




Youth Development & Research Fund

Cutting-Edge Recruitment Strategies

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YDRF 's Mission

To improve programs and policies for vulnerable youth through Youth Cultural Competence and effective practice.

We accomplish this through Technical Assistance, Training, Research, and Advocacy.

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OBJECTIVES

- Examine the issues surrounding the successful recruitment of youth in program activities and services.
- Glean ideas to enhance your program's ability to recruit and retain youth through the use of youth cultural competence.
- Learn new strategies for effective messaging.
- Explore the steps for developing an effective messaging campaign.
- Effectively utilize the 5 Step YDRF Recruitment Strategy to reach and engage youth.

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Why is it difficult to recruit and engage youth?

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Warm-up Change

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The Puzzling Question is...

Sar Levitan Youth Policy Network,
Johns Hopkins University.
5.4 Million Out-of-School Youth
250,000 Program Slots
P(fx) R x E

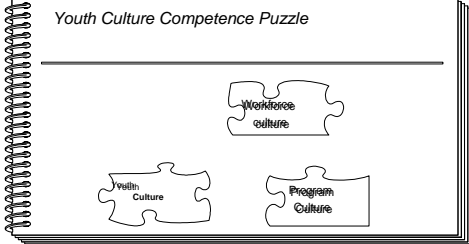
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The Missing Piece...

Youth Culture Competence Puzzle



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YOUTH CULTURAL COMPETENCE



- 1. Positive Peer Influence
- 2. Youth Involvement
- 3. Youth Popular Culture

A system wide set of principles and practices that promotes an increased understanding and appreciation of youth involvement, youth popular culture, and positive peer influence; and utilizes these mechanisms to promote work and educational achievement.

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 <p><i>Alive & Free!</i></p> 	<p>In our experience, when a teacher devalues the cultural capital of young adults, they are devaluing the young adult. In an urban culture where so many youth are willing to throw away their lives and freedom for an ambiguous concept called disrespect, think of what they will do to educational choices when they are so called "disrespected" in a program.</p> <p>-Countering The Urban Influence</p>



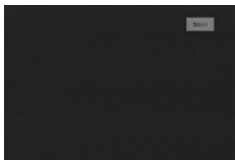

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 <p><i>Alive & Free!</i></p> 	<p>In small groups, develop a list of three subtle or overt ways your program disrespects youth.</p> <p>Share</p>

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 <p><i>Alive & Free!</i></p> 	<p style="text-align: center;">Sell the Un-Sellable</p> <p style="text-align: center;">One Minute Radio Ad</p> <ul style="list-style-type: none"> -How will it make life better for the population. -How the population could use the item in creative and useful ways. -How the item matches this population unique goals and values. <p style="text-align: center;">Youth Development and Research Fund <i>"improving programs and policies for youth and young adults"</i></p>

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 <p><i>Alive & Free!</i></p> 	<p style="text-align: center;">Developing Youth Culturally Competent Recruitment Messages</p> <ol style="list-style-type: none"> 1. Refrigerators to Eskimos 2. Lawn Chairs to Airlines 3. Hot Dog Buns to vegetarians 4. Bubble gum to teachers 5. Typewriters to a computer company 6. Lawnmowers to apt dwellers 7. Cigarettes to athletes. 8. Snow Plows to Hawaiians <p style="text-align: center;">Youth Development and Research Fund <i>"improving programs and policies for youth and young adults"</i></p>




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<i>Alive & Free!</i>	Developing Youth Culturally Competent Recruitment Messages	
MAKIN'IT BY EDWARD BELLEUS	<ol style="list-style-type: none"> 1. Credentials to High School Drop-outs 2. Basic Skills to Basic Skills Deficient 3. Literacy and Numeracy to the Unemployed 4. Alive and Free to Court Involved Youth 5. Challenge to Anti-War Protesters 	
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8-Track Approach	VS.	MP3 Approach
		

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<i>Alive & Free!</i>	Watch Commercial	
MAKIN'IT BY EDWARD BELLEUS		
	<p>In small groups, list at least three steps companies take to develop these ideas and messages. Write on flip chart and label: Steps to Developing Youth Culturally Competent Messages.</p>	
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<i>Alive & Free!</i>	"YDRF Recruitment Strategy"	
MAKIN'IT BY EDWARD BELLEUS	<ul style="list-style-type: none"> - Customer-Focused - Know Your Product/ Meet Demand - Delivery Mechanisms - Data-Oriented - Progressive-minded 	
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Customer Focus

(Major Influences on Youth)

<p><u>1950's</u></p> <ul style="list-style-type: none"> ● Home ● School ● Church ● Peer ● TV 	<p><u>2000</u></p> <ul style="list-style-type: none"> ● Peers ● Entertainment ● Sports ● Home ● School
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Columbia University researchers Peter Bearman and Hannah Bruckner identify five levels of adolescent peer relationships:

- 1: single best friends
- 2: immediate friendship circle
- 3: larger peer group
- 4: leading school crowd
- 5: the entire school

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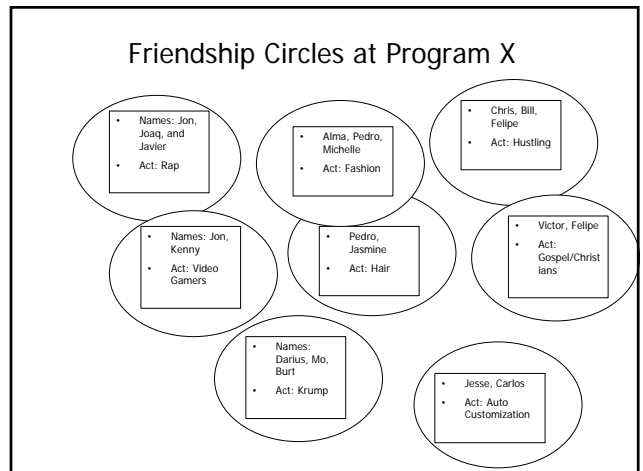




Two Basic Types of Peer Influence:

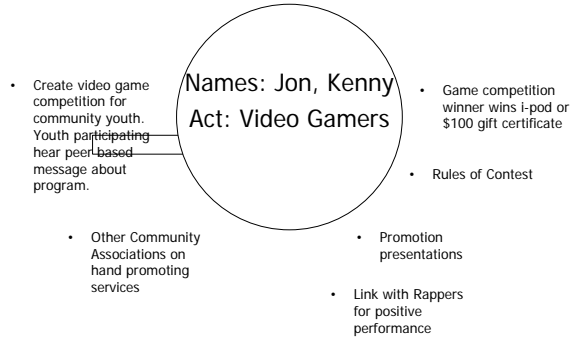
Promoting Peer Influence is any influence that promotes life, freedom and future economic opportunity. An example of Promoting Peer Influence is when one student gets disrespected and his peers urge him to forget about it and focus on his goal of getting a job and moving out of the community.

Undermining Peer Influence is any influence that does not promote life, freedom and future economic opportunity. It is manifested through pressure tactics such as ridicule and rejection. A teen who receives an "A" on a test and is ridiculed for doing well is a victim of undermining peer influence.

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Friendship Circles at Program X



Circle what you don't know; add what is not there

- hip-hop, Krump, Xtreme and Core Sports, Straight Edge, Fashion, Punk, Rave, Dance, Rasta, Grunge, Jugaloo, Goth, Video Gamers, Bikers, Car Customization and Enthusiast, Racing, Alternative/rock, Hustlers, Achievers, Christians, Intellectuals, Rock/Heavy Metal, and Computers.

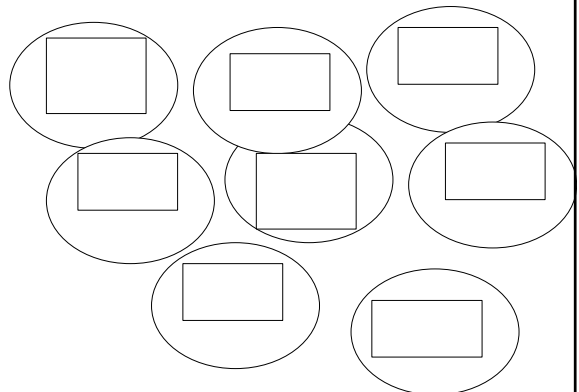


Immediate Friendship Circles

- Identify the immediate friendship circles at your program
 - Who are they
 - What are the common activities that they engage in?
 - How can you use these activities to engage them and their peers in workforce and educational activities?





Friendship Circles at Program X




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What is Your Product??










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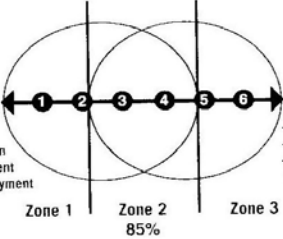
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What is our Product??









-Death
 -Incarceration
 -Unemployment
 -Underemployment

-Life
 -Freedom
 -Future Economic Opportunity

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Future Economic Opportunity







Skills
 Experience
 Degrees
 References
 Credentials

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Delivery

Gear (clothing)-Youth developed, conceptualized. Seeding, partnerships, retail
Music-Contests, local music label, various clinics, retail consignment
Sports-Sponsor teams, extreme sports, high school, street ball league
Celebrities- Wear Gear, program parties, cameos etc..
Online activity-viral marketing, chat rooms, monsta jobs, e-bay, tutoring
Gaming-video game contests, in-house gaming area
Trucks-revamp traditional look, local endorsement, special appearances
Media-Program Director, radio on youth council

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Marketing Team

- Responsible for All Marketing Efforts
- Enthusiastic/Creative Staff Members
- Assign Committee Chair
- Meet Regularly
- Include Youth
- Launch/Monitor Recruitment Campaigns
- Report out at Staff Meetings

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Marketing Materials

- Research Current Materials
- Shape/Size/Color/Verbage/Imagery
- Indirect Youth Input (survey youth)
- Direct Youth Input (youth involvement)
- Monitor & Modify

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Program Image

- Facility Image (curb appeal/interior comfort)
- Staff Image (age/ethnicity/gender)
- Outreach Image (ycc)
- Participant Image (social/work)
- Online Image

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<i>Alive & Free!</i>	YOUTH POPULAR CULTURE PARADOX	
	Youth Popular Culture Paradox- inadvertent promotion of behaviors and values that we are working against.	
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<i>Alive & Free!</i>	<u>New Technology</u>	
	<ul style="list-style-type: none"> - Program Website (youth input) - Participant List Serves (collection) - E-blasts - T-blasts (text messaging) - Online Promotions (contests) 	
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<i>Alive & Free!</i>	<u>The Youth Recruiter</u>	
	<ul style="list-style-type: none"> - Determine Funding Available - Determine Supervisor - Interview Program Youth - Train New Hire/s - Preferably Mix of Older/Younger - Create Working Space - Establish Work Hours - Involve in all Aspects of Marketing - Monitor/Evaluate Performance Regularly - Allow for Creative Thinking 	
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<i>Alive & Free!</i>	<u>Street Team</u>	
	<ul style="list-style-type: none"> - Sell to Director First - Perform Informal Interviews - Specifically Recruit Networkers - Offer Incentives for Promoting - Create Team Name - Equip w/ General Facts on Services - Provide w/ Fliers, Promos, etc. - Create Weekly Check-in System 	
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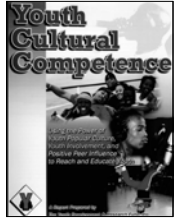
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	<h1><u>DATA</u></h1>	
	<ul style="list-style-type: none"> - Develop Form - Give to Every Staff Member - Front Desk (multiple copies) - Have Everyone Fill Out (no exceptions) - Offer Small Table Gift/Raffle Drawing - Must be Overseen by Staff Member 	
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	<h1><u>Recruitment Tracking System</u></h1>	
	<ul style="list-style-type: none"> - Delegate Staff Member to Operate/Oversee - Create Tracking Database - Inform Staff of Reporting Responsibilities - Create Friendly Reminder System for Staff - Record/Report Out Data Weekly - Consistently Monitor/Modify Based on Data <p>***Goal is to recruit efficiently/effectively as possible</p>	
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	<h1><u>Flier Distribution</u></h1>	
	<ul style="list-style-type: none"> - All Flyers should have value/Promo Value not flyer - Research/Learn youth-friendly locals - Request to Handout/Drop-off Fliers - Inform Management of General Services - Keep Inventory of Fliers Distributed - Monitor Results from Tracking System 	
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	<h1><u>PR Angles vs. Street Credibility</u></h1>	
	<ul style="list-style-type: none"> - In groups, come up with a list of three ways that your program can develop "Street Credibility." 	
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**The Youth Development
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Edward DeJesus