

Attract and Assess: Building a Successful Recruitment Plan

43rd Biennial Convention

Las Vegas, Nevada • 7-11 November 2015



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Honor Society of Nursing®

Faculty Disclosure

- Faculty Name: Sabrina Collins Christie
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None



Objectives

- Identify different audiences for recruitment
- Learn how to establish an effective recruitment committee
- Understand how to effectively build, implement, and evaluate a recruitment plan





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Recruitment is not ...

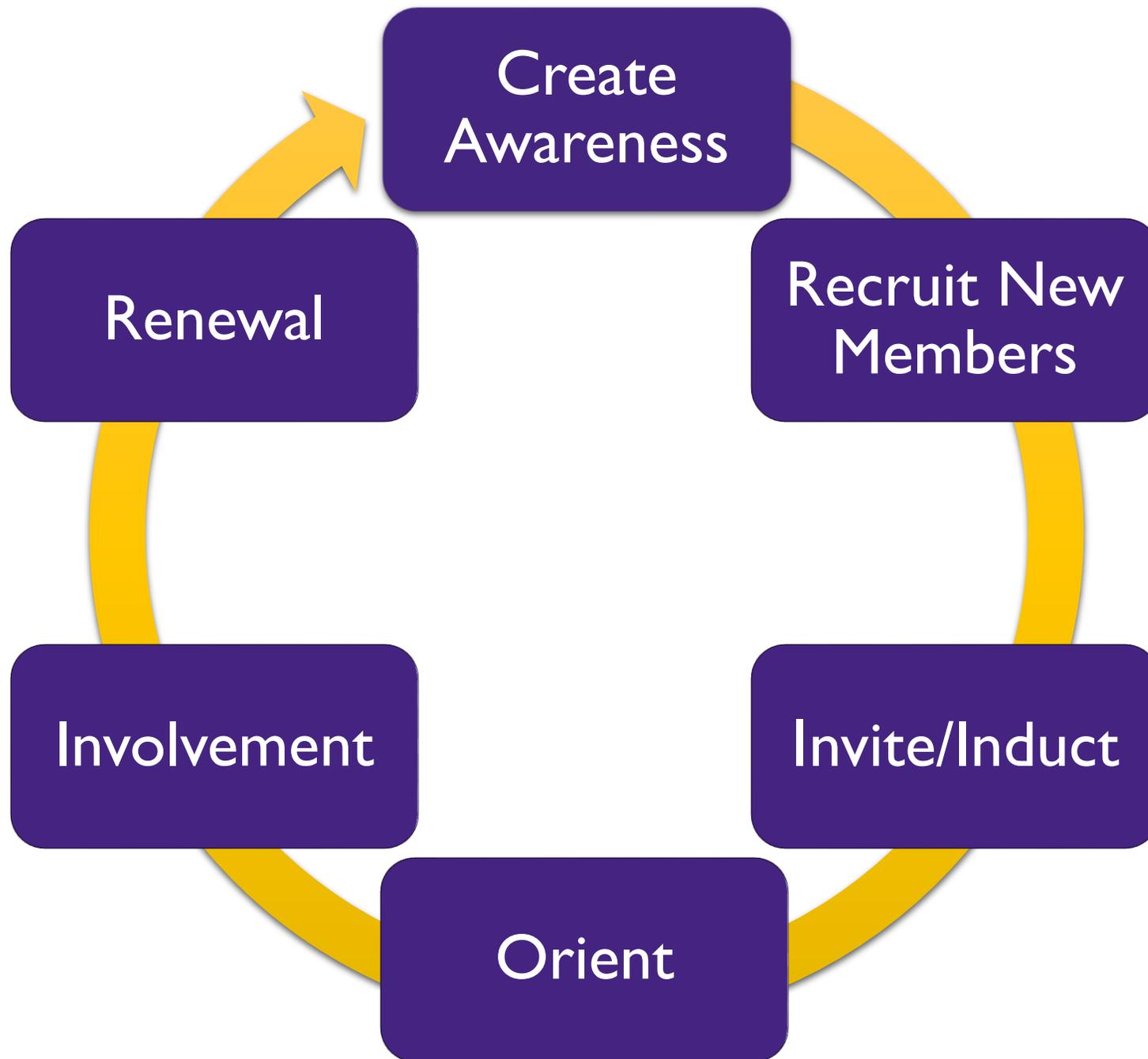
- Issuing an invitation as the first form of contact
- Posting one flier on campus and telling people to find you
- Hoping that candidates know who you are and what you stand for



Recruitment is ...

- Finding candidates to personally invite to your group, chapter, open position, etc.
- Developing relationships with interested individuals through one-on-one contact and communication
- Creating continued awareness about your group/chapter/position to the public





Gather your Teams!

- Publicity Committee to create awareness
- Recruitment Committee to recruit new members
- Members of these committees should be:
 - Social, friendly, and can easily build relationships.
 - Good listeners and can clearly articulate and communicate the value of your chapter to potential candidates.
 - Able to solicit and analyze feedback in a constructive manner.





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| 8-month recruitment plan

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Month 1: Know Who You Are

- What is your mission and vision?
- Do you have a value proposition statement?
- Do members and community partners know what either of these are?
- Who is the target audience for your potential new members? (Students? What level of student? Practicing professionals?)
- Where does your target audience live and work?



Month 2: Find articulate advocates

- What volunteers (board and non-board) do you have who will advocate for you?
- Ask them to develop and publicize an elevator speech
 - This is a speech that you could give someone to explain your group/chapter, in the time it would take to ride in an elevator with someone (30 seconds or less)
 - Value proposition statement + personal testimony about benefits



Month 3: Prepare, Prepare, Prepare

- Develop a publicity timeline
 - Who will be responsible for what?
 - What will be publicized when?
 - Do you need to set up any social media sites?
- Are there brand standards you need to follow?
 - Download logos
 - Research color palettes and open-access resources



Month 4: Build Name/Reputation in the Community

- Develop and conduct a community event to create awareness of your value, mission, vision
 - Community service projects/teams
 - Student orientations at universities
 - Study break at university or snack break at hospital
- Use methods in the community to publicize this event
 - Bulletin boards
 - University radio stations
 - Newspaper calendars



Month 5: Evaluate and Continue Excitement

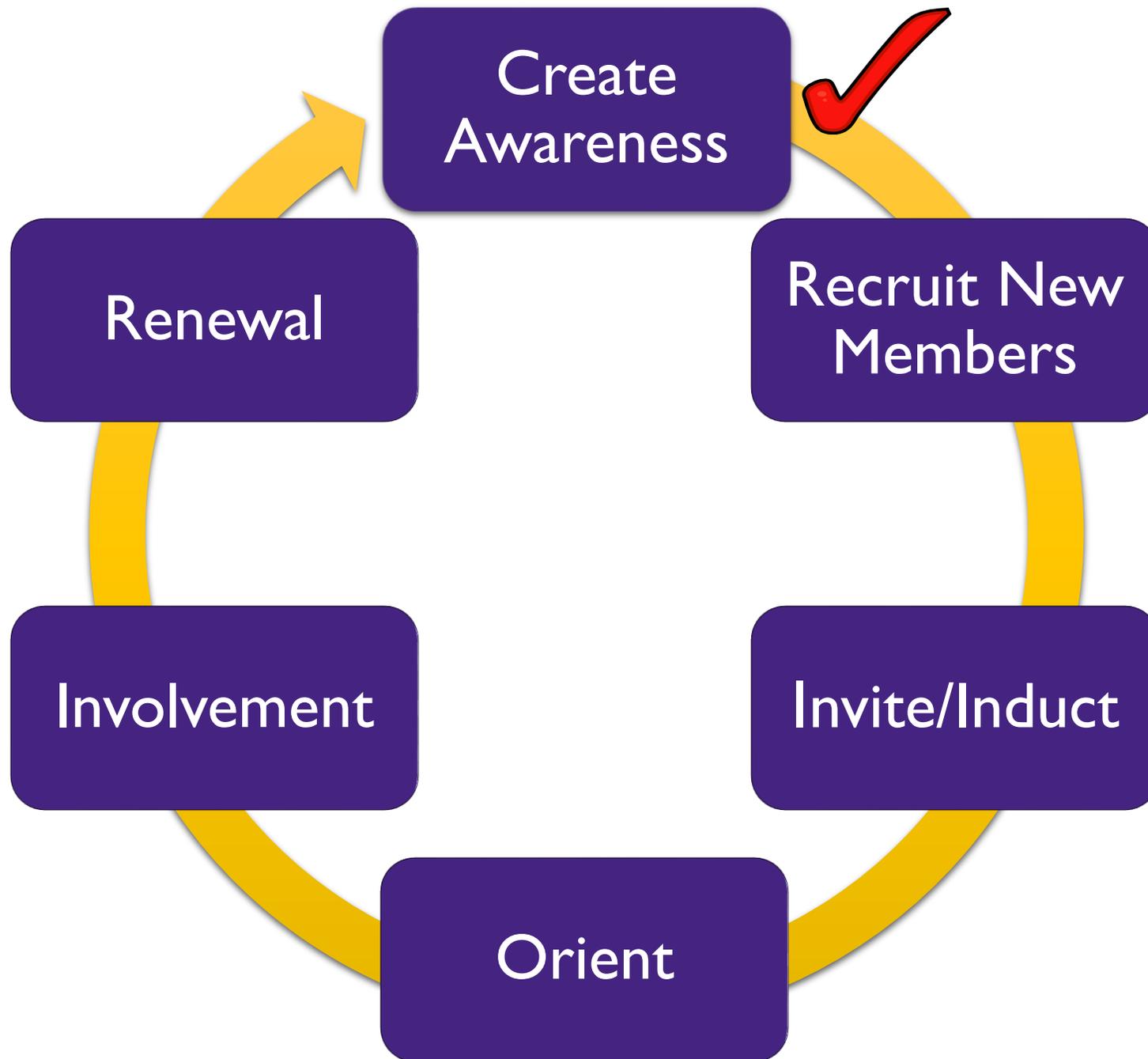
- Evaluate the success of your community service event
 - What worked well? What could have changed?
 - Is there anyone else who could get involved to create future community service events?
- Carry over any excitement from the event
 - Share photos online
 - Develop and send a press release to local media (include names of participants)
 - Send thank-you notes to those you met



Month 6: Try, Try Again!

- Develop, publicize, and conduct another community event
 - If your first audience was students, try a different audience (community partners, practicing nurses, etc.)
 - Remember to publicize your mission, vision, and values during each event, and to collect contact information for those you would like to invite to recruitment events





Month 7: Prepare for Recruitment Phase

- Evaluate your community event from month 6
 - What/who can allow these to become more self-sufficient?
 - Is there anyone willing to continue creating awareness, while you move on to recruitment?
- Choose a recruitment team
 - Volunteers who are willing to create a welcoming environment and develop relationships with attendees at events
 - Could be colleagues of potential candidates, recent graduates, etc.



Month 8: Develop Recruitment Event

- Write down answers to frequently asked questions about membership or involvement
 - How do I join?
 - Financial expectations?
- Ensure the recruitment team can answer these questions and speak clearly about the value, mission, and vision.
- What type of event will you conduct?
 - Meet and Greet
 - Professional Development Training



Recruitment Round-Up

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Month 9: Host a Recruitment Event

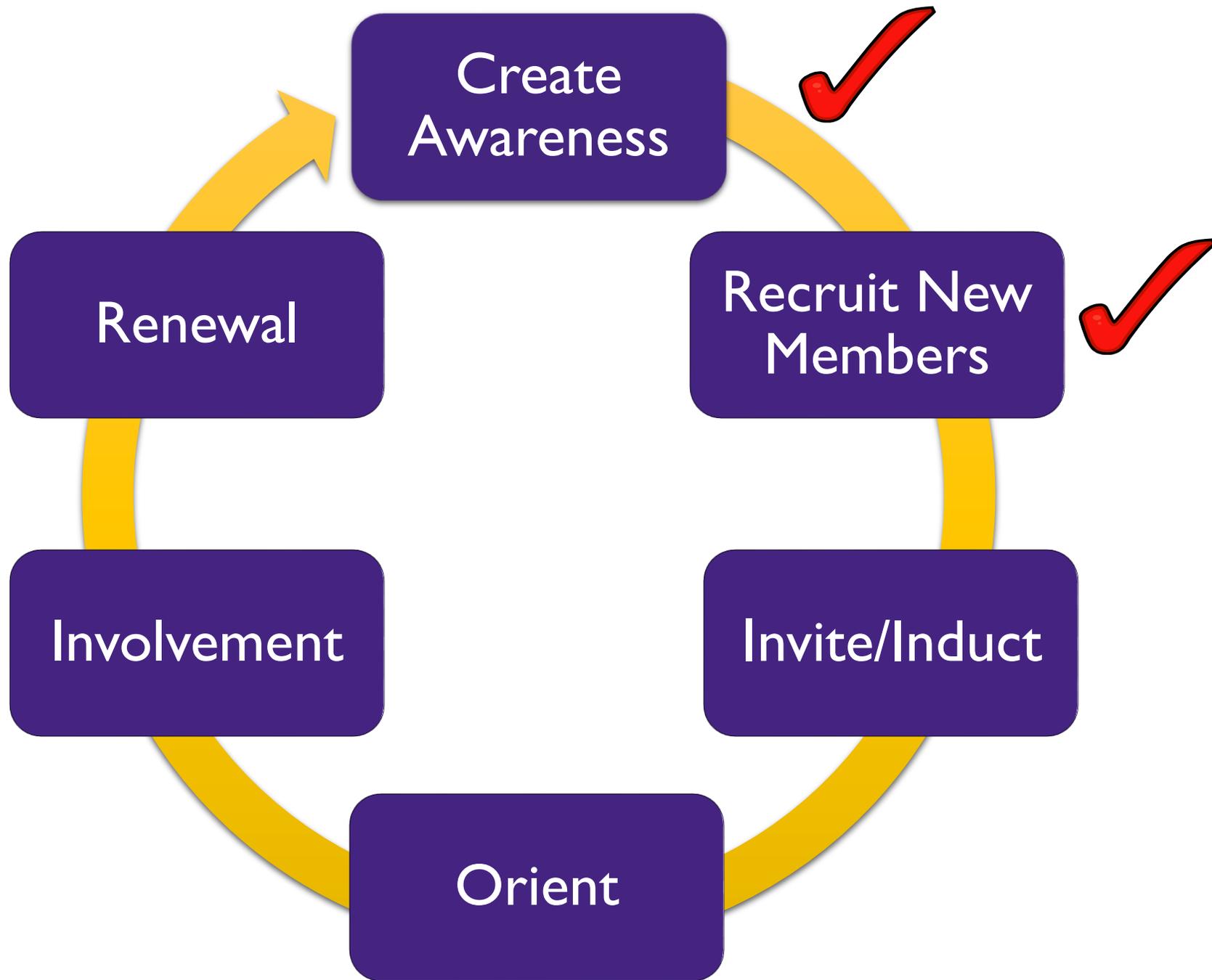
- Collect contact information for those you don't already have
- Set aside time for questions
 - Some questions may be personal (finances), so you can encourage people to stay after for additional questions
- Ask attendees what other events they would like to see, and to invite friends to the next



Month 10: Evaluate and Follow-Up

- Develop and publicize next recruitment event based on successes/lessons learned from first event
 - Again, appeal to a different audience
 - Was anyone missing from first event who you expected to attend? Follow-up
- Send thank-you notes to attendees, and encourage them to attend the next event
- Send thank-you notes to volunteers
 - Are any willing to continue hosting recruitment events, so you can move on to the next phase?
- Share photos on social media to continue excitement





Month 11: Prepare for Invite/Induct

- Host second recruitment event
- Identify eligible candidates for invitation/induction
 - If someone was at a recruitment event and they are NOT eligible, be sure to send them a personalized note letting them know why.
- Is there a ceremony? (How do people become members of your group?) Who is going to be responsible for this event?
- Set a date for a Prospective-Member Meeting



Month 12: Issue invitations

- Use multiple forms of communication to issue invitations to eligible candidates
- In addition to inviting them to become members, invite them to the upcoming Prospective-Member Meeting
 - Are there any member volunteers who can attend this meeting, to provide a testimonial to the membership experience? Invite them to attend



Month 13: Prospective-Member Meeting

- Start with an icebreaker
 - True or False
 - Take a few
- Address expectations of membership and induction event
 - Benefits and features?
 - Financial?
 - Dress code of induction event? Guests?
- Ask volunteers for membership testimonials



Month 14: Pull out all the Stops!

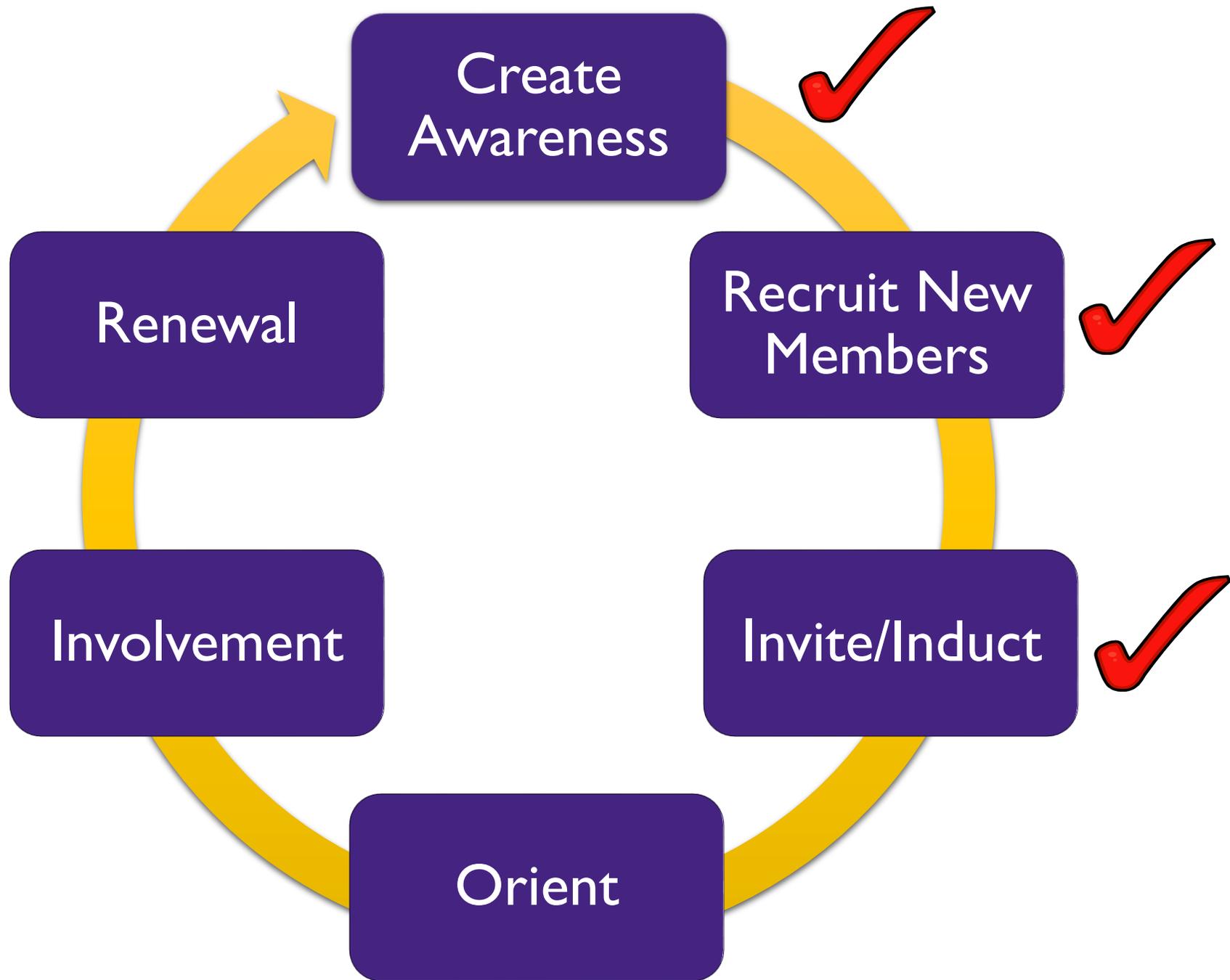
- Publicize the induction event in the community
 - Press releases with candidates names
 - Social media
 - Member communications
- Send final reminder to candidates and answer last-minute questions
- Get final numbers for any vendors



Month 15: Induct

- If your group has a formal ceremony or event, host it!
 - If non-members are invited, explain to them the importance of what is happening
- If not, you should still celebrate the membership acceptance:
 - Welcome phone calls
 - Social event for new members





Month 16: Prepare for Orientation

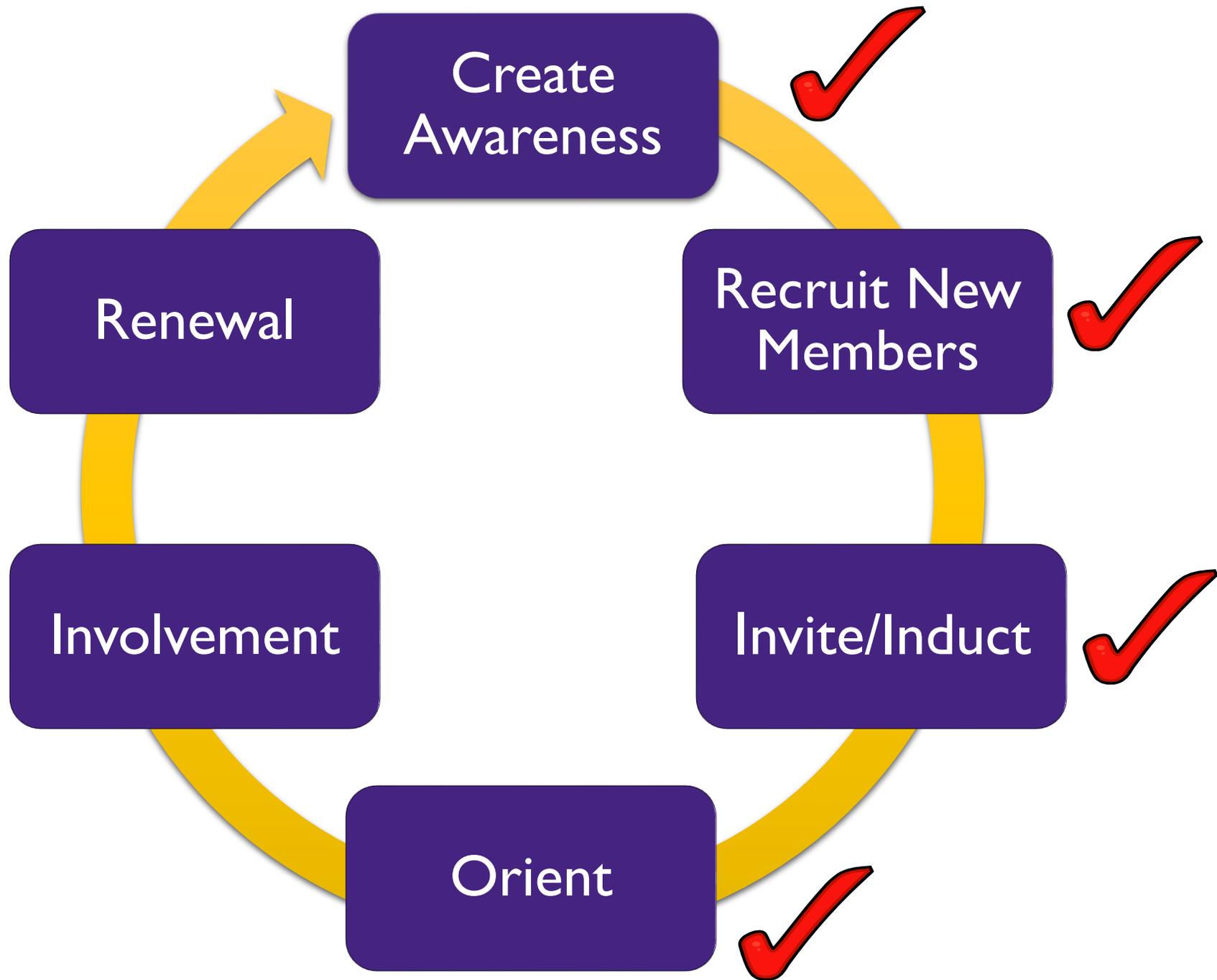
- Who didn't accept the invitation? Ask them why
- Set date/details for Orientation
- Send details to new members. Do an informal survey to see what questions you might have to answer about membership/values/expectations.
- At STTI, members are able to transfer into different chapters once they are inducted. If that is true for your group, you will want to invite those members to the orientation, too.



Month 17: Orientation

- Conduct the orientation
 - Have a “Getting to Know You” event, such as Attendee Bingo
- Do an evaluation
- Ask the committee members how it went (informally)
- Share photos from the event





Month 18: Share and Start Over!

- Is there anything you learned that you can share with the volunteers/board members who are working on membership involvement and renewal?
- Set aside time to plan for the next 18 months, starting over with creating awareness.
- Have you used all the evaluation information that you collected? Do you need more volunteers?



Questions?

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Upcoming Chapter Leader Sessions

- Monday:
 - F23 – Financial Stewardship Through Policies and Procedures

