2018 AmeriCorps*Texas

All-Grantee Meeting

February 28-March 1, 2018

Team Bobsled:

Recruiting Members & Finishing the Race

Pat Guzmán-Weema, Program Officer
Joshua Winata, Program Officer

- **Why It Matters**

- **Performance Expectations**

- **Recruitment**
  - Barriers
  - Messaging
  - Channels
  - Sharing best practices

- **Retention**
  - Why members stay & why members leave
  - Mapping the member term
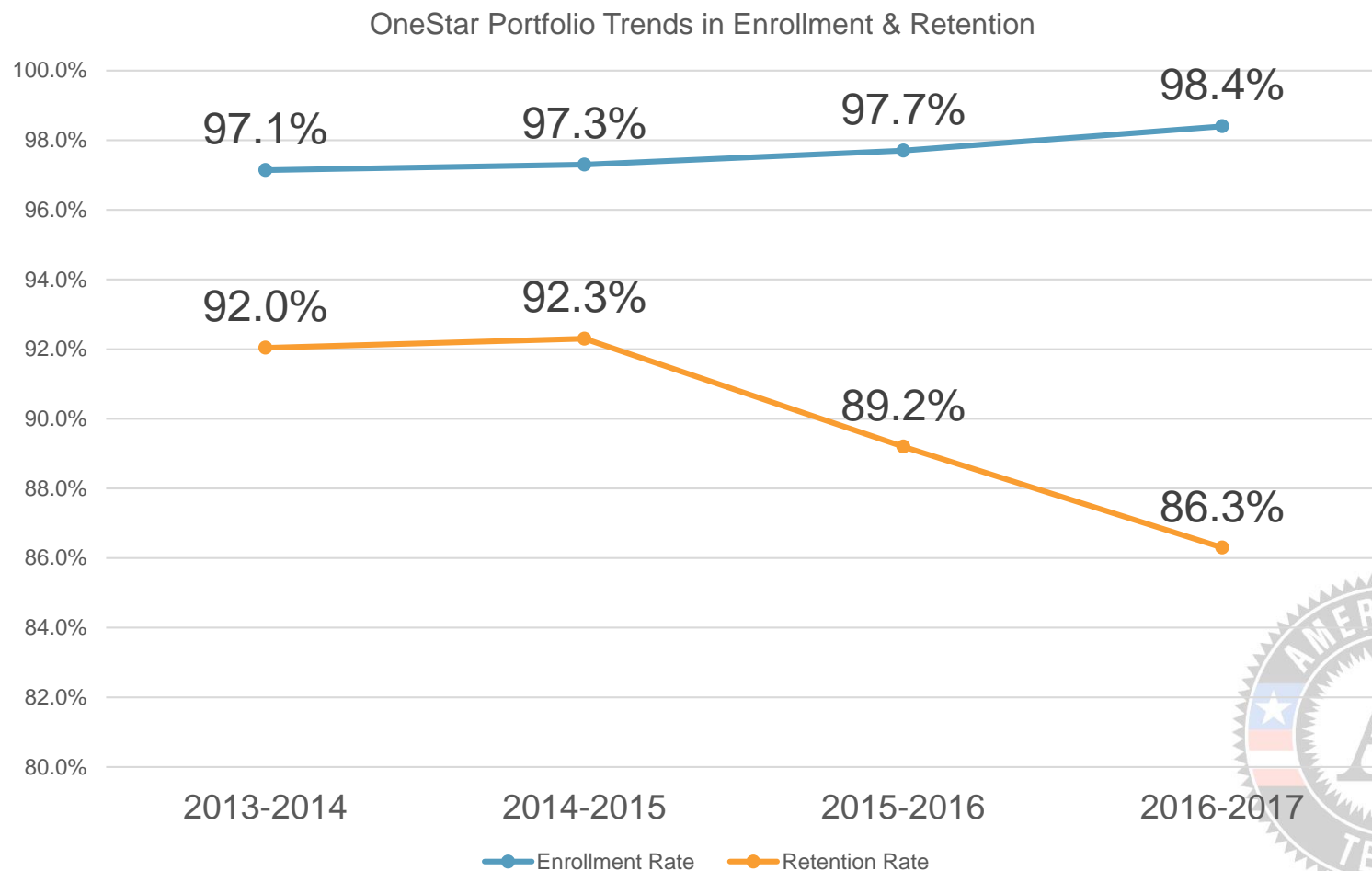 - Sharing best practices

- Consistency and quality of service delivery
- Member morale
- Indicator of a well-managed program
- Preparation for growth

	CNCS	OneStar
Enrollment	100%	95%
Retention	100%	90%

OneStar Portfolio Trends

OneStar Portfolio Trends in Enrollment & Retention
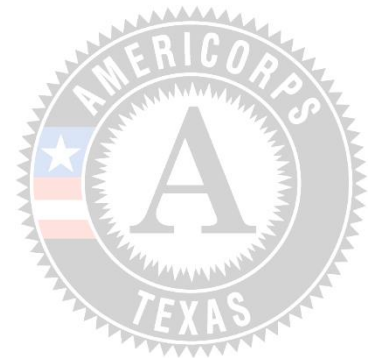
- Building awareness of meaningful service opportunities

- Developing clear and accurate messaging

- Identifying and matching qualified candidates with service positions

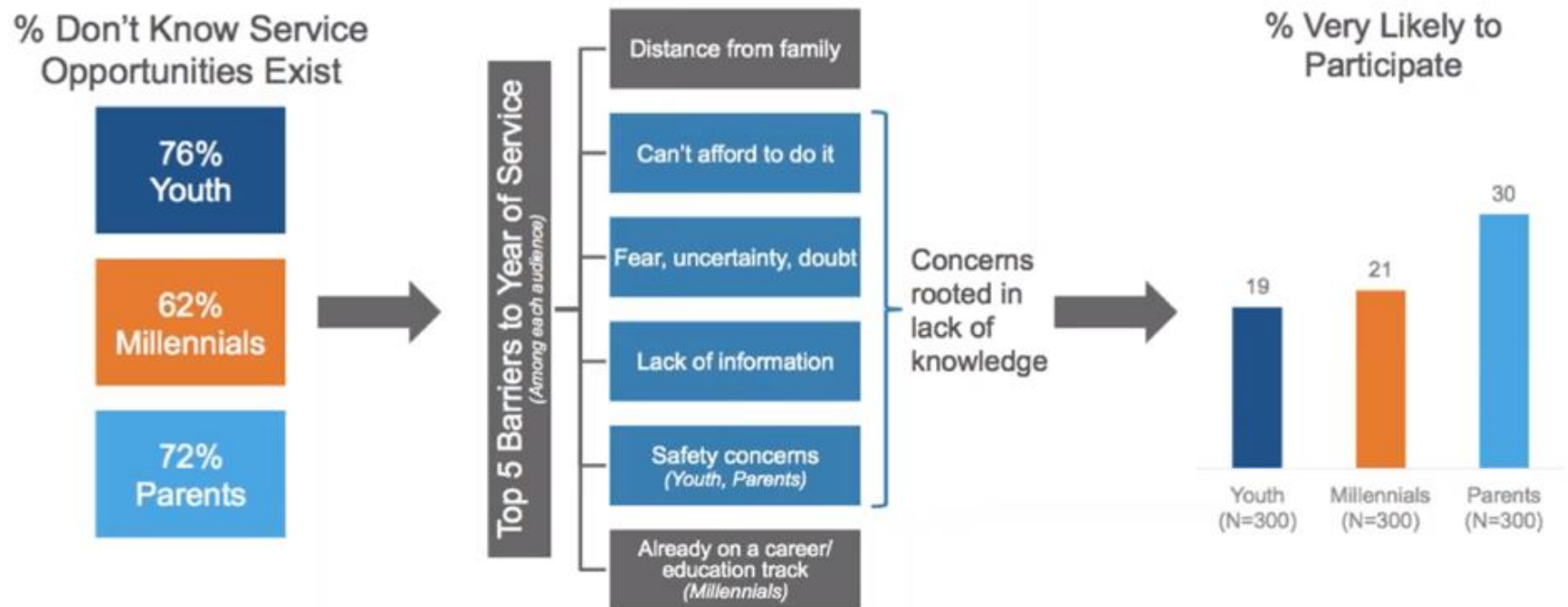# What are the challenges you face in member recruitment?

- How do you use your strengths to take advantage of opportunities?

- How do you overcome weaknesses preventing you from taking advantage of opportunities?

- How can your strengths reduce the probability of threats?

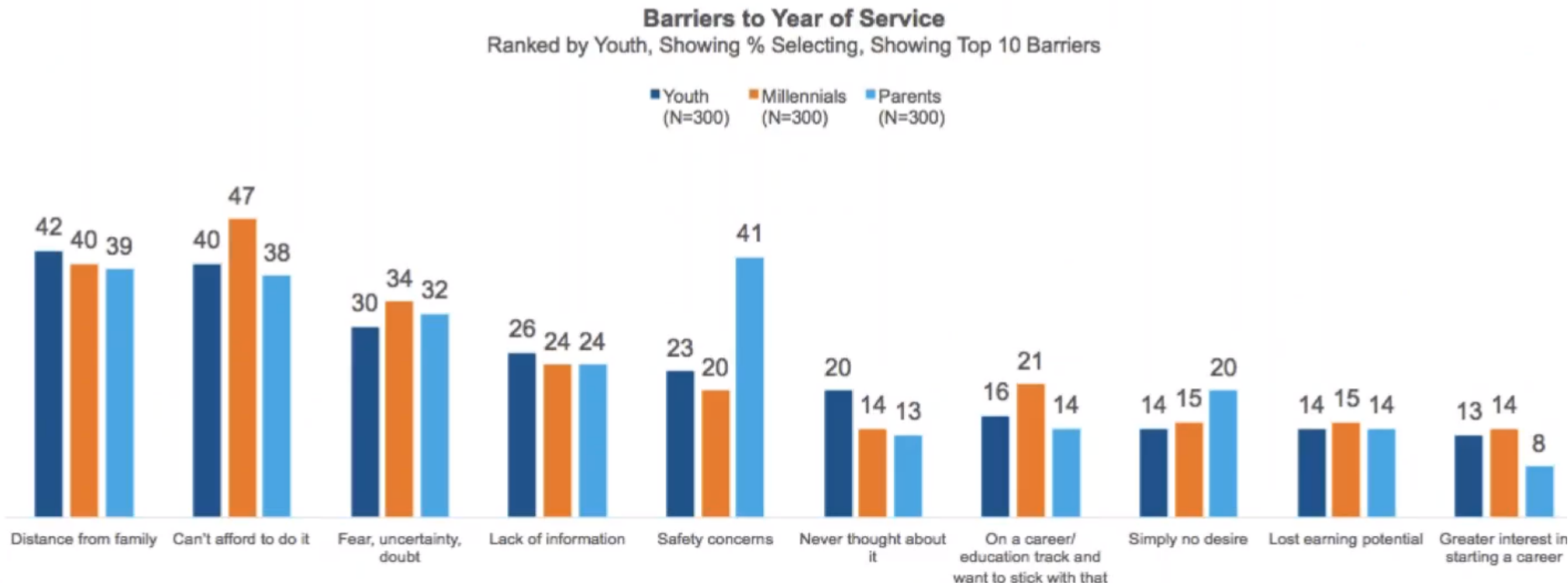- What can you do about your weaknesses to make the threats less likely?

Challenge

– Low awareness leads to perceived barriers that severely limit interests in participation.

**% Don't Know Service Opportunities Exist**

76% Youth

62% Millennials

72% Parents

Top 5 Barriers to Year of Service (Among each audience)

Distance from family

Can't afford to do it

Fear, uncertainty, doubt

Lack of information

Safety concerns (Youth, Parents)

Already on a career/ education track (Millennials)

Concerns rooted in lack of knowledge

% Very Likely to Participate

19 — Youth (N=300)

21 — Millennials (N=300)

30 — Parents (N=300)

Barriers

– Family and financial concerns top the list in preventing commitment among Youth, Millennials and Parents

Barriers to Year of Service
Ranked by Youth, Showing % Selecting, Showing Top 10 Barriers

■ Youth (N=300)　■ Millennials (N=300)　■ Parents (N=300)

	Youth	Millennials	Parents
Distance from family	42	40	39
Can't afford to do it	40	47	38
Fear, uncertainty, doubt	30	34	32
Lack of information	26	24	24
Safety concerns	23	20	41
Never thought about it	20	14	13
On a career/education track and want to stick with that	16	21	14
Simply no desire	14	15	20
Lost earning potential	14	15	14
Greater interest in starting a career	13	14	8

The Opportunity

– Most can identify benefits when exposed to basic information about program; education incentives valued
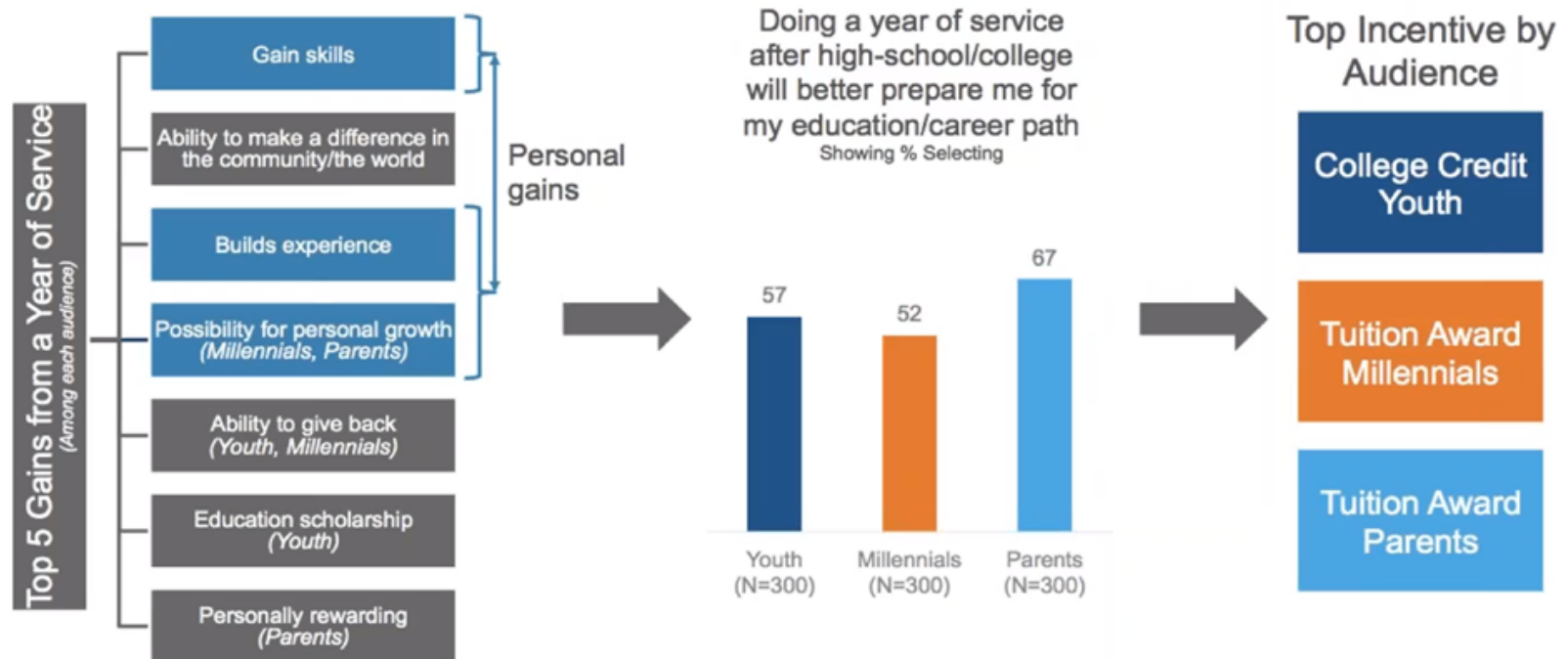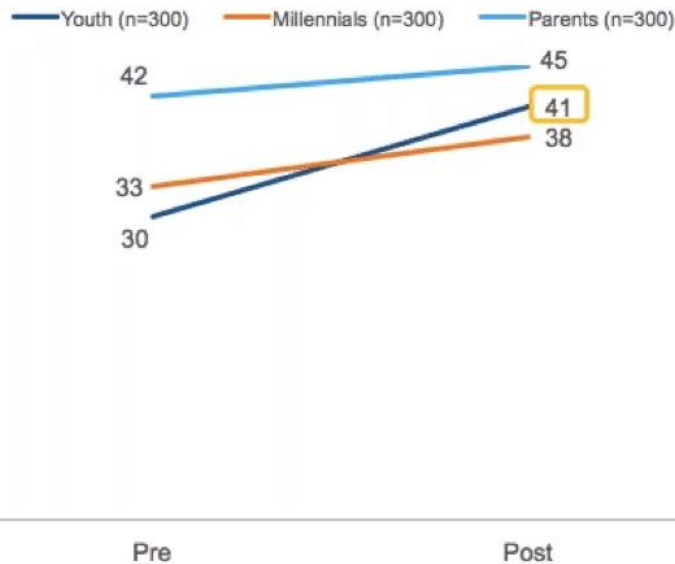
The Solution

– Messaging dramatically improves perceptions among Youth; Millennials are a harder audience to move.

Impact of Messaging on Year of Service Favorability
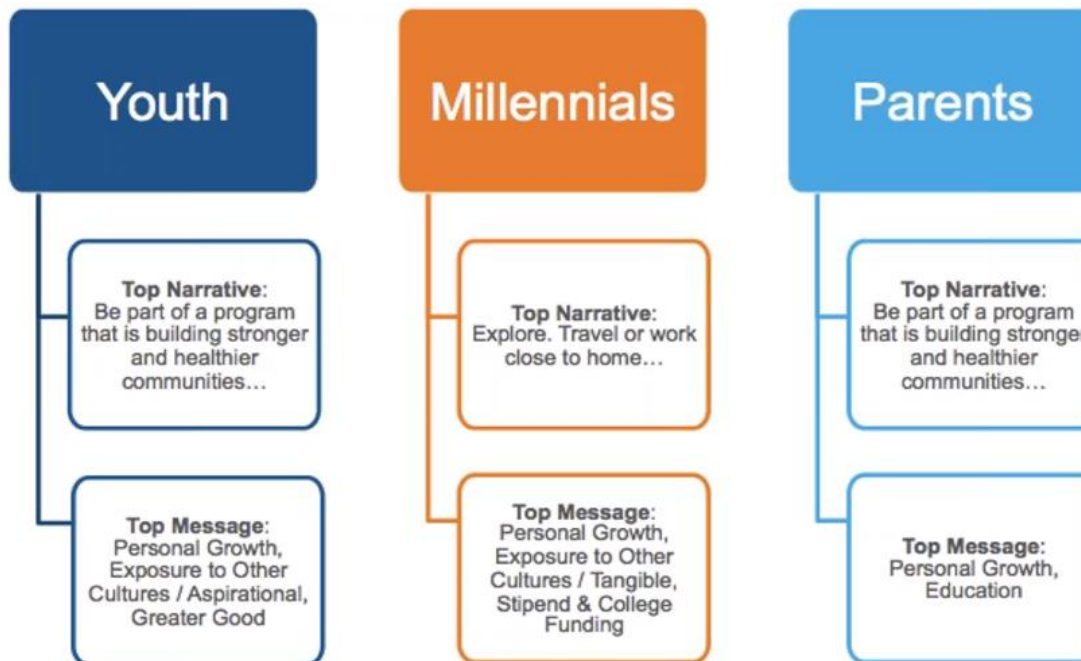Showing Top Box (Very favorable)

Youth (n=300)   Millennials (n=300)   Parents (n=300)

42
45
41
38
33
30

Pre   Post

Impact of Messaging on Likelihood to Participate in Year of Service
Showing Top Box (Very likely)

Youth (n=300)   Millennials (n=300)   Parents (n=300)

30
32
27
21
19
21

Pre   Post
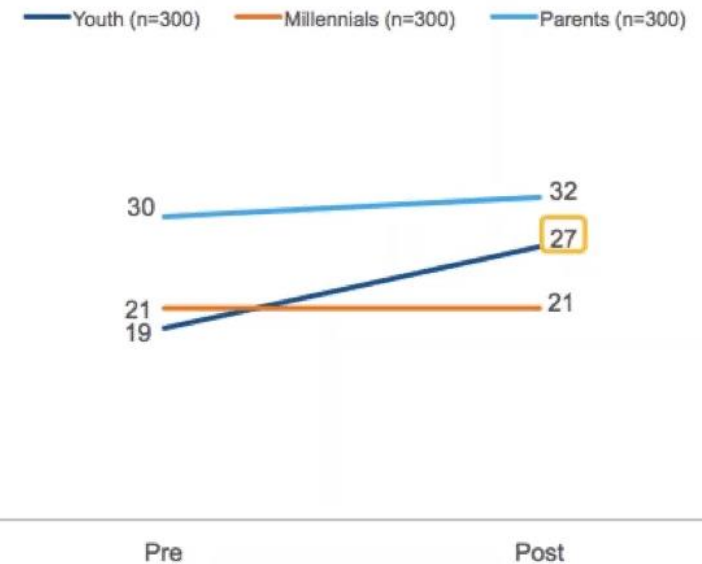
The Message

– Target aspirational & personal growth content at Youth & Parents; be practical talking to Millennials.

Youth	Millennials	Parents
Top Narrative: Be part of a program that is building stronger and healthier communities…	**Top Narrative:** Explore. Travel or work close to home…	**Top Narrative:** Be part of a program that is building stronger and healthier communities…
Top Message: Personal Growth, Exposure to Other Cultures / Aspirational, Greater Good	**Top Message:** Personal Growth, Exposure to Other Cultures / Tangible, Stipend & College Funding	**Top Message:** Personal Growth, Education
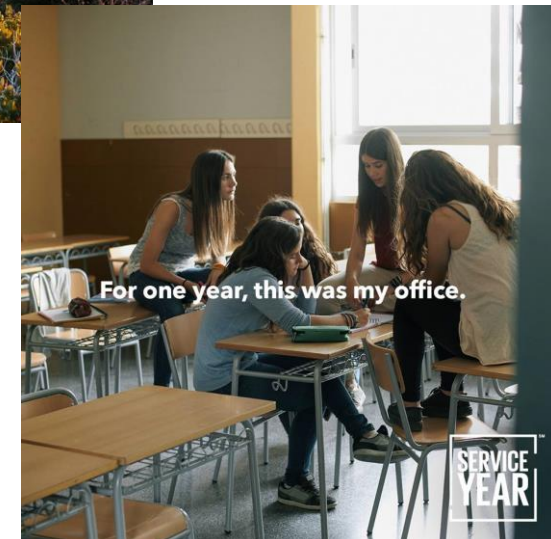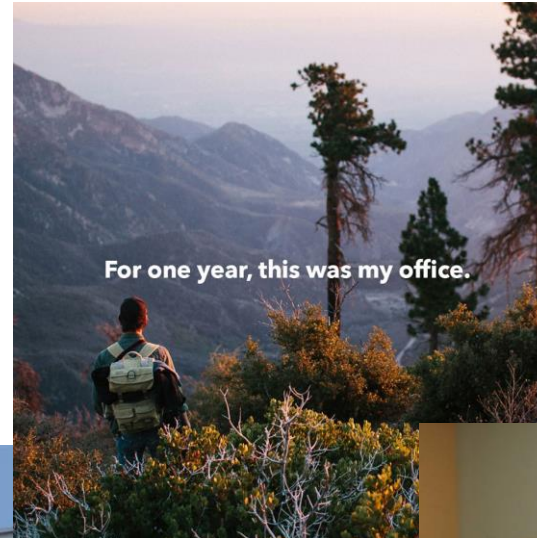
Millennials
Born 1981 to 1994

- Tech Savvy (2 screens)
- Idealistic
- Now Focused
- Collaborative
- Slackivists
- Tolerance
- Multicultural
- Want to be Discovered

Gen Z
Born 1995 and after

- Tech Innate (5 screens)
- Pragmatic
- Future Focused
- Independent
- Active Volunteers
- Togetherness
- Blended (race/gender)
- Want to work for Success

Source: Sparks & Honey, Meet Generation Z: Forget Everything You Learned About Millennials

❑ Depict them as diverse

❑ Talk in images

❑ Tell your story across multiple screens

❑ Optimize your search results and manage online presence

❑ Communicate more frequently in shorter bursts

❑ Don't talk down and listen - assume they have opinions

❑ Help them create – tap into the entrepreneurial spirit

❑ Help them build expertise
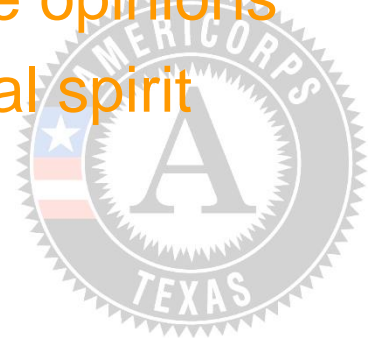
Source: Sparks & Honey, Meet Generation Z: Forget Everything You Learned About Millennials

| We Say	We Don't Say
Rewarding	Volunteer
Educational	National Service
Life-changing	Prestigious
Meaningful	Compassionate
Responsible	Community-focused
Independent	Connecting
Impact	Team-oriented
Relationships	National impact
Experience	Friendships
Well-rounded	

Source: Service Year Alliance, Penn Schoen Berland

Channels

– Target aspirational & personal growth content at Youth & Parents with schools as a primary channel; be practical talking to Millennials.
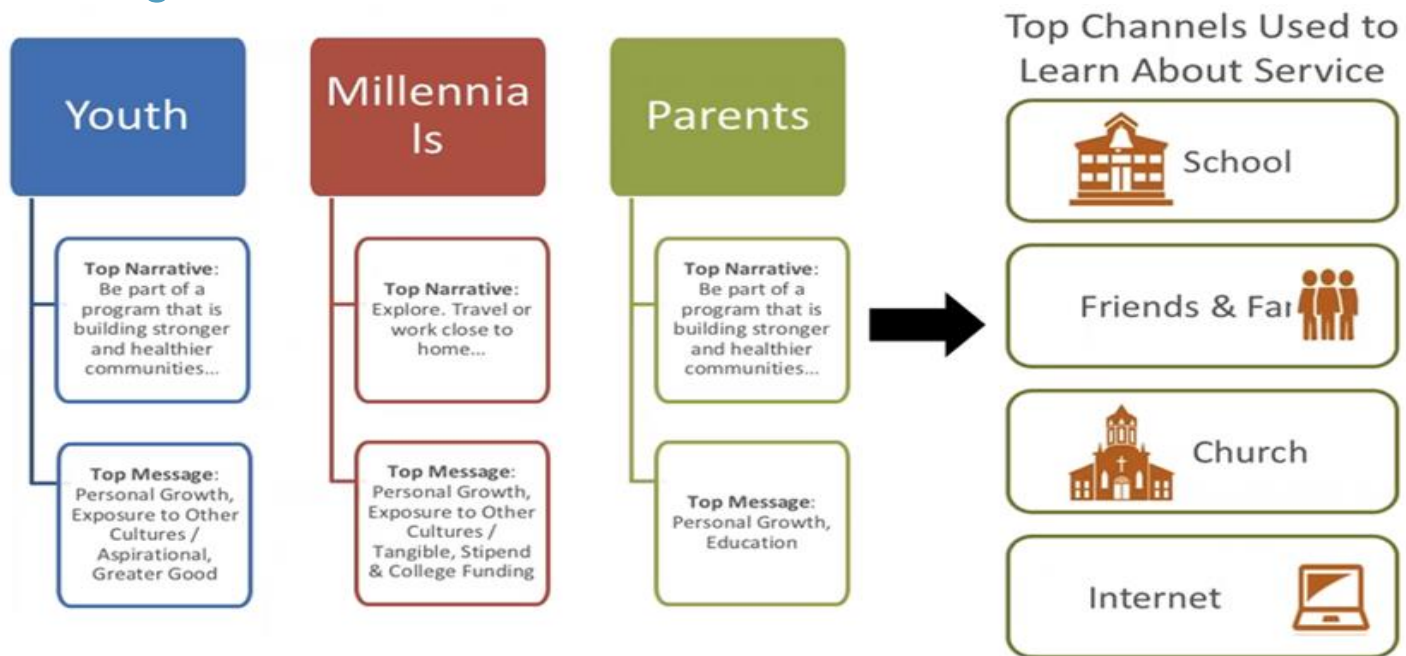
Engaging AmeriCorps & Community Members
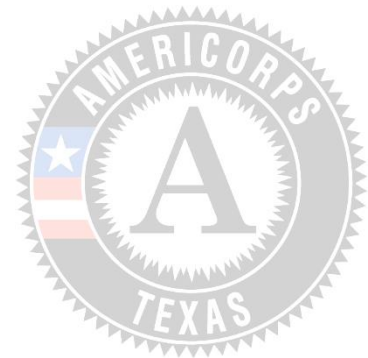
Presented by: Samantha Alcozer & Alyssa Loveday

Challenge:
Clear Communication of our Program

Depict honest day-to-day operations

Show off the versatility of our projects

Team Oriented

Strategy:
Engaging AmeriCorps and Community Members

Picture of the Month

Community Meetings

Volunteer Events

#TxCC   #OneStar   #Service

Why does this strategy work for us?

Offer the opportunity to learn new and exciting skills

Teaming up with individuals committed to National Service

Show members engaging with the Community

Ways to continue Improving

Keep it fun and creative

Allow for member involvement

Consistency

How To Connect With Us:

 /TexasConservationCorps

 @TexasConservationCorps

Recruitment Skill Training: 30 Second Spots

- In-person training for AmeriCorps members and Service Site partners

- Skill building activity to help sites recruit members; help members promote AmeriCorps and recruit volunteers

- Provide as part of site partner orientation at start of the recruitment season

- Provided to enrolled AmeriCorps members in pre-service training

1. Develop a long pipeline to a service year
2. Partner with other service year organizations
3. Work your existing network
4. Leverage owned and paid media
5. Tailor your message to distinct audiences
6. Post your service year position far and wide

Source: Service Year Alliance, Recruitment Toolkit

Second Year Retention

OneStar All Grantee Meeting

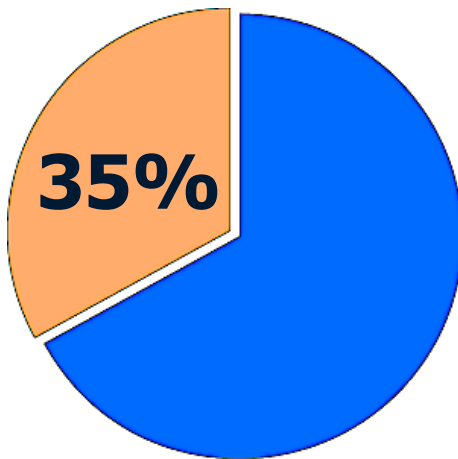**Reading Partners second year retention best practices**

Introduction

Process for internally recruiting returning members.

INFO SESSION + APPLY NOW! +

=

35%

Average percentage of returning ACMs from 2014 to the current program year

Top **three** reasons....

1. The students & tutors
2. Professional development & growth
3. Strongly support the mission of RP

Benefits for senior members include an increased living stipend and participation in RP-LIT.

$

Reading

Partners

Leaders

In
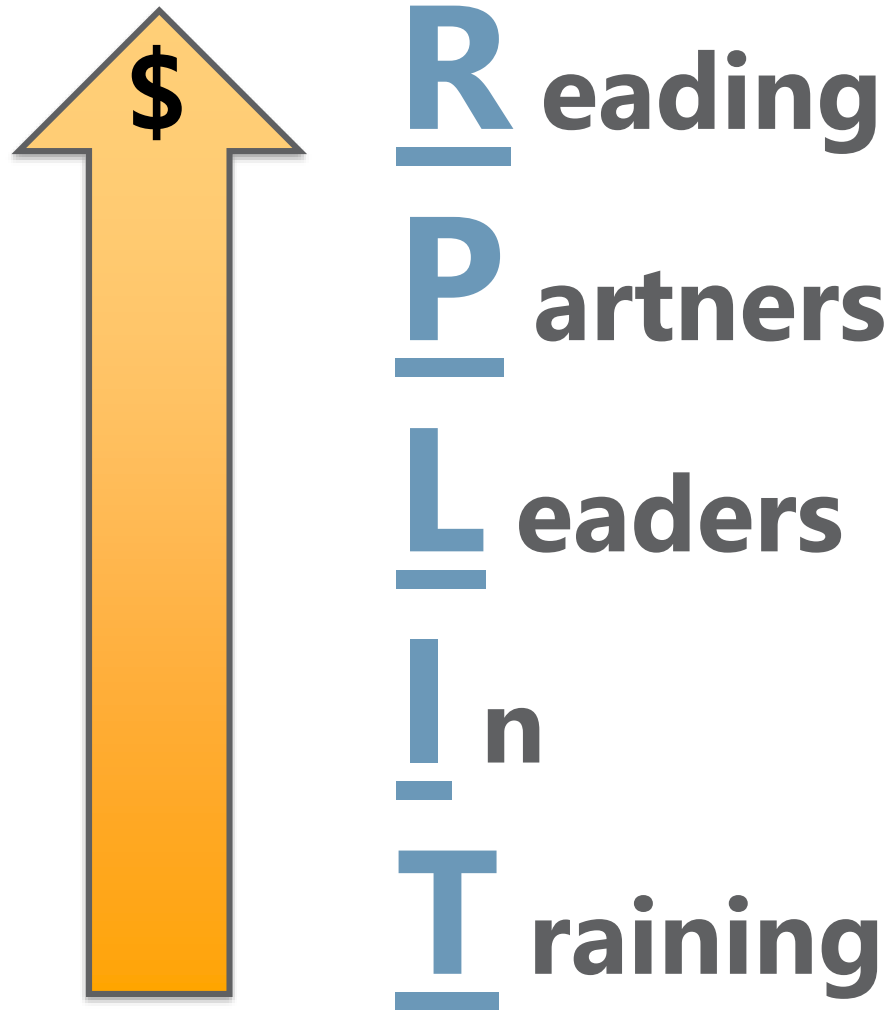
Training

RP-LIT has three main components.

1. National Days of Service

2. Training

3. Professional Development Opportunities

Senior AmeriCorps members will organize and lead regional events and activities.

Senior AmeriCorps members will participate in additional professional development training.

Senior AmeriCorps members will participate in select professional development opportunities.
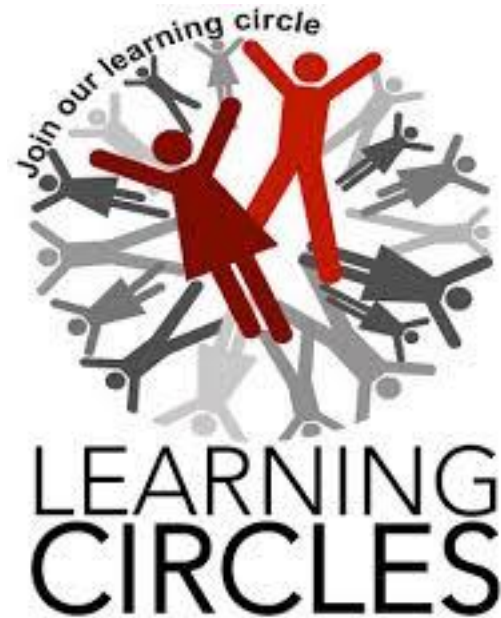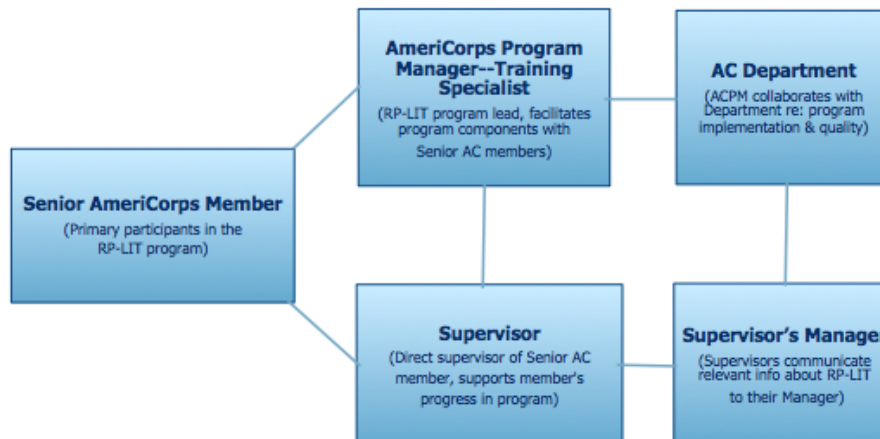
readingpartners

Reading Partners - Leaders in Training

RP-LIT Program Handbook

Rev. July 27, 2016

	National Days of Service (NDS)	Training	Professional Development & Leadership
June		Senior AC/VISA Pre-Service Orientation RP-LIT Overview	Suggested summer preparation
August	Planning for 9/11 National Day of Service and Remembrance	Program Orientation Senior Training modules Training: Event Planning & National Days of Service Pt. I	Leadership & Professional Development: Mapping out your plan
September	9/11 Day of Service	GoToMeet-Up: Applying to Graduate/Credential Programs	Create RP-LIT program plan *(reference Leadership and Professional Development Training: Mapping out your plan for more details)*
October	*Swearing In Ceremony (optional, although may be required for some regions)*	*Training: Peer Learning Circles (optional)*	Create PDAP*

AmeriCorps Program Manager--Training Specialist
(RP-LIT program lead, facilitates program components with Senior AC members)

AC Department
(ACPM collaborates with Department re: program implementation & quality)

Senior AmeriCorps Member
(Primary participants in the RP-LIT program)

Supervisor
(Direct supervisor of Senior AC member, supports member's progress in program)

Supervisor's Manager
(Supervisors communicate relevant info about RP-LIT to their Manager)

Questions?

"Nobody ever asks 'How's Waldo?'"

THANK YOU!

1. Which recruitment barriers does your program face? What strategies have been effective in overcoming these barriers?

2. What messaging has your program found to be most effective? Least effective? Why?

3. What recruitment channels has your program found to be most effective? Least effective? Why?

- Providing support to ensure a successful completion of service term

- Matching member expectations with experience

- Equipping members with resources

Member Recruitment → Member Training → Member Experience → Ongoing Support
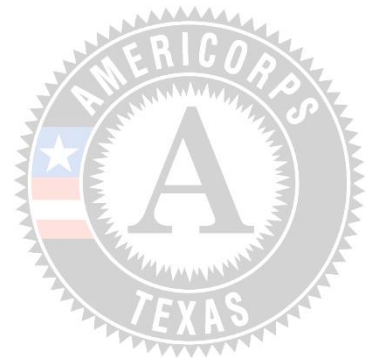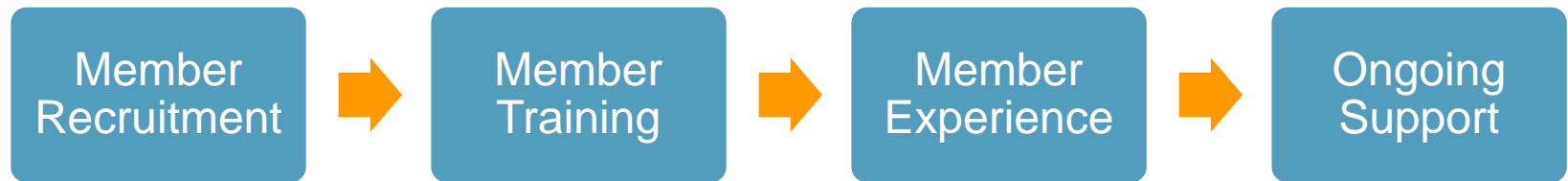
What are the challenges you face
in member retention?

- Making an impact
- Strong match with service site and tasks
- Open and receptive to feedback
- Leverage talent and skills
- Fair and equitable treatment
- Adequate training and preparation
- Opportunities to gain knowledge and skills
- Recognition and appreciation
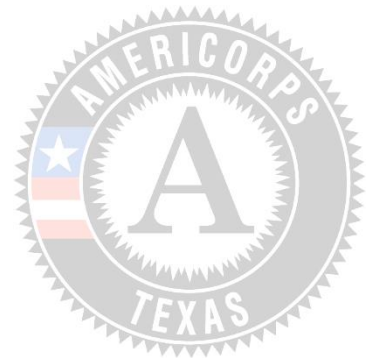
- Health

- Family

- Financial concerns

- Employment opportunities

- Disciplinary reasons

- Overworked/overcommitted (e.g., classes, jobs, etc.)

- Experience not matching expectation

- Feeling disconnected or unsupported
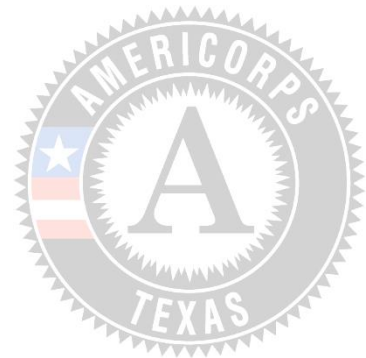
CISCT AmeriCorps Program Member Retention Practices

Your World. Your Chance to Make It Better.

Mentor Groups

Returning members co-lead mentor groups of new members during PSO and monthly resource days. Time is set aside during lunch for groups to meet (Read: it's mandatory).

Mentor groups are "fixed" throughout the term and are based on geographic region; however, members placed on the same campus are split up into two separate mentor groups.

New to returning member ratio should not exceed 6:1.

Mentor group discussions are as casual or as formalized as the returning member believes is appropriate for their mentees.

2017-2018 MENTOR GROUPS

Mentor Group 1	Mentor Group 2	Mentor Group 3
Alexis Gonzalez	**Windy Dupre'**	**Leslie Carrales**
Cassandra Jackson	**Sean Taggersell**	**Mariah Vickerstaff**
Laurel Parkhurst	Dejane Herron	Russell Montgomery
Autumn Soto	Salvador Cavasos	Bernadette Escobedo
Grace "Smith" Ketterer	Avery Floyd	Julia Williams
Mae Beckmann	Olivia Barton	Jessica Duranti Martinez
Evan Barber	Rebecca Ochoa	Raymond McClain
Chelsea Cook	Rebecca Conerly	Jennifer Pulsifer
Genevieve Cozzini		

Q6 From my perspective, the Mentoring Group Lunch was...(1 = not helpful, 5 = very helpful).

Answered: 35   Skipped: 0
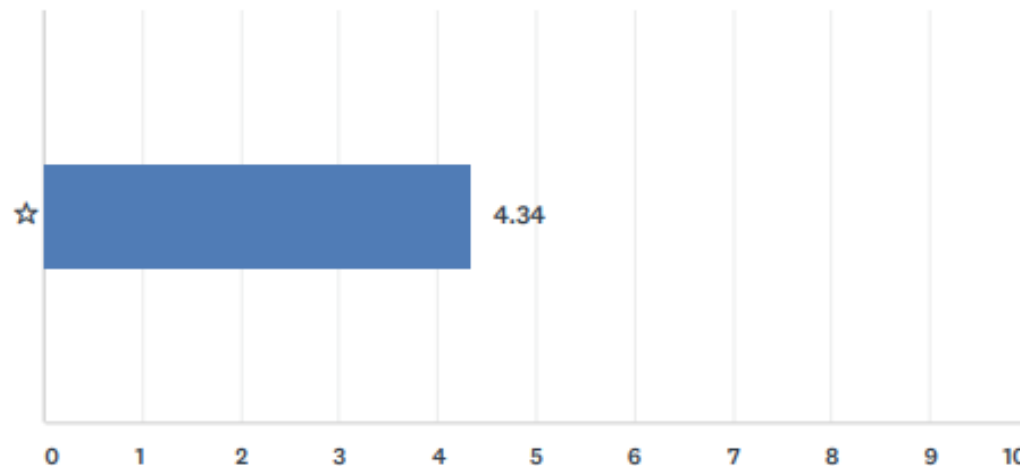
	1	2	3	4	5	I DIDN'T ATTEND	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	5.71% 2	2.86% 1	37.14% 13	45.71% 16	8.57% 3	35	4.34

Member Support

Any member is welcome to initiate a member support group, however, returning members are required to lead at least one support session during their term.

Member supports are open to the full cohort, and participation is optional.

The topic is chosen by the member leading the support group and a formal request/proposal is reviewed by staff in advance of the support session.

Support groups take place off-campus, usually in the afternoon or on a weekend, so careful consideration must be given to verify the members' hours.

AmeriCorps Member Support Request Form

Communities In Schools
Central Texas

Today's Date: 1/10/2018

Host Member Name:	**Sean Taggersell**

Date of Member Support:	1/20/2018

Location of Member Support:	Shipe Park, 4400 Ave. G Austin TX

Time and Duration of Member Support:	2:00 - 4:30

Purpose of Member Support:

Service Learning Project support. At this Member Support we will begin to talk about what Service Learning Projects are as well as the various ways members can implement them into their regular schedules. We'll go over the basic guidelines for a SLP, as well as touch upon the new elements included with this years guidelines (keeping in mind each schools mission). I will talk about the SLP I conducted last year with my students and touch on each step of the process, as well as ask any other second year members to briefly talk about their experiences. From here I will have members brainstorm some ideas to get started thinking about SLP's and how they will connect them to their school's individual missions. I will provide questions to a PC before the suppport session that we will answer as a group during the session.

Approved:	**Yes** ☑	**No** ☐
Approved by:	Sierra Perez	

January 1/20/2018 Member Support		
Member Name:	Time In:	Time Out:
Nahla	1:30	4:00
Ali A.	1:30	4:00
Avery Floyd	1:30pm	4:00
Rebecca Ochoa	1:30pm	4:00
Olivia Barton	1:30pm	4:00
Sean Tappersell	1:45	4:00
Jennifer Whitish	2:00	4:00
Katherine Hardman	2:00	4:00
Mae Beckmann	2:00	4:00
Andrea Duranti M	2:00.	4:00

Service Learning Projects

1) What do you think the term 'Service Learning Project' means?

Service learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities

2) Why, as AmeriCorps members, do you think we conduct Service Learning Projects at our service sites?

Just like the definition of SLP, we are here to enrich our students' learning experience and providing them with an introduction into meaningful community service is a great way to teach them and get them involved with civic engagement. This creates strong leaders and can possibly spark new interests for our students.

3) What communities do we surround ourselves with each day on our service sites? Which of these communities would most benefit from a SLP?

Individual Neighborhoods, teachers, immigrant families, homeless families/individuals, low income families, children who are not at grade level, etc. All of these communities would benefit from a SLP in different ways, depending on the direction of the SLP. Focusing on beautification, stress reduction, appreciation, educating, promoting/affirming, we could address many of the communities in different ways depending on our students' vision.
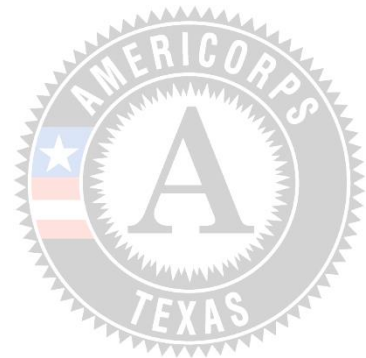
Radio HIPPY

- How are you communicating expectations during the application process?

- How do you gauge a member's readiness and commitment to serve?

- What criteria are you using to select members?

- How do you match members to service sites?

- Why do you want to serve?

- What aspects of this position appeal to you? Which aspects do you find most challenging?

- How do you see your term of service fitting into your long-term career goals?

- Describe what is a stressful situation for you? What is your worst case scenario and how do you cope with it?

- Give an example of a time when you…

"The quality of the supervision an employee receives is critical to employee retention. People leave managers and supervisors more often than they leave companies or jobs."
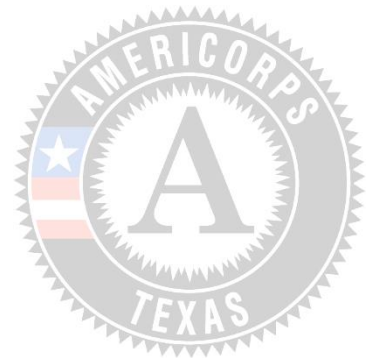
Supporting
Site Supervisors

Supporting Site Supervisors

Stephanie McGary
CitySquare AmeriCorps
Dallas, TX

The Challenge:

Supervisor Burn Out

Ineffective Member Coaching

Member Retention

Our Strategy:

Empathize

Normalize & Assess

Empower

Highlight & Train

Enforce

Explain & Create

Encourage

Support & Feedback

Examples:

Empathize   Empower   Enforce   Encourage

Termination

Formal Coaching meeting with CitySquare AmeriCorps

One-on-One

Coaching Conversations

(the earlier the better)

Ongoing support and monitoring

Why It Works:

Models the behaviors you want to see

Keeps Site Supervisors of all levels engaged

Helps with supervisor and member retention

Continuous Improvement

- Training Surveys

- Site Visit Surveys

- Site Supervisor Thank You's

Thank you for listening!

Sample Survey Questions

Sent via google form before a site visit.
Questions developed by Safe Families AmeriCorps (Chicago, IL)

- **Supervisor(s)**
  - *Members are living up to my initial expectations of how much they contribute to our organization.
  - I am kept adequately informed by CSAC staff of what I need to know
  - I feel well supported as a site supervisors by CSAC Staff.
  - I feel that we were adequately trained to serve as host site supervisors.
  - The reporting requirements for CSAC are easily completed.
  - *So far I believe all CSAC members will successfully complete.
  - Is there anything we should know before the site visit?

- **Member(s)**
  - *So far I am receiving adequate support form my site supervisor
  - I feel like I was adequately trained to participate in this program.
  - If I have questions or comments about my AmeriCorps experience, I know who to talk to?
  - *I feel like my service is consistent with the purpose of AmeriCorps.
  - From 1-10 how would you rate your service year so far?
  - What's going well
  - What's not going so well?
  - What additional support, if any, do you need for your site?

1. What are the ways you encourage members to stay? What strategies have been most effective?

2. What are common reasons your members give for why they leave? How has your program addressed this?

- ## CNCS Knowledge Network
  - https://www.nationalservice.gov/resources/member-and-volunteer-development
  - Member & Volunteer Development
  - Using the My AmeriCorps recruitment system

- ## AmeriCorps Program Development Series
  - https://www.nationalservice.gov/resources/americorps/new-americorps-program-start-institute
  - AmeriCorps Member Recruitment (11/30/2017)
  - AmeriCorps Member Retention & Training (6/15/2017)

- ## Service Year Alliance
  - http://about.serviceyear.org/recruitment_toolkit
  - Digital Recruitment Toolkit

2018 AmeriCorps*Texas

All-Grantee Meeting

February 28-March 1, 2018