Game On!
Recruiting at Higher Education Institutions

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University of Central Florida – Go Knights! Charge On!
Agenda

- Pre-game
- Huddle up
- The First Two Quarters
- Half Time!
- Final Two Quarters
- Post-game Analysis
- Wrap-up
Pre-game

- Introductions of the teams:
  - Name, Program, Favorite College Sports Team
Huddle Up

- The purpose of this presentation is to:
  - Dialogue on the overview of college engagement related to campus recruitment of AmeriCorps members
  - Discuss current campus commitment to national service
  - Share future plans for University of Central Florida recruiter position
First Quarter

- What do you think of when you hear the word “recruitment” – including definition, methods (traditional/non-traditional), impact?
Second Quarter

- What are some recruitment activities that your program conducts at local colleges and universities?
Halftime!

- What adjustments do we need to make?
Third Quarter

- What are challenges that you face when your program recruits AmeriCorps members in higher education?

Audible!

- What barriers need to be removed in order to successfully recruit on a college/university campus?
Fourth Quarter

- What are your short-term and long-term goals for successful recruitment on college campuses?
Post-game Analysis

- Champion(s) of service (AmeriCorps alums who work on campus, deans, directors, provost, president) to open doors, make introductions, facetime in front of key Academic Affairs and Student Affairs stakeholder groups:
  - Service-learning courses,
  - Registered student originations,
  - Leadership groups, volunteer agencies, and campus ministries,
  - Career services,
  - College/university alumni associations,
  - TRiO,
  - Centers/institutes/consortiums
Post-game Analysis Continued

- Make sure contact lists are up-to-date
- Serve-Your-Way panels
- Campus Farmer’s Markets
- Research projects
- Interns/Externs
- AmeriMentoring
- Service Collective
- Campus Recruitment Ambassadors
- AmeriCorps Recruiter
Wrap-up

- Identify, cultivate, and steward champions of service
- Be strategic
- Develop campus partnerships
- Consider using the term “Outreach” rather than “Recruitment”
Questions?

Thank you!

“Collaborative Leadership Results in Collective Impact.”

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