



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 to 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
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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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