

DOL TAACCCT Teleconference Summary

Recruitment Strategies

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Peer Presenter:

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Moderators:

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This interactive discussion focused on some of the greatest challenges and promising practices for implementing participant recruitment strategies.

Resources to Incorporate into Your Recruitment Strategy

Recruitment strategies offered by peer grantees.

Social Media Outlets

- Facebook
- Twitter
- LinkedIn

- While still in the development stage of the project, **plan a marketing strategy that is sustainable**. Focus on the **long-term goals** for the project and how you can incorporate those in your campaign.
- Create **tailored promotional materials** that will **target** specific audiences - employers, unemployed workers, and current college students.
- Incorporate **industry specific publications** that include wages and skills to educate the community at large.
- Try creating **one marketable brand** for your program that you will be able to promote statewide. For greater success, **partner with regional and state workforce offices** when advertising.

- Consider hiring a **career coach** that will work one-on-one with students to overcome internal barriers to program success. **Retention is just as important** as recruitment and should be managed effectively to ensure program completion.
- Integrate self-assessments (sample attached) to help **students** identify possible interests in industries not have previously considered, i.e., manufacturing careers.
- Encourage current program participants to **bring a friend** to informational sessions and to first class sessions.
- Host **mini-classes** and school tours to exhibit machinery, the technology available to students, and the benefits of enrollment. Give prospective students an inside look at the college to **get them excited** about course offerings.
- Take advantage of social media networks for advertising.

Traditional Advertising

- Newspapers
- Magazines
- Radio Shows

Iowa-Advanced
Manufacturing Consortium
Recruitment Flyer



Iowa Recruitment
Flyer

Iowa-Advanced
Manufacturing Consortium
Self Assessment



Iowa Self
Assessment