

## Checklist of Effective Recruitment Strategies

**Directions:** Use this chart to assess how many creative strategies this organization is using now, the extent to which those strategies are working, whether the organization would like to start using the strategy in the future, and when to start using the strategy. For strategies that are not effective, consider whether any of the ideas in this chapter could improve the effectiveness of the program. If a strategy is not working and the organization cannot or will not change it, consider discontinuing it in favor of another strategy. Use the Priority column to identify one or more strategies to start using in the next 3 months.

<i>Checklist of Creative Recruitment Strategies</i>			
Strategy	Use Now (Mark all that apply)	How Effective (1 = lo, 5 = hi)	Priority (mark up to 3 choices)
1. Internal recruitment (posting job opportunities internally)			
2. Networking with other managers and supervisors to find internal applicants			
3. Recruitment bonus for current employees			
4. Recruitment bonus for consumers, families, board members and other stakeholders			
5. Hiring bonus			
6. Developing relationships with school-to-work, welfare-to-work, and job service staff			
7. Internship programs for high school students			
8. Comprehensive marketing plan development			
9. Development of creating marketing materials			
10. Recruitment videotapes			
11. Radio and television advertisements			
12. Trade show “giveaways” (pens, pencils, letter openers with organization name)			
13. Web site recruitment			
14. Marketing to non-traditional sources			
15. Community clubs, civic groups, scouts and churches			
16. Ethnic group newspapers			
17. Military bases and veterans groups			
18. Presentations about careers in human services			
19. High schools and college classes			
20. Workforce centers			
21. Job Fairs			
22. Open houses			
23. Volunteer programs			
24.			
25.			

Use Now: Do you currently use this strategy?

How Effective: How effective is this strategy now? (1 = lo, 5 = hi)

Priority Level: Which strategies do you want to implement now (choose up to three)?