

Recruitment Strategies that Work in Rural Communities

Today's facilitators:

Liz Fry, Experience Works

Jo Rinehart, Experience Works

Steve Weeks, Experience Works

A long, long time ago (7/01/2004), in an area far, far away ...

- Steve Weeks, a full time field coordinator, received his SCSEP territory assignment.
- He had 104 positions to serve and....



WHAT?!?

ONLY 36 PARTICIPANTS?!?

- In 11 counties?
- Covering 11,000 square miles?
- With only 6 red lights?
- And 50% of the territory was either forests or state game lands!

Steve needed to PLAN (The birth of a Territory Profile)

- What was his equitable distribution by county?
- How would geography, territory size, climate impact his plan?
- What and where are key economic centers?
- Who and where are his partners?



Steve needed to ORGANIZE

- Who was the target population? And...
- Where did they live?
- What locations/agencies/services were used by the target population?
- What tools were needed to reach the target population?

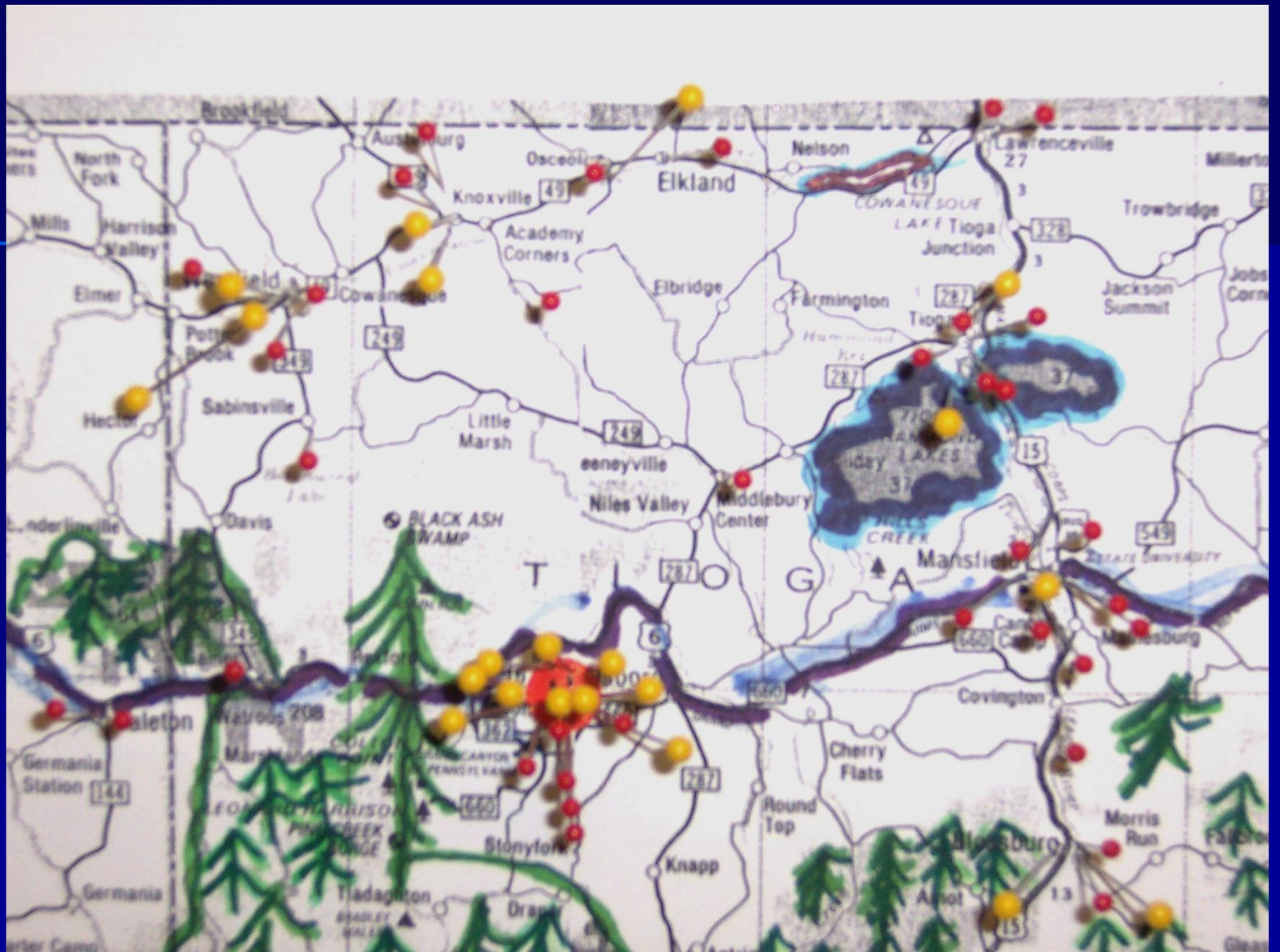
Steve needed to EXECUTE (the birth of a Recruitment Plan)

- He knew where to recruit in terms of community and location and what was a delivery method but...
- WHO would get this done and ...
- WHEN?

Steve needed to **DIRECT** and **CONTROL** (The birth of an Individual Workplan)

- The plan specified who would do what, when, where and how.
- The plan tracked dates and **RESULTS**.

SO WHAT HAPPENED?



Recently (7/01/05), in an area far, far away...

- Steve Weeks received his SCSEP territory assignment.
- He has 101 positions.



AND IS AT FULL ENROLLMENT!



WHAT A DIFFERENCE A TERRITORY PROFILE MAKES!!