



Innovation and Reinventing Is The Key to Recruitment, It's Not a One Size Fits All

Pathy Leiva

C.A.M.P. Director at SUNY Oneonta

Introduction



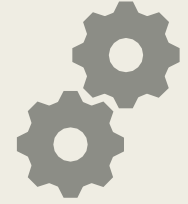
- Name
- Title
- School Name
- Share what innovation and/or reinvention means to you.

How to recruit?



- Find the type of recruiter you want to be.
- Do you need to travel or can you stay local? Geography is the key to recruitment.
- How to begin recruitment? Connecting with people at the college, & other programs, etc.
- Network and Connect: **A**dmissions, **F**inancial Aid (scholarship coordinator), **S**tudent Accounts, **R**egistrar's Office, and **A**cademic Advisement.
- Database and Paperwork might need updating 1-2 years depending on the needs of your program and student.

How to recruit? Part II



- You must create your own SCHEDULE. Manage your day when recruiting, it can make a difference. Morning visits can be high schools or migrant programs (staff meetings or events). In the afternoon/ evening you visit students/families or events.
- During the visit you could do paperwork (college application-common app, other paperwork-EOP programs, CAMP application, and FAFSA/HESC-financial aid).
- Visits could be from 1 to 3 hours depending on the student and family.

Recruitment Process



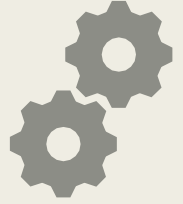
- What is your recruitment process?
- Please share (4 yr., 2 yrs., part time recruiter and someone who recruits for several programs).
- Tell me your process: are you in the office, travel a bit or a lot. How much do you cover in your area?
- Work with groups, organizations and programs that normally you wouldn't have thought of.

Recruitment Process



- Remember that not all families comprehend or can read materials provided. Other forms of communication might be needed.
- Recruitment can't always be the same, find what helps you connect with student(s) or families (REINVENT).

In's and Out's of Recruitment



- Create a schedule, calendar and anything that can help you.
- Organization is the key to making sure your recruitment works or you won't do as well.
- Traveling can be exhausting. Hotels and food can be fun but it can get old. Keep it fresh and try new locations.
- Self-care is a concept that all recruiters need to understand. From eating well, to working out (exercise) in your hotel.

In's and Out's of Recruitment



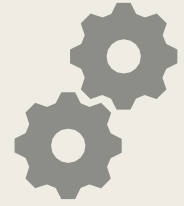
- Making sure you have time for yourself on the road. It's very important.
- Emotional Roller coaster are the break ups and make ups.
- Can some of you give me some examples on issues you encounter out there with students?

Partnerships

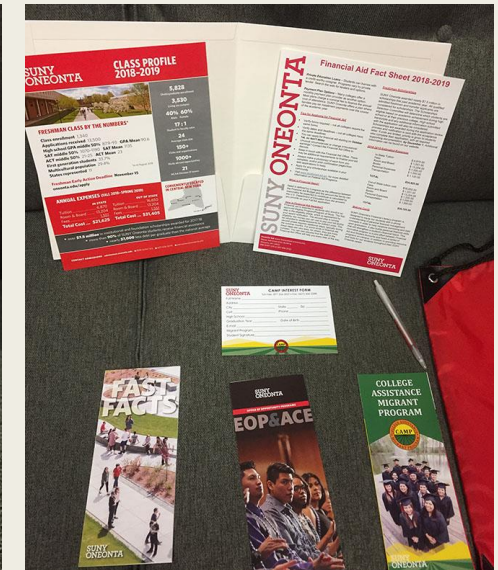
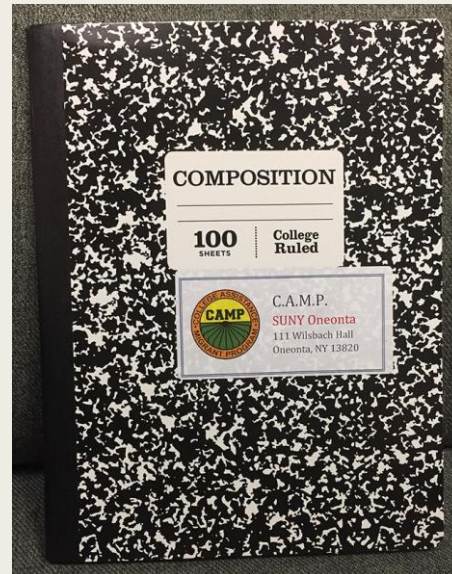


- HEP: GED/TASC programs or other high school equivalency programs
- MEP- Migrant Education Programs (tutors, parent advocate, coordinators, etc)
- Rural & Migrant Ministry, Kids for College, Adelante, etc.
- Community Organizations (churches, youth programs, etc).
- College Members/Programs.
- Grants, Trios, and other groups.

More Partnerships



- Recruitment giveaways and free items from different places at your school. Free items: admissions, new student services, residential life, and other places.



Jonnathan's recruitment bag!

Concerns and Ideas of Recruitment



- What are some of the issues you have dealt with?
- Concerns about eligibility
- Any questions in regards to migrant & seasonal/temporary farm workers?

Connecting through Facebook



- Join social media, especially the recruitment page on Facebook.
- Go to CAMP Oneonta and friend us. You can also ask to join the page called CAMP Recruiters.
- This allows you to have a place to ask questions, concerns, and share ideas.

<https://www.facebook.com/groups/765071440265984/>

Remember to Stay Current



- Reinventing
- Innovative
- Not one size fits all

QUESTIONS OR COMMENTS

