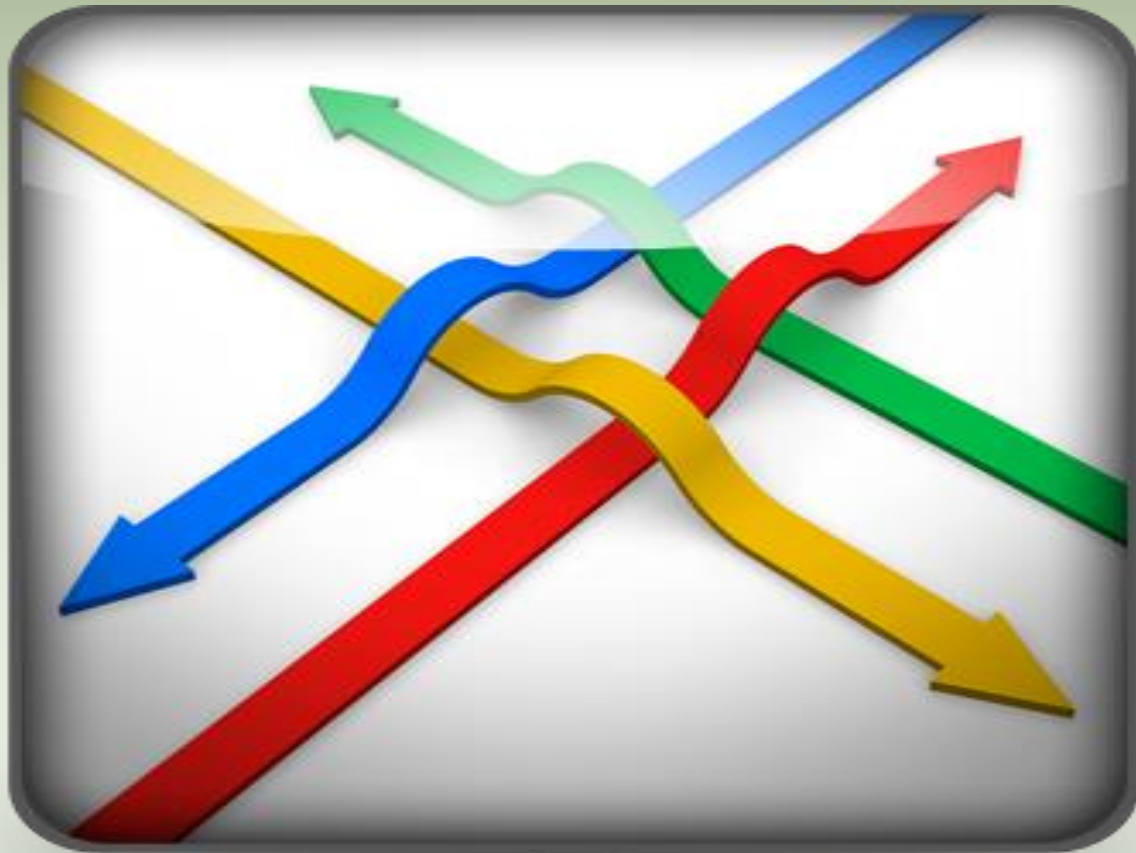
**The  
recruiter  
must be**

- Humble
- Flexible
- Aggressive
- Organized
- Knowledgeable
- Creative

# Be Humble

- Accept the invitation to enter the home
- Eat their food, if offered
- Good listener
- Give hugs

# Be Flexible



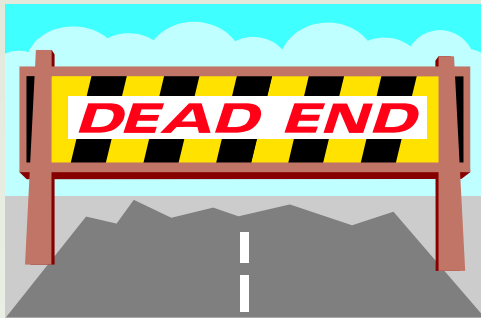
# Be Flexible

- Work within language and culture customs
- Change work hours accordingly
- Attend weekend activities
- Dress for the occasion

# Be Aggressive

- Sell the program
- Be persistent
- Leave your comfort zone

**Cul-de-sac** vs. **Boulevard**

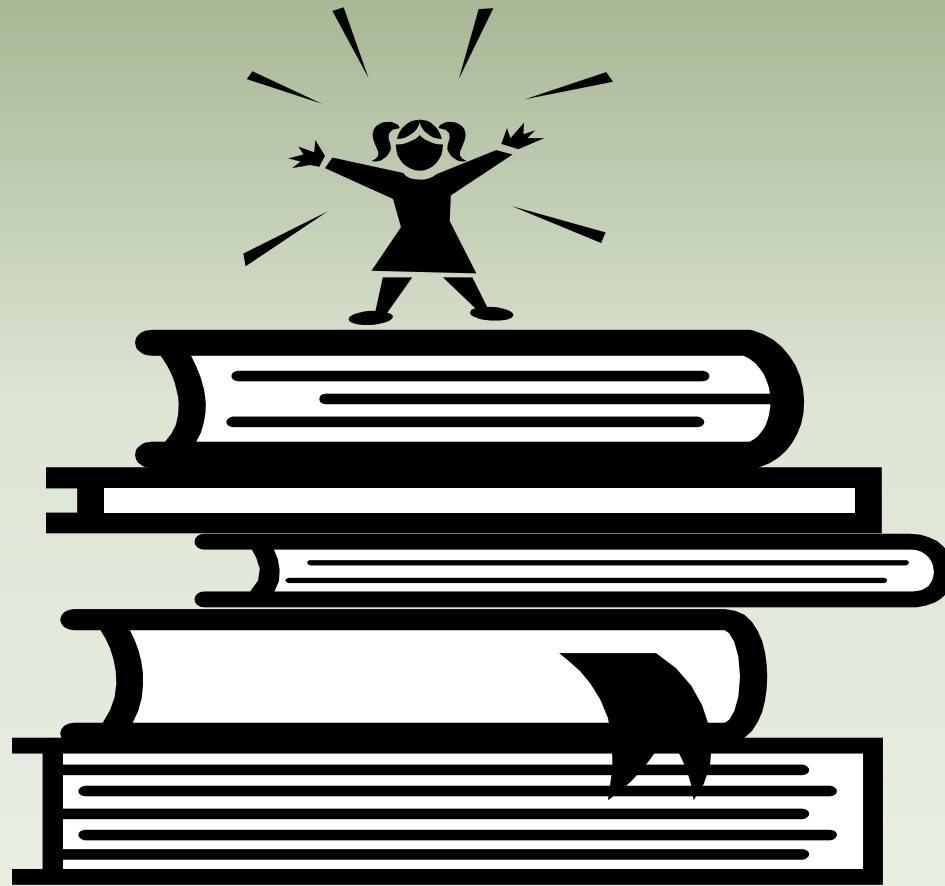




# Be Organized

- Recruitment Data
- Have flyers
- Recruiting kit (COEs, notepads, list of families, GPS maps, writing utensils, etc...)
- Daily recruiting plan

# Be Knowledgeable



# Knowledge of

- Education of Migratory children - Title I Part C
- Identification and Recruiting Guidelines
- Worker/child eligibility
- Provision of services
- Nation and State's planting and harvesting seasons
- Federal, State, and Local MEP personnel
- Local resources

# Be Creative



# Be Creative

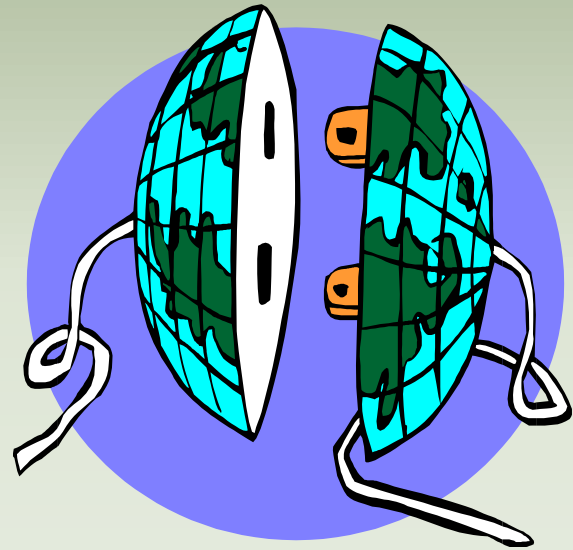
- Think outside of the box
- Explore new ideas
- Go where they go
- Observe others
- Self- reflection
- Surveys

# 10 minutes Group Activity

- Get with a group of 4-6 people from different school districts and share your ideas of how a creative recruiter looks like
- Have a recorder to note each idea using the [Orange Activity Sheet](#)
- Have a speaker to summarize the discussion.

# Recruitment Network

Building a strong  
recruitment network  
requires  
**COLLABORATION**  
between the recruiter,  
local schools, farmers,  
and other local  
agencies



# The Network Should Include

- Schools
- Churches
- Sport clubs
- Farmers
- County fairs
- Local stores
- Government agencies
- Health department
- Area restaurants
- Farmers/Flea markets
- Current Migrant families



# Recruiting Strategies

- Familiarizing with area of recruitment (region's agriculture, processing, dairy, and fishing industries)
- Identify peak migrating periods
- Know about what crops are cultivated
- Set up time and location for interview
- Map your daily routes

# Recruiting Within the School System

- MEP Flyer in main office
- Send MEP info home
- School staff
- School events
- Staff meetings

# Recruiting at the Work Site

- Visit all the farms around the area
- Set up appointments to talk to owners, crew leaders or workers
- Leave flyers/surveys with migrant information and MEP contacts in the office or with workers

# 10 minutes Group Activity

- Get with a group of 4-6 people from different school districts and share ideas of Recruiting Network and Strategies
- Have a recorder to note each idea using the **Green Activity sheet**
- Have a speaker to summarize/share the discussion.

# OSYs Recruiting Efforts

- Schools
- Program Partner Organizations
- Agencies Providing Support Services
- Juvenile Justice Courts/Agencies
- Traditional Media Outlets  
(Television/Radio)
- Word-of Mouth

# Where Youth Are Found

Parks, video stores, recreational centers, public housing, churches, ball games, malls, stores, homeless shelters, McDonald's, juvenile justice facilities.

# Training

- ID&R - attend/participate in regional and state Identification and Recruitment training
- COE language
- CrossPointe
- MSIX
- Computer skills
- Communication skills (e-mail protocol

# Safety

- Do not go alone
- Have a charged cell phone
- Call office at arrival
- Be aware of “at-risk” neighborhoods
- Encourage meetings at the office
- Be aware of the dog
- Free app [www.bipper.com](http://www.bipper.com)





Q & A



# Feedback is important to us!

- Please let us know if you learned a new strategy that you can use to improve recruitment of migrant families in your area
- Please share with us your recruitment strategies and networks for Out-of-School Youths- OSYs
- Leave us your e-mail address and take ours with you