

## Resources for Recruitment, Development, and Retention of Members

CV and CNCS provide a wealth of resources helpful to strong program management. Here's a summary of the resources available for Recruitment, Development, and Retention of Members.

### CNCS KNOWLEDGE NETWORK RESOURCES

#### Recruitment

Member Recruitment and Placement (<http://www.nationalservice.gov/resources/recruitment>)

Finding, recruiting, screening, and placing AmeriCorps members effectively is key to a successful program. Apply tried-and-true processes to match the most qualified applicants to your available positions, and increase the likelihood of a rewarding experience for everyone involved. Listed below are some of our most relevant resources for this topic.

##### General Links

- **My AmeriCorps: The Online Recruitment System** (<https://my.americorps.gov>)
- **My AmeriCorps: Training and User Support Resources** ([www.nationalservice.gov/resources/ameriCorps/myamericorps-portal-training-eGrants](http://www.nationalservice.gov/resources/ameriCorps/myamericorps-portal-training-eGrants))

##### Videos

- **Webinar: Recruitment Strategies – What's Worked for You?** (<http://www.nationalservice.gov/resources/ameriCorps/ameriCorps-program-startup-institute-recruitment-strategies-whats-worked-you>)  
*The objectives of this webinar are to share recruitment successes and challenges, gain new ideas from colleagues and presenters, and explore free recruitment tools. Recorded 7/24/08 by Education Northwest (formerly Northwest Regional Educational Laboratory) and JBS International, Aguirre Division. 63 minutes.*
- **Walk the Walk: An AmeriCorps Recruitment Video** (<http://www.nationalservice.gov/resources/ameriCorps/walk-walk-ameriCorps-recruitment-video>)  
*Volunteers discuss daily life and rewards as members of AmeriCorps. Locations of service include urban schools and rural flood sites.*

#### Volunteer Recruitment

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##### VolunteerMatch ([www.VolunteerMarch.org](http://www.VolunteerMarch.org))

- Looking for a great volunteer, or a great place to become a volunteer? Check out the largest online network of participating nonprofits. The VolunteerMatch User's Guide and Training Manual (PDF) provides an overview of using the VolunteerMatch system, step-by-step guidelines on how to improve volunteer recruitment, and information on research and trends related to recruiting volunteers ages 55 and over.
- Volunteering in America: Resources for Recruitment (<http://www.nationalservice.gov/resources/recruitment/volunteering-america-resources>)  
*The Corporation is providing specific resources to support the findings of the Volunteering in America reports. The resources on this page have been developed to help you increase the capacity of your organization, company, program, or community to effectively engage volunteers of all ages. This page includes resources developed for previous Volunteering in America reports.*
- Characteristics of a Good Recruitment Message  
([http://www.casaforchildren.org/site/c.mtJSJ7MPiSE/b.5472851/k.20C0/Characteristics\\_of\\_a\\_Good\\_Recruitment\\_Message.htm](http://www.casaforchildren.org/site/c.mtJSJ7MPiSE/b.5472851/k.20C0/Characteristics_of_a_Good_Recruitment_Message.htm))

## ***Development***

### **Member Development and Ongoing Training** (<http://www.nationalservice.gov/resources/member-and-volunteer-development>)

AmeriCorps programs are encouraged to have their members spend a percentage of service hours on member development. Member development can be professional, personal, or service related and can take place within group training or with individual activities. Common topics include diversity, conflict management, facilitation, time management, leadership, citizenship, and career development.

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#### **General Links**

- **EnCorps: Member Training and Development Resources** (<http://www.nationalservice.gov/resources/member-and-volunteer-development/encorps/member-training-and-development>)
- **EnCorps: Beyond the Service Term** (<http://www.nationalservice.gov/resources/member-and-volunteer-development/encorps/beyond-service-term>)
- **What's Next: Life After Your Service Year Tutorial for Members** (<http://www.nationalservice.gov/resources/ameriCorps/whatsnext/welcome>)
- **Ed Award (Segal AmeriCorps Education Award) Tutorial for Members** (<http://www.nationalservice.gov/resources/edaward>)
- **Citizen Toolkit Section Two: Member Development Strategies** (<http://www.nationalservice.gov/resources/member-and-volunteer-development/citizenship-toolkit-section-two-member-development>)

## ***Retention of Members***

#### **General Links**

- **AmeriCorps Member Training and Retention**  
([http://www.nationalservice.gov/sites/default/files/resource/AmeriCorps\\_Member\\_Training\\_and\\_Retention\\_to\\_Post.pdf](http://www.nationalservice.gov/sites/default/files/resource/AmeriCorps_Member_Training_and_Retention_to_Post.pdf))

## PACIFIC REGIONAL NATIONAL SERVICE TRAINING CONFERENCE

TTA TOPIC/LINK (when available)	Description
<b>Where o Where Are they Now</b>	Now that our economy is improving, how can we market our program and opportunities, expand our network and reach, and get the right word out about our service opportunities so that we have many more applications than slots? During this session, we will work hard with one another to explore other ideas around outreach and recruitment so that your recruitment targets are improved.
<b>It's all in the Positioning: Developing Effective Position Descriptions and Recruitment Messages</b>	Successful engagement starts with the right message asking the right people to share skills at the right time. Position descriptions and targeted cultivation plans ensure you find qualified people, make a good match, and set them up for success.
<b>“Life After AmeriCorps” Starts Today: Simple Ways to Boost Your Corps Members Happiness and Completion Rates</b>	This session will provide the most up-to-date data and specific tools for program managers to support their corps members’ development and launch their “life after AmeriCorps.” Participants will be provided specific research-based supports, resources and best practices so that they are better equipped to ensure higher corps member completion rates and second year retention rates, and so that their corps members report higher rates of preparedness to launch next steps.
<b>Engaging and Supporting Veterans in National Service</b>	This session will provide a comprehensive overview for programs seeking to engage veterans and military spouses in national service opportunities within their organization. It will begin by recognizing the unique the unique skills, teamwork, and leadership that veterans can bring to any project. This is why recruiting veterans has become a strategic priority CNCS. Attendees will learn how to leverage community partnerships and local VMF organizations to publicize service opportunities. We will discuss how to familiarize program staff with military culture so they can better understand how veterans view themselves and respond in particular situations and environments. Veterans, particularly disabled vets, may sometimes require flexibility in schedules and other accommodations. We will also review the National Veterans Corps recognition ceremonies. The other main objective of the session will focus on how to engage veterans and military families with support services. Sometimes veterans who need critical services are often reluctant to seek out assistance and end up falling through the cracks. We will review the most pressing needs of the VMF community as outlined in recent reports such as Blue Star Families’ 2015 Military Family Lifestyle Survey, etc. Overall, the session will give attendees a broader understanding of the value veterans bring to service projects, how to work with community partners to recruit veterans, and how to engage veterans with support services that will improve their quality of life.
<b>REP! Member Experience: Creating a Retention &amp; Engagement Program</b>	This session will provide participants with an overview and options for engaging and retaining Corps members. Promising practices that have been successful at Reading Partners will be presented. Participants will interact in small groups to discuss ideas and implementation for enhancing returning Corps member’s experience, and complete an action plan to take back to their site.
<b>Learning Through Conflict (Pt 1&amp;2)</b>	National Service is all about working with people, and when people work together conflict is inevitable. This workshop addresses strategies to learn from conflict and move through it. Concerned about how to approach a team member after an uncomfortable situation? Supervising a volunteer that has gone rogue? Learn tools for how to assess a situation, identify your purposes and desired next steps, and how to make the first move towards resolution. This workshop will include a skit, discussion, and small group practice.
<b>Recruiting Your Next Corps</b>	We’ll explore how programs can leverage new 21st Century technology to interact, recruit and grow their corps. This session will include an introduction to the Service Year Exchange technology, a review of best practices and grassroots efforts to recruit Corps members and build support for service year positions.