



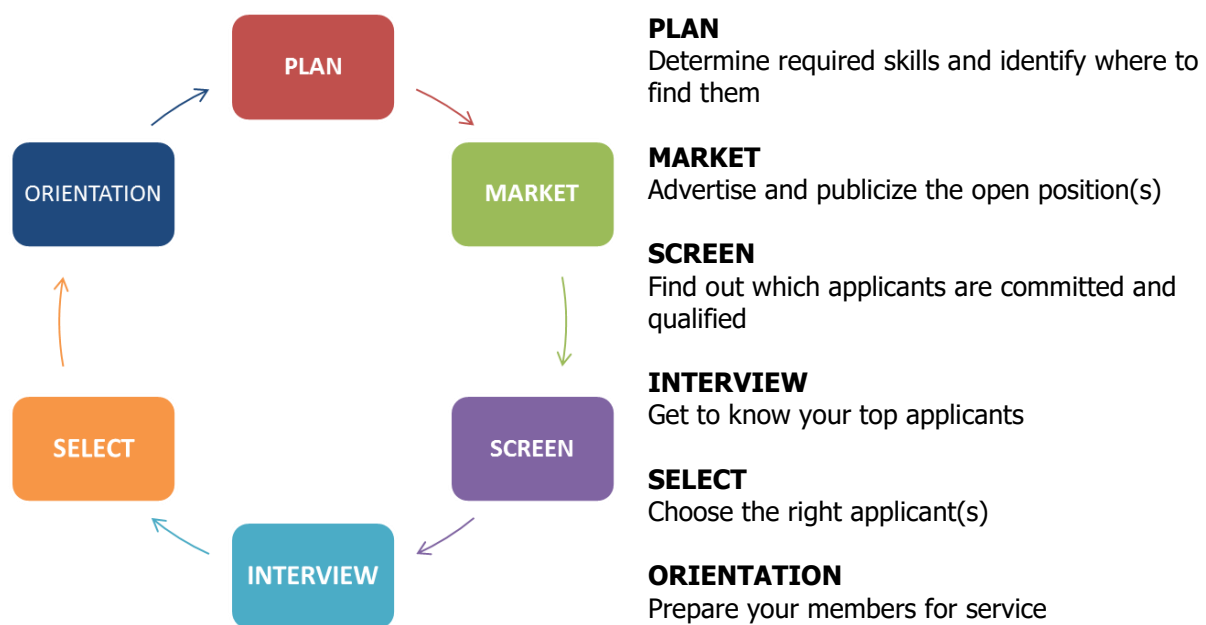
AMERICORPS ON THE FRONTLINE

Member Recruitment Toolkit

Recruitment is a crucial task for AmeriCorps programs across the country. Finding, recruiting, screening, and placing AmeriCorps members effectively is key to a successful program. Successful recruitment and placement helps service programs achieve their goals more effectively and is often the result of thoughtfully considered marketing and public relations efforts.

Individual counties manage the selection process of all Members in the AmeriCorps on the Frontline project and The Education Alliance provides final approval of selected applications. Research has shown there are six (6) steps to successful AmeriCorps recruitment.

STEPS TO SUCCESSFUL RECRUITMENT



PLAN

Determine required skills and identify where to find them

It is sometimes tempting to jump over the planning process but it significantly pays off in the long run. Recruiting quality candidates who understand the benefits and requirements of AmeriCorps service will help ensure the candidates you select complete their term of service.

IMPORTANT QUESTIONS TO CONSIDER

- How many new members do we need? *Remember experience shows you'll need at least two applications for each position.*
- When do we need them?
- What tasks will they perform?
- What special skills will be required of them?
- Who are your ideal candidates?
- Where can you find your ideal candidate?
- Who should be involved in helping select them?

IMPORTANT DATES

- Recruitment Period: May – October
- Member Start Period: August 1 – October 12

WHO IS ELIGIBLE?

The Education Alliance is an equal opportunity employer who abides by the Corporation for National and Community Service's non-discrimination requirements. No person should be denied service based upon race, color, national origin, gender, age, religion, sexual orientation, disability, gender identity or expression, political affiliation, marital or parental status, or military service. AmeriCorps member must:

1. Be a lawful citizen, national or permanent resident alien of the United States.
2. Be at least 17 years of age.
3. Have a high school diploma or its equivalent.
4. Some college coursework and/or college degree preferred.
5. Experience working with school-age children, families, and education professionals preferred.
6. Agree to undergo a fingerprint background check and National Sex Offender Public Registry (NOSPR) check as required in CFR 2540 Sub-part B:
 - a. Anyone who refuses to undergo the check may not serve.
 - b. Anyone listed or required to be listed on a national sex offender registry is ineligible to serve.
 - c. Anyone convicted of murder as defined and described in 18 U.S.C. § 1111 is ineligible to serve.
 - d. National Sex Offender Public Registry (NOSPR) must be completed prior to service.

WHAT ARE THE BENEFITS?

- \$2,865 toward college, graduate school or to pay back qualified student loans. This education award can be transferred to children or grandchildren of members who are 55 years of age or old at the start of service.
- \$6,128 per term living allowance
- Training in job skills and career networking opportunities
- Student loan deferment or forbearance

POSITION DESCRIPTION

1. Devote your time to accomplishing the AmeriCorps on the Frontline goal to improve student attendance, behavior and course completion
2. Mentor elementary, middle or high school students
3. Work as a member of a team to develop and implement strategies that will help students succeed in school
4. Recruit volunteers to support your county's dropout prevention efforts
5. Promote the AmeriCorps on the Frontline program and your county's dropout prevention efforts
6. Maintain confidentiality at all times
7. Maintain appropriate records
8. Complete all member forms and reports by the due date (timesheets, mileage reimbursement, etc.)
9. Meet deadlines for all data reporting requirements
10. Attend and participate in all training sessions (on site, local and statewide) and AmeriCorps service projects
11. Complete a Personal Action Plan and work toward its goals and objectives throughout the year
12. Develop and adhere to a schedule that ensures completion service requirements
13. Keep Site Supervisor informed of progress and/or problems
14. Adhere to all rules and policies of The Education Alliance and your assigned service site

15. Not participate in prohibited activities during service hours or when wearing AmeriCorps gear (see section XI)
16. Perform other duties assigned by your Supervisor appropriate to the AmeriCorps program

IDENTIFYING LIKELY CANDIDATES

- Think about particularly good volunteers who have worked with your organization in the past, or who may have worked with other organizations.
- Look for groups of people in transition from one phase of their lives to another. That would include people who are leaving or will soon be leaving their jobs or schools and might be more open to doing something unique and rewarding for a year. Recent retirees are another example.
- Focus on people who are already active in their community through volunteer service, and particularly on people who have expressed or demonstrated an interest in the community problem you're working on.

MARKET

Advertise and publicize the open position(s)

ADVERTISING

The Education Alliance will post positions on:

- The Education Alliance's website (educationalliance.org)
- Volunteer West Virginia's website (volunteerwv.org)
- My AmeriCorps website (my.americorps.gov)

Individual counties should advertise positions locally through:

- Local newspaper (paper or online version)
- Career websites (Monster, Indeed, CareerBuilder, GlassDoor, Dice, BetterCharlestonJobs)
- Volunteer Boards (volunteermatch.org)
- College/University/Technical School Boards
- Post flyers on community bulletin boards, libraries, grocery stores and restaurants
- Promote the opportunity to local clubs (teachers associations, Rotary, WVU Extension/4-H)
- Email marketing and school newsletter
- Social media (LinkedIn, Facebook, Twitter)
- Word of mouth / request for referral

RECRUITMENT RESOURCES

Download all recruitment materials:

https://drive.google.com/folderview?id=0B-Gt_ThLC9Y2TVBhSV9nVFIBRDA&usp=sharing

Video Advertisements



Involving Students in the Community:
Christin Shinaberry (1:28)
<https://youtu.be/l6qVQomsPWY>

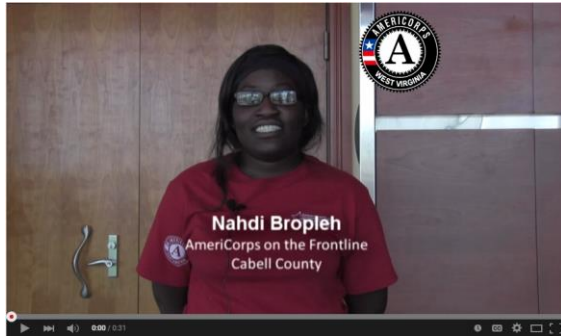


Support for Student Success: Kristen Richards (0:29) https://youtu.be/2P_WPiqS6-k

Being on their Side: Krista Campione (0:57)
<https://youtu.be/ejthSf6DMj8>



AmeriCorps Credited with Education Goals: Krista Campione (0:40)
<https://youtu.be/Hz-U6tjsvdk>



Learning Future Job Skills: Nahdi Bropleh (0:31) <https://youtu.be/2uEC142xjTI>



Connecting Service to Future Career Plans: Angel Ogomba (0:52)
https://youtu.be/ZAH_Ah6bRAI



Service is Something Everyone Should Do: Obi Henderson (0:20)
https://youtu.be/ZP_YVDnfmXg



West Virginia: Full Commercial (1:54)
<https://youtu.be/zksliwjBI2Q>



West Virginia: Dustin Smith (0:30)
<https://youtu.be/FakphvdlZQY>



West Virginia: Richelle Pugh (0:30)
<https://youtu.be/j9FqprIV9I>

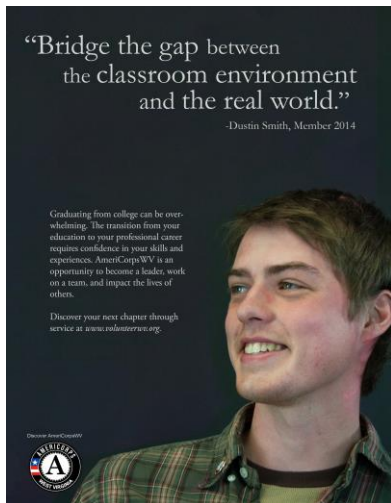


AmeriCorps is... (0:46)
<https://youtu.be/4BG7ejfog8s>



Serve A Year: Chelsea Clinton/Jimmy Kimmel (4:02)
<https://youtu.be/BFg7f9YpSz0>

Print Advertisements



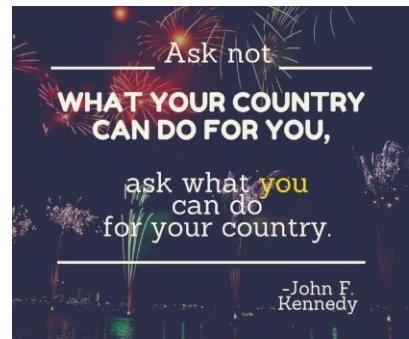
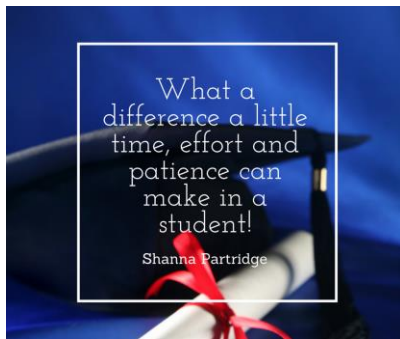
West Virginia: Dustin Smith



West Virginia: Richelle Pugh

Social Media Buttons

Sample social media buttons:



Additional resources are included in the AmeriCorps Recruitment Toolkit.

MyAmeriCorps Online Position Listing

<https://my.americorps.gov/mp/listing/viewListing.do?id=47078&fromSearch=true>

AmeriCorps on the Frontline Mentor

Help at-risk students succeed in school while exploring wild and wonderful West Virginia - become an AmeriCorps on the Frontline mentor!

Member Duties:

West Virginia students are looking for you! Are you passionate about children and want to help them succeed in school? Join the AmeriCorps on the Frontline team to help students improve their attendance, behavior and course performance! AmeriCorps members provide weekly mentoring sessions to at-risk students in grades 3-12. These sessions help students develop positive attitudes towards school and learning, problem solving, social skills, note taking, homework help and time management. Members leverage the support of community volunteers from local business and community organizations to engage students in job-shadowing activities and extended learning opportunities.

Service Description:

AmeriCorps on the Frontline empowers at-risk students to see their potential by connecting them with a caring adult role model—an element lacking in many of their lives. By providing consistent, ongoing mentoring for West Virginia's most at-risk students it considerably increases their school attendance, behavior and course performance and thereby improves their chances of successful high school graduation. The vision of AmeriCorps on the Frontline is that every West Virginia public school student will graduate high school and be ready to begin a career or pursue additional education and training.

AmeriCorps on the Frontline mentors complete 900 hours of service (25 hours per week) during a 10-month period of time from August to May and serve at local schools/after school programs in 11 West Virginia counties. AmeriCorps on the Frontline members receive a \$2,865 education award and \$6,128 per term living allowance. Members serve in the beautiful hills of West Virginia that offer numerous outdoor activities including hiking, biking, mountain climbing, white water rafting, and skiing. Positions are available in Cabell, Doddridge, Kanawha, Lincoln, Monongalia, Monroe, Pleasants, Pocahontas, Randolph, Tucker and Wood Counties.

AmeriCorps on the Frontline is a program of The Education Alliance. The Education Alliance is a statewide nonprofit organization that operates programs and advances policies to improve achievement by public school students in West Virginia.

Sample Classified Ad Text

AmeriCorps on the Frontline Mentor

Description: Help improve high school graduation rates—become a mentor! The AmeriCorps on the Frontline member will help students at Pleasants County High improve attendance, behavior and course performance. Duties include mentoring, homework help and volunteer recruitment. Qualifications: Experience working with school-age children, families, and education professionals preferred. Benefits: Living allowance and education award. Applications due September 1. For more information visit educationalliance.org/ameriCorps, or contact Kristi Venderlic at 304-684-2421 or kvenderl@k12.wv.us.

Sample Press Release

Education Matters and Lincoln County Schools to hire AmeriCorps members to help increase graduate rate

LINCOLN COUNTY, W.Va. — Those interested in increasing the graduation rate are encouraged to apply for AmeriCorps volunteer positions in Lincoln County.

The AmeriCorps members will work with at-risk youth within the community to focus on dropout prevention issues within Lincoln County. This is the first time these AmeriCorps positions have been available within Lincoln County Schools.

Members will be required to make a 10-month or 40-week commitment to the program. A portion of the member's time is spent in training and in service projects. Members are required to attend personal and professional development trainings throughout the service year.

The application deadline is September 1. Send application and references to:

Education Matters
C/O Sara Blevins
820 Madison Avenue
Huntington, WV 25704

More information is available at www.unitedwayrivercities.org/career.html .For more information, contact Sara Blevins at 304-523-8929, ext. 106 or sara.blevins@unitedwayrivercities.org.

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Attachment: Job requirements/duties

Sample Radio PSA

Waverly Elementary School
422 Virginia St
Waverly, WV 26184-9766
Contact: Vickie Hyre, Principal, 304-464-4250

Start Using: Upon Receipt
Stop Using: September 1

-25 Seconds-

AmeriCorps is Getting Things Done.

In Waverly, AmeriCorps members help students improve in reading and become engaged in school.

If you're 18 or older and want to:

Help in your community

Get real experience while making a real difference in someone's life

And earn money for college, all at the same time, you can be an AmeriCorps member.

Call 1-866-314-KIDS today.

SCREEN

Find out which applicants are committed and qualified

APPLICATIONS

1. Applicants must complete the approved Member Application.
2. Applications should be mailed directly to the specific county.
3. Incomplete applications will not be considered.
4. Candidates must provide the required attachments (1. reference form, 2. driver's license, and 3. birth certificate, social security card or passport) to be considered for an AmeriCorps position.

VERIFICATION

1. Individual counties should verify they have a complete application on file for the individual they are recommending.
2. References will be solicited and verified. County representatives should sign off on each reference form verifying its authenticity.
3. Proof of identity and citizenship (1. driver's license, and 2. birth certificate, social security card or passport) will be obtained from the candidate, verified and attached to the application.
4. County representatives should verify the applicant has a clean National Sex Offender Public Registry (NOSPR) check (www.nsopw.gov).

INTERVIEW

Get to know your top applicants

CONVERSATION WITH APPLICANTS

1. All completed applications will be reviewed and scored.
2. Only candidates with complete applications can be selected for an interview.
3. An interview form should be completed and signed by the interviewer or committee for each candidate.

4. Each county should notify candidates interviewed, but not selected, within 10 days after the committee's selection decision.

SELECT

Choose the right applicant(s)

RECOMMENDATION FOR SERVICE

1. The county should sign the Interview Form recommending the applicant for service and send the application, along with all other documentation, to The Education Alliance for approval.
2. Verify the applicant has a clean National Sex Offender Public Registry (NOSPR) check.
3. The Education Alliance will interview, review and approve the recommendations within one-week of receipt.
4. Approved applicants will be registered for service by The Education Alliance.

SUBMISSION OF DOCUMENTATION

Each county is responsible for submitting all applications and related documentation to The Education Alliance within 10 days of making their selection. Documentation should be sent via certified mail, fax, email, or be hand delivered.

Applications should be divided into three piles and marked accordingly:

1. Applied
2. Interviewed
3. Selected

Documents should be sent to:

Mail: The Education Alliance
Attn: AmeriCorps on the Frontline
803 Quarrier Street, Suite 500
Charleston, WV 25301

Email: Emily@educationalalliance.org

Fax: 304-342-0046