



Recruitment and Retention Plan

Use this template to plan year-round recruitment and retention efforts. Update your plan when an activity is completed, unable to be completed or modified. Make this a living document to help guide the program so you stay on target.

Outreach Planning Team

Recruitment should be a collaborative process. Including a wide variety of stakeholders in planning helps you consider multiple perspectives. Identify team members who can contribute to developing the plan, and then participate in implementing it. This may include high school students (the main target), community partners, direct service staff, families and others who are passionate about your program and high school students. Include the names and the title and/or role of each person below:

Name	Title	Role





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Recruitment and Retention Plan Template

Recruitment Season	Month/Date	Activity	Person(s) Responsible	Indicator or Expected Outcome
<p>Summer Be Prepared!</p> <p>Key Questions: Define recruitment goals and target populations with your planning team.</p> <p>What strategies will you use to achieve your goals?</p> <p>How will you pitch your program to the target audience? What is their “What’s In It For Me” message?</p> <p>What materials need to be created to communicate the message(s) to families?</p>	June	Convene initial planning meeting with Planning Team, staff, youth and partners. Identify potential barriers and discuss how to overcome them.		
		Get feedback from relevant local stakeholder groups to inform program marketing and messaging.		
		Conduct needs assessment, focus groups, surveys.		
		Set a budget for outreach (e.g., staff time, ambassador stipends, materials).		
		Recruit potential youth ambassadors.		
		Establish contacts with key personnel and build relationships.		
	July	Create outreach materials, including digital ones, that articulate clear messaging.		
		Establish a social media presence.		
		Develop bilingual materials, if applicable.		
		Develop an outreach presentation that includes mission, vision, values, eligibility requirements and other important information.		
Create a list of community organizations to contact that serve or engage high school students (e.g., libraries, community centers, churches, drop-in centers).				





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<p>What relationships do you need to build to share this message?</p>	<p>August</p>	<p>Meet with key contacts.</p>		
		<p>Hold a quarterly meeting with referral sources to identify new potential referrals.</p>		
		<p>Reach out to partners to build relationships and set up tabling events, mailings, posting of flyers and other promotional activities.</p>		
		<p>Connect with school staff and administrators about the program’s offerings. Ask to disseminate materials and information through a variety of means (e.g., staff meetings, student assemblies, bulletin boards, announcements).</p>		
		<p>Develop a system for tracking referrals, enrollments, follow-up contacts and more.</p>		
		<p>Train youth ambassadors to conduct recruitment.</p>		
<p>Fall Be Present!</p> <p>Key Questions: What communication method(s) work best for your target population? Where should the program have a physical presence to share information</p>	<p>September</p>	<p>Ask school partners to disseminate information (e.g., emails, flyers, online announcements, newsletters, school communication).</p>		
		<p>Increase presence in online media and at community and school events (e.g., attend back-to-school nights, new student orientations, resource fairs, announce enrollment info on the program website and through FaceBook, Twitter and the like).</p>		
		<p>Set up lunch recruitment and outreach opportunities.</p>		
		<p>Make presentations at school team meetings and visit classrooms to build a presence in the school during the day and build relationships with youth.</p>		





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<p>and pitch the program?</p> <p>How will program staff and ambassador identify themselves (e.g., t-shirts, buttons)?</p> <p>How and when will students enroll?</p>		Implement “peer-to-peer” recruitment ambassador program.		
		Host interest and recruitment sessions.		
	October	Host kickoff event/s.		
		Host parent and student orientation nights.		
		Address barriers to engagement in the program.		
		Continue social media presence.		
	November	Share positive program activities and impacts on current students via a newsletter, bulletin board and other appropriate means.		
		Continue the social media presence.		
		Meet with program referral partners.		
		Continue the youth ambassador program.		
Winter Stay connected!	December	Administer student survey about program ideas and changes.		
<p>Key Questions:</p> <p>How will you maintain and foster strong relationships with youth, partners, the school, and the community?</p> <p>How will you monitor consistent</p>		Create pathways for youth in formal and informal program decision making.		
		Hold a quarterly meeting with referral sources to identify new potential referrals.		
		Follow up on program referrals.		
		Host data review meeting on tracking referrals, enrollment, and program attendance with relevant program staff, partners and youth.		
	January	Maintain continued social media presence.		





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attendance in your program?		Highlight positive stories about your program via newsletter, school bulletin board, online posts and other media.		
What are the barriers limiting attendance?		Be present at community events to build awareness for your program.		
How will youth have a voice in this process?				
<p>Spring Stay Engaged!</p> <p>Key Questions: How will you share your program's story?</p> <p>How will you communicate the impact of your program?</p> <p>How will you celebrate this story and the story of your young people?</p> <p>How can this story connect to leverage new program recruitment or partners?</p>	March/April	Schedule feeder school information sessions.		
		Coordinate youth-designed presentations on the program.		
		Regularly review data on referrals, enrollment and engagement in services with relevant program staff.		
		Continue social media presence.		
	May/June	Attend schoolwide meetings to share information about your program offerings and activities.		
		Design an event to showcase your program.		
		Host an end-of-year celebration and invite stakeholders to attend.		

