

AFTER
SCHOOL matters®

Recruitment Guide



TABLE OF CONTENTS

1. GETTING TEENS TO APPLY TO YOUR PROGRAM

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 AND ENROLLMENT SUCCESS

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. OUTREACH TO SELECTED TEENS AND THEIR FAMILIES

Tips to ensure selected teens are prepared and excited for their first day of programs.

4. RESOURCES

Find all resources linked throughout this document and MORE!

GETTING TEENS TO APPLY TO YOUR PROGRAM

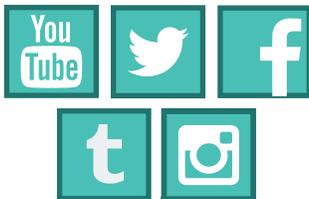
Your program specialist will be in close communication with you as you progress towards your enrollment goals and due dates. Building an applicant pool is important. If a teen is unable to participate in program, you will be able to refer to your applicant pool to fill any open slots. Also, the applicant pool is beneficial in meeting the roster deadline. **Adherence to this deadline is crucial! Here are tips to successfully promote your program:**



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 at bit.ly/ASM-Recruitment-Resources.



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 don't 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.



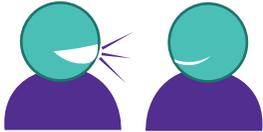
3. Use social media to your advantage. We encourage you to create a program page on social media platforms and link it to After School Matters, or use your organization's existing account to connect with After School Matters to help you reach more teens. This is also a great way to connect with parents 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.



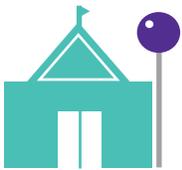
4. Use your network! Make good use of your personal and professional network to help recruit teens. Share the word with family, friends, coworkers and community groups. Ask your siblings, nieces, nephews or other teens you know for their opinion on the content you're making for teens...and ask them to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

★ **TIP** To access templates, language, the social media policy, and video guidelines, please see the After School Matters Branding Guide at afterschoolmatters.org/brandingguide.

GETTING TEENS TO APPLY TO YOUR PROGRAM



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 ENROLLMENT SUCCESS

Interviews are not optional and should be taken seriously.

Teens are encouraged to apply to three programs and rank them in order of their interest. After our first round of placements, teens who were not placed in programs are invited to select a 4th option. nstructors are required to offer an interview to all teens who are NOT on the Waitlist. **Here are steps to successfully interview teens:**

- 1 **Develop an interview questionnaire** to learn teens' interest level, availability and skill (see the Resources section at bit.ly/ASM-Recruitment-Resources for an example).
- 2 **Run an Applicant Report** to access applicant names and contact information (see Resources section at bit.ly/ASM-Recruitment-Resources for instructions).
- 3 **Develop an interview schedule** and offer a phone or in person interview to all teens who are NOT on the Waitlist.
- 4 **As interviews proceed, document your interview outcomes** in Cityspan indicating either 'Recommend Enroll', 'Recommend Audit', 'Do Not Enroll' or 'Not Interviewed' for every non-waitlisted teen who applied for the program. Select 'Not interviewed' or 'Do Not Enroll', you are required to provide a brief explanation of why.
- 5 **Keep an eye on new applicants** by running an Applicant Report once a week.
- 6 **Schedule a phone or in-person interview** shortly after the teen applies.
- 7 **Email the program requirements and attendance policy** when you send the interview invitation (see Resources section for an example).
- 8 **Move teens to the Waitlist** after exhausting the first pool of applicants. The Waitlist is part of the Applicant Report. (See the Resources section for instructions).

ENROLLMENT

As you interview and select teens, enroll them in Cityspan. Teens will not be notified of their enrollment until after the roster due date. When you meet your goal, continue interviewing and create a standby list. These are teens who were good candidates for your program but exceed your target enrollment.

- To ensure you meet requirements, we encourage you enroll to your maximum target or over enroll by 5%.
- Teens should not be enrolled without being interviewed.

Programs that are under-enrolled by the roster due date are in jeopardy of being cancelled. Also, if Programs Specialists may ask providers to produce evidence of interviews.

★ **TIP** Consider using these online tools or templates to schedule your interviews: Calendly, Doodle, Interview Sheet.

OUTREACH TO SELECTED TEENS AND THEIR FAMILIES

It is important to reach out to teens and families BEFORE the program starts to remind them of their commitment, verify continued interest and get them excited about the first day.

Send out an email to all the youth you selected to join your program. The sooner you make contact the sooner they begin to make plans for becoming a part of the program. Provide them all of the program logistics so they have easy access to it on their phones or computer. It may seem like overkill, but young people have busy lives and by giving more information and often helps your program to stay fresh and in the fore front.

Add the personal touch! A simple act such as picking up the phone to call your selected candidates will go a long way. Call them the week before your program begins and let them know that you selected them and wanted to remind them where to show up for the program and what time. You can also go the extra mile by asking to speak to a parent and sharing what their child will be doing in your program. The more buy-in you get could lead to more accountability in coming to your program.

Use your social media power! This is a good time to begin using your social media resources to let it work for you. Share your work, share your plans for the first day or week, or simply say hello and connect. You are beginning to forge a relationship even before the program begins and it is the hook young people need to know that you are someone who cares, and they can begin to trust.

RESOURCES

We hope this guide has been helpful for you. Now that you are ready to start recruiting, refer to our resources folder at bit.ly/ASM-Recruitment-Resources for the following tools:

- Recruitment Frequently Asked Questions
- Interview Invitation Example
- How to Set Up Interviews, Questionnaires and Text Reminders in Calendly
- Application Tutorial
- Interview Questions
- Interview Worksheet
- Cityspan Tutorials – drop, unenroll, enroll, applicant report