

# **Youth Recruitment & Engaging the Hard to Serve**

**Region 3 Youth Forum**

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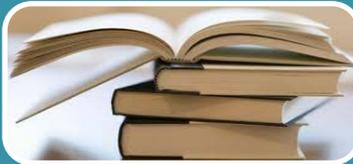
# SPR's Areas of Expertise



Governance



Employment, Retention, & Advancement



Education and Training



Management & Operations

# SPR's Methods and Services



Dynamic  
Facilitation



Media  
Development



Tool  
Development



Immersive  
Simulation



Customized  
Training



Individualized  
TA

# Session Goals

- Learn new methods and approaches of orientation and recruitment of youth
- Learn about Youth Cultural Competency (YCC)
- Learn about and practice activities for effectively engaging youth



# Session Agenda

- Introductions
- Overview of Youth Cultural Competency
- Step 1: Developing Youth Culturally Competent Recruitment Messages
- Step 2: Effectively Delivering Specific Messages to Targeted Groups
- Step 3: Getting Target Groups through Program Doors
- Closing and Evaluation

**Name**

*Role*



# The Problem

- Thinking old strategies still work
- “It’s the way it has always been done”



# Youth Cultural Competence

- Effectively connects youth
- Utilizes power of youth influence
- Understanding, embracing, respecting youth culture
- Learning environment reflects cultural influences



# Why is YCC Successful?



Positive Peer  
Influence



Youth  
Involvement



Youth  
Popular  
Culture



# Positive Peer Influence

- Most programs don't use youth to promote educational and workforce outcomes.
- Can you think of a way to use peer influence to promote workforce achievement?



Effective youth involvement produces more positive youth outcomes

Youth leadership leads to higher participation in:

- Higher participation in the labor force
- Increased academic and social skill aptitude
- Demonstrate a commitment to positive growth

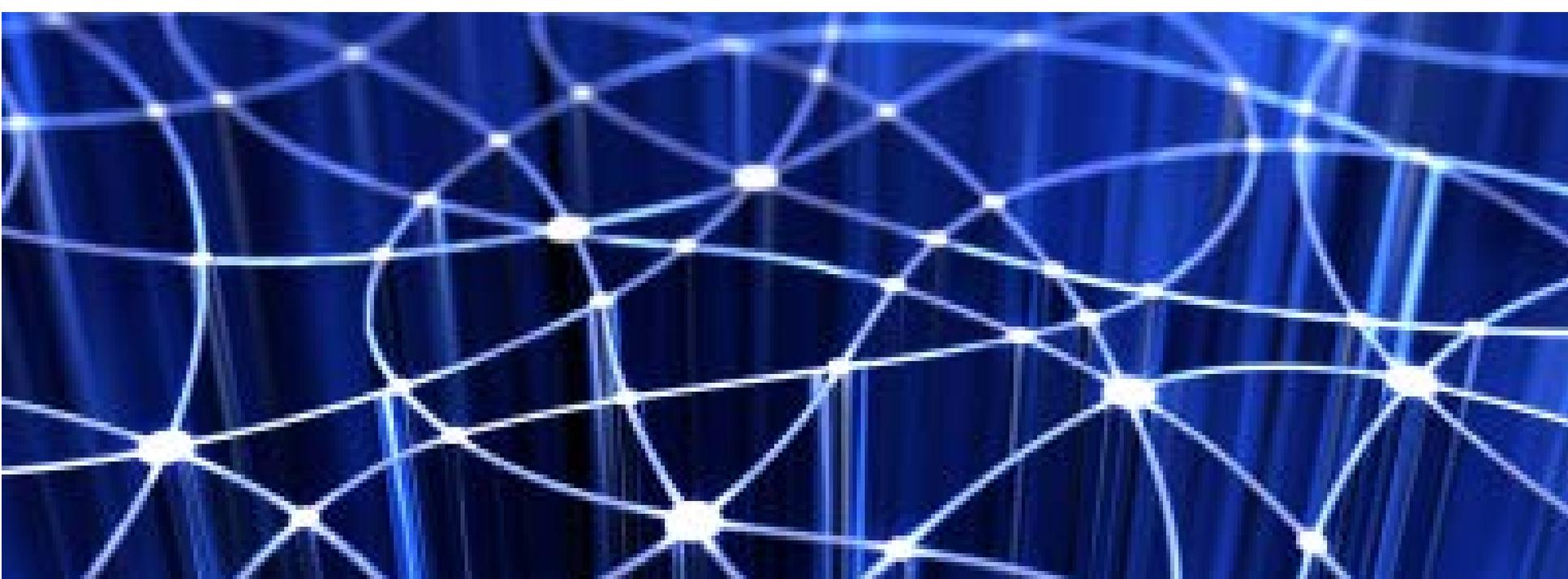
# Youth Involvement Example

Can you think of additional ways to use youth involvement to evaluate recruitment effectiveness?



# Youth Popular Culture

- Current culture may limit economic chances for youth
- Many programs now use youth culture to positively influence work readiness and youth development.



# Three Steps for Effective Recruitment

Step 1: Developing Youth Culturally Competent Recruitment Messages



Step 2: Effectively Delivering Specific Messages to Targeted Groups



Step 3: Getting Target Groups through Program Doors

# Step One: Develop Youth Culturally Competent Recruitment Messages Activity

*Identify youth interests to use as building blocks for an effective recruitment campaign.*

Let's practice!



Complete recruitment STEP ONE activity handout.

# Step Two: Effectively Deliver Messages to Your Target Groups Activity

*Develop YCC marketing to engage youth.*

Let's practice!

Complete recruitment STEP TWO activity handout.



# Step Three: Getting Target Groups Through Program Doors

*Support youth to actively engage their peers.*

Let's practice!



Complete recruitment STEP THREE session handout

# Questions





Thank You!

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