



Rules of Engagement:

Participant Recruitment and Retention

January 2012

Meet the Presenters

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Webinar Objectives



By the end of this webinar, participants will be able to:

- Identify the components of a recruitment and retention strategy;
- Identify three strategies for recruiting new participants and three strategies for retaining participants; and
- Summarize how to incorporate positive youth development into a recruitment and retention strategy.

Setting the Stage

- Research focused on out-of-school time efforts
- Based on best knowledge and individual experience
- What works is influenced by many factors, including:
 - Population served
 - Location of program — geography and setting
 - Reputation of the agency
 - Culture of the targeted population and community



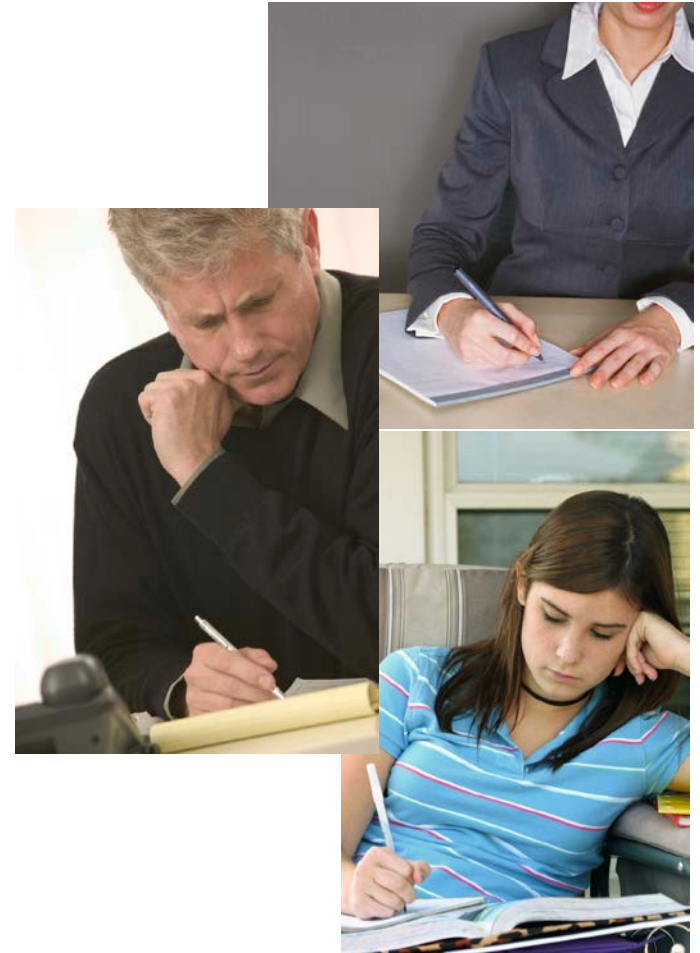
What is a recruitment and retention strategy?



- Ensures recruitment is thoughtful and intentional
- Living document
- Specifies actions to be taken with an identified person responsible
- Created along with the implementation plan and updated frequently
- Informed by the needs assessment and environmental scan

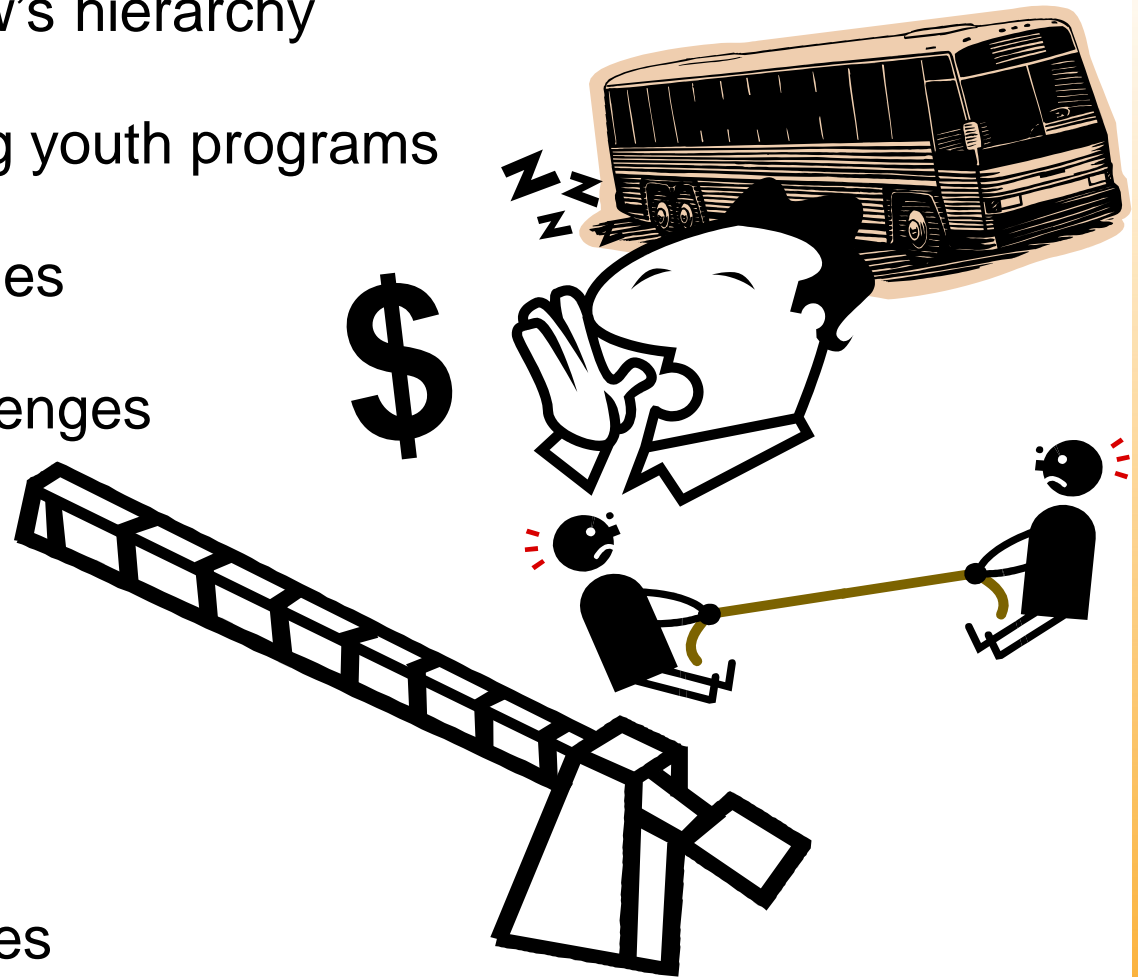
Who writes the strategy?

- Managers involved with program management
- Front line staff implementing the strategy
- Anyone who will be actively recruiting youth
- Youth, if possible



Factors Influencing the Strategy: Potential Barriers

- Basic needs-Maslow's hierarchy
- Similar or competing youth programs
- Neighborhood rivalries
- Transportation challenges
- Stakeholder buy-in
- Stigma
- Cultural values
- Family responsibilities



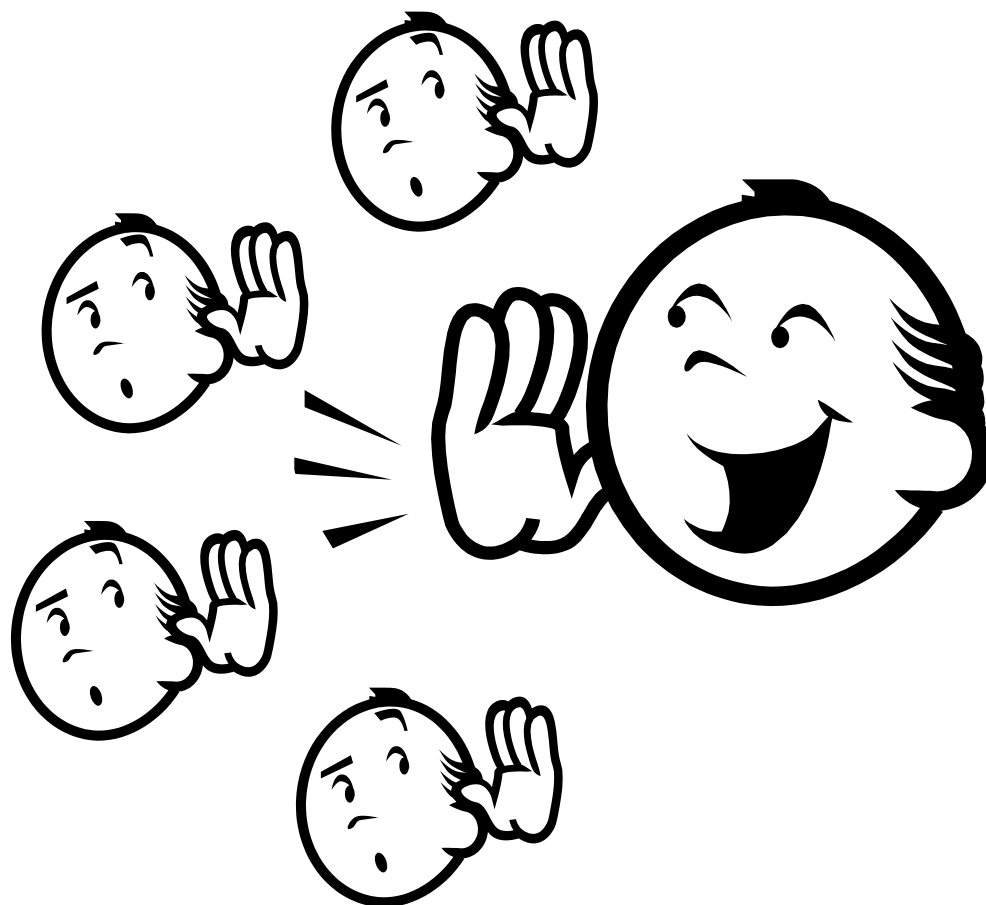
Factors Influencing the Strategy: Voluntary vs. Involuntary

- What is a voluntary participant?
- What is an involuntary participant?
- Participants who are present, but not engaged.



Factors Influencing the Strategy: Implementation Round

- First round
- Subsequent rounds



Factors Influencing the Strategy: Agency Specific Issues

- Visibility in the community
- Referral sources
- Agency reputation as a tool
- Marketing and branding
- Human capital
- In-kind resources or partnerships



Factors Influencing the Strategy: Staff

- Thoughtful staff recruitment
- Cultural awareness
- Respect
- Reflective of the community



Promising Ideas

- Youth participation
- Marketing ideas
- Leadership opportunities
- Strategic hiring of staff



Promising Ideas

- Involvement of parents or caregivers
- Provision of basic needs
- Person-to-person follow-up
- Accurate portrayal of the program
- Creative use of incentives



Metro TeenAIDS: A Case Study

- Community-based organization with over 20 years of experience working with adolescents and their families
- Programming focuses on reducing the impact of HIV on youth
- Implementing MPC in schools
- Utilize PYD in all program development
- Robust social marketing campaign and use of social media



Metro TeenAIDS: A Case Study

- **Strategies used for recruitment**
 - Culturally-informed staff
 - Involvement of youth
 - Visibility in the community

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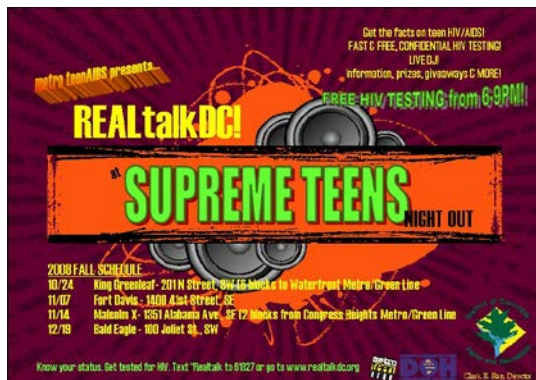
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EASTERN MARKET METRO

TESTING HOURS ARE TUESDAY-THURSDAY 12 - 8 PM, MONDAY / FRIDAY BY APPOINTMENT ONLY
TO SUBMIT AN ENTRY YOU MUST GET TESTED AT METRO TEENAIDS (FREESTYLE) BETWEEN SEPT 10-30
TICKETS ARE FOR THE PERFORMANCE ON SATURDAY, OCTOBER 2ND AT D.A.R. CONSTITUTION HALL

Metro TeenAIDS: A Case Study



- Strategies used for retention
 - Robust referral system
 - Meeting basic needs
 - Respectful interactions with youth
 - Creative use of incentives
 - Opportunities for leadership



Questions?



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