

AFTER
SCHOOL matters®

Recruitment Guide



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1. RECRUITMENT TIPS

This section will offer useful and concise tips on how to better market and promote your program, as well as advise on how to recruit teens.

2. INTERVIEW & ENROLLMENT STRATEGIES

Now that you're done with recruitment, what should you do? Reference this section to learn the steps after recruitment, everything from interviews to enrollment.

3. INTERVIEW SIGN UP FORM

Use this form to organize the teen applicants you interview. Try to include as much information as you can about each applicant to support your enrollment decisions.

4. INTERVIEW QUESTIONS

Here are recommended questions to ask teens during interviews to find out their general interests and level of commitment they can make to your program.

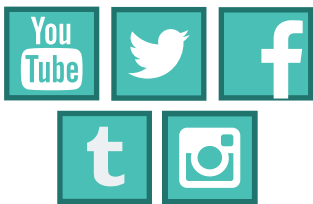
RECRUITMENT TIPS



1. Create a flier to describe and promote your program. Provide important details including days, times, and location where your program will run and the name, email and phone number of a contact person for questions. Provide the days that you will be recruiting or interviewing. Refer to our branding guidelines and flier templates on Cityspan.



2. Create a short video to promote your program, engage more teens and support your recruitment goals. A video can show rich content relevant to your program and show teens what they can expect from your program. You do not need to be a video expert in order to achieve a sufficiently good video for your program. You can use your cellphone to capture a snippet of your program. After School Matters share your YouTube playlist with simple videos that highlight your program.

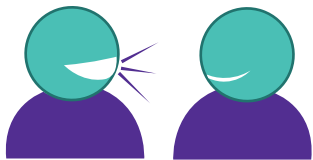


3. Use social media to your advantage. We encourage you to create a program page on social media platforms and link it to After School Matters, or use your organization's existing account to connect with After School Matters to help you reach more teens. This is also a great way to connect with parents to keep them informed about your program (parents primarily connect with us on Facebook). Refer to the Social Media Policy on Cityspan to make sure you are in compliance with appropriate content and usage.



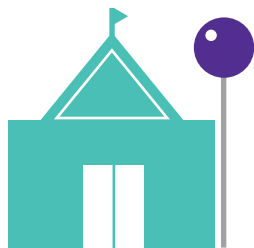
4. Use your network! Make good use of your personal and professional network to help recruit teens. Share the word with family, friends, coworkers and community groups. Ask your siblings, nieces, nephews or other teens you know for their opinion on the content you're making for teens...and ask them to help you spread the word!

RECRUITMENT TIPS



5. Use a teen or young alum to help you market your program.

Teen voice matters! One of the most effective tools for marketing a program is the voice of a teen. Ask teens who show genuine interest in your program or have been in your program before to spread the news. Teen endorsement goes a long way, so encourage teens to speak up about your program!



6. **Scout out recruitment locations** within the school, fieldhouse or community organization that are heavy with teen traffic. Inquire about setting up a table and/or using bulletin boards to promote your program. Ask the front desk if they would be willing to share your fliers.



7. **Create partnerships** with teachers or youth advocates so that they may announce and endorse After School Matters opportunities to their students/teens. Utilize school staff, liaisons or office admins to relay interview times to the students.



8. **Use your portfolio!** Showcase your work as a professional to draw attention to your program and get teens interested. Seeing the work of their instructor gives teens a better idea about what they can learn from your program.

9. **Showcase your teen's work!** Showcase the remarkable work of your teens from previous program sessions. Consider showcasing teen created products, performances, original written pieces, etc.



10. **Think about diversity** within the program as you recruit, both along the lines of race and gender. Consider bringing teens from different neighborhoods and high schools into your program, if possible. Remember that our primary demographic is CPS students.

INTERVIEW AND RECRUITMENT STRATEGIES

I have a ton of applicants...What's next?

1. Interview all initial, non-waitlisted applicants (up to 45 applicants for programs with a target enrollment of 15; up to 90 applicants for programs with a target enrollment of 30). After interviewing all initial applicants, you can access your waitlist.

2. Document your interview outcomes in Cityspan's interview tab. An interview outcome must be entered (Recommend Enroll, Do Not Enroll, Not Interviewed, Audit) for every initial, non-waitlisted teen who applied for the program.

3. Enroll teens into your program as they are selected. All programs must meet the minimum enrollment number (80% of target enrollment, or 12 teens for a target of 15 and 24 teens for a target of 30) before a program can begin. To ensure maximum enrollment, we recommend that programs overenroll by one to two teens.

4. Reach out – via email and phone – to all the teens you enrolled in your program. Tell your teens as early as possible so they make sure your program is part of their summer plans. Remind them of all the program logistics so they have easy access them and so that your program stays fresh in their minds.

★ **Tip:** Add a personal touch! A simple gesture like calling your selected candidates can go a long way. Call them the week before your program begins to remind them when and where to show up. You can also go the extra mile by speaking with a parent or guardian.

★ **Tip:** Use your social media power! This is a good time to begin using your social media resources to your advantage. Share your work or your plans for the first day to hype your program and encourage teens to highlight their work by leading through example.

RECOMMENDED GENERAL INTERVIEW QUESTIONS

1. Have you been in an After School Matters program or had a job before? If yes: How was your experience? (Use this to see if a teen has job experience and may understand work commitments.)
2. Describe what you will do in your program, and ask the teen why they're interested in this program.
3. What other commitments do you have during the summer? Do you have a part-time job or do you babysit? (Use this to see if a teen may have a scheduling conflict.)
4. Lay out your expectations for all teen participants, and ask what type of commitment you can expect from each teen. (Ask specific follow-up questions related to timeliness, regular attendance and participation.)
5. The program runs on ____, ____, ____ between the hours of __:__ and __:__. Are you available during these times?
6. Why do you want to be apart of this program?
7. How can I support you in making this a meaningful experience for you? (Tease out teen's level of interest in this program and if they are tied to a long-term goal which may drive commitment.)
8. What are some of your strengths? What are some challenges you would like to work on?
9. How are your grades and classes going? Are there classes that you find more difficult than others?
10. Do you have other questions for me? (remember that YOUTH VOICE MATTERS)