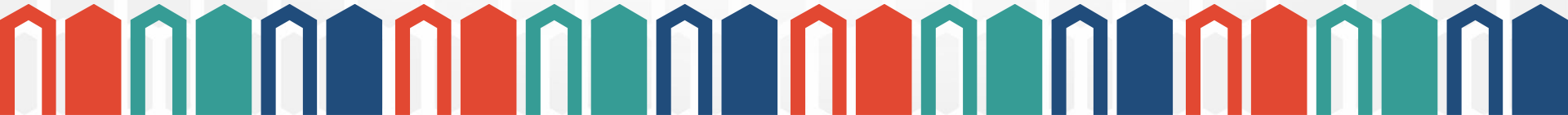


# Familyhood

Statewide Training

## Getting Results: Engaging Families Through Effective Recruitment

Derrick Sier, Kirk Berry & Lauren Mattox



# Orientation/Expectations

- What can I expect from this session?
- How can I engage during this session?
- What materials are on my table?

**RELATIONAL**  
**RECRUITMENT**



**BUILDING TRUST, EMPOWERING CONNECTION**



# Eight

**approaches to recruiting participants using relationships as the primary avenue**



# Define & Rank

Group Work



## **Genuine Curiosity**

Genuine curiosity allows us to learn about our target audience, discover their needs, and explore creative ways to meet them.



# Thoughtful & Personalized Communication

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Communication that is flexible and can be adapted and personalized to better connect with your target audience



# Rank in Order of Effectiveness

Group Work





# Lead with Transparency

(Road Map for Interaction)

Connection that starts with clear communication of the recruitment journey, giving the potential participant a road map of what to expect in the process



# Rank in Order of Effectiveness

Group Work



# Feedback (Providing & Seeking)

Soliciting feedback about your potential participants' recruitment experience and communicating what you understand about their needs back to them



# Rank in Order of Effectiveness

Group Work



(C<sup>3</sup>)

# Continuous Consistent Connection

Keeping potential participants engaged  
through regular check-ins and connections



# Rank in Order of Effectiveness

Group Work



# Exploring & Strengthening Networks

Process of exploring and securing additional connections to strengthen your network of offerings



# Rank in Order of Effectiveness

Group Work





# Leveraging Technology

Understanding how your target audience engages with technology and harnessing tech as a tool to strategically connect and communicate with potential participants



# Rank in Order of Effectiveness

Group Work



# Remaining Service Focused

Remaining focused on the overall mission to assist and serve your target audience through attentiveness, intuition, and ready resources.



# Final Rankings/Report Out

Group Work

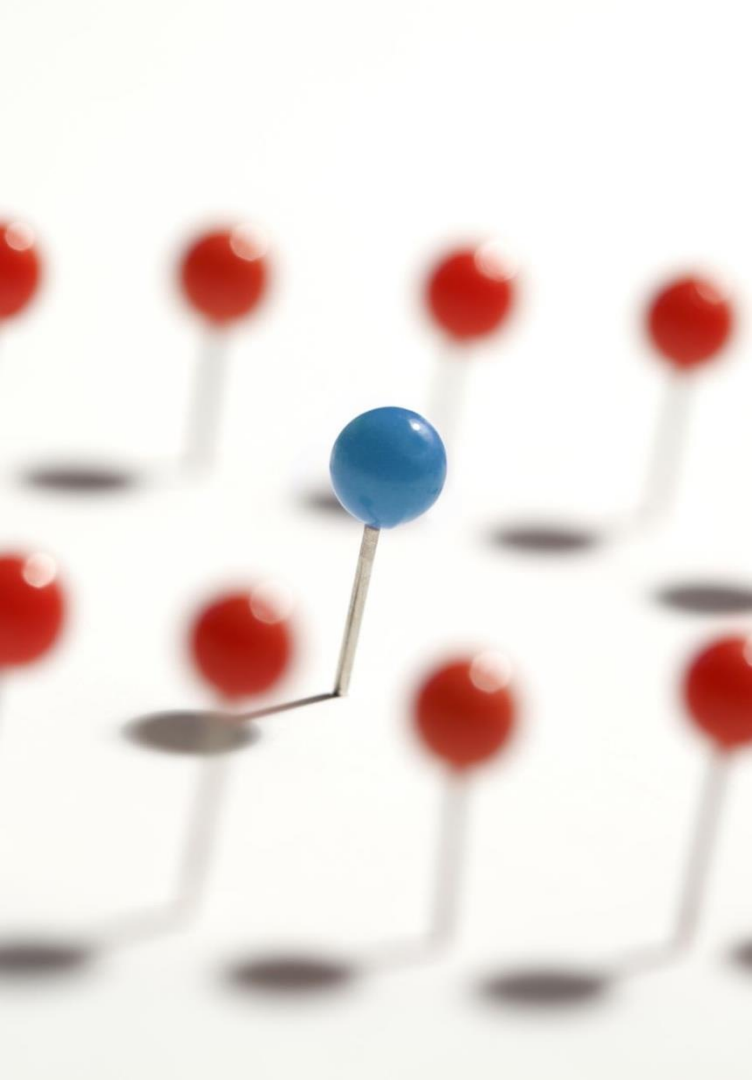
A graphic of a target with three concentric circles. The innermost circle is dark green, the middle one is grey, and the outermost one is a lighter green. An orange arrow with a white outline is shown hitting the center bullseye.

**SETTING** AND  
MEASURING RECRUITMENT  
**BENCHMARKS**



# Benchmarks

The first step in meeting your enrollment goal is to break it down into smaller goals so that you can better monitor your progress. It's hard to hit targets you don't set.



## Benchmarks: Defined

**CREATE** a point of reference from which measurements can be made

**PROVIDE** achievable short-term goals that can help you assess progress toward longer-term goals

**ANSWER** the question, “Are we where we should be at this point in time?”

**IMPROVE** program performance by highlighting changes that should be made

# What Makes a Good Program Benchmark?



- Quantifiable
- Measurable against some standard or goal
- Includes defined time period(s)
- Achievable, realistic
- Relatively easy to collect and assess
- Shared with and agreed upon by key actors
- Key actors have some agency in affecting the measure





# Track the Data

## **How to use performance management tools to improve program recruitment strategies and outputs**

Start with understanding:

- Where do your referrals come from?
- How many referrals do you really need to reach your goals after attrition happens between program interest and enrollment?
- Where do people drop out of the recruitment process?
- What percentage of people make it through each step of your recruitment/enrollment process?

# Sample Participant Level Recruitment Tracking Tool



Participant ID	Recruitment Source	Eligible	Reason Ineligible	Attended Orientation	Consent Obtained	Enrolled
21530	Radio	Yes	N/A	Yes	Yes	Yes
21487	Doctor	Yes	N/A	Yes	No	No
21540	Family/ Friend	No	Schedule Conflict	N/A	N/A	N/A
21590	WIC	No	Not Biological Parent	N/A	N/A	N/A

# Q&A



# Familyhood

## Statewide Training