

# WHAT IS A RECRUITMENT STRATEGY?

A recruitment strategy is defined as a formal plan of action centered around attempts to identify, target, and recruit new and returning members to your local SkillsUSA Chapter. This strategy is all about the who, when, why, and how. Who are you trying to recruit? When do you want to recruit them? Why should they join SkillsUSA? (What benefits does SkillsUSA provide them with?) How will your chapter seek to answer these questions? A good recruitment strategy clarifies what SkillsUSA is and how it can benefit a potential member (new or existing).

Investing in a quality recruitment strategy is also backed by SkillsUSA's Chapter Excellence Program (CEP). The steps you will take to strategize, devise and implement your recruiting strategy will prepare you to accomplish other elements of the CEP application process. SkillsUSA Georgia highly encourages your chapter to consider participating in the Chapter Excellence Program. Details about the Chapter Excellence Program can be found on both the SkillsUSA & SkillsUSA Georgia websites.

## BE SMART!

**S**pecific (simple, sensible, significant).

**M**easurable (meaningful, motivating).

**A**chievable (agreed, attainable).

**R**elevant (reasonable, realistic and resourced, results-based).

**T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

SMART is an effective tool that provides the clarity, focus and motivation you need to achieve your goals. It can also improve your ability to reach them by encouraging you to define your objectives and set a completion date. SMART goals should be set for each of the following areas. Setting SMART goals for these areas will create a common language and vision amongst your chapter's team.

## UTILIZE THE SKILLSUSA FRAMEWORK

The SkillsUSA Framework is the foundation of SkillsUSA. The SkillsUSA Framework illustrates how students fulfill the mission of the organization "to empower members to become world-class workers, leaders and responsible American citizens." Focusing on an essential element in each of the areas of your recruitment strategy is a great way to centralize your efforts around the SkillsUSA foundation.

*TIP: Utilizing Essential Elements in across your membership recruitment strategy will ensure that your work is intentional and rooted in the core principles of SkillsUSA.*



# RECRUITMENT STRATEGY PLANNING TOOL

ANY GOOD STRATEGY ANSWERS THE FOLLOWING QUESTIONS. USE THIS TOOL TO EXPLORE YOUR IDEAS AROUND CHAPTER RECRUITMENT. REMEMBER THAT RECRUITMENT STRATEGIES ARE UNIQUE TO INDIVIDUAL CHAPTERS. BE SURE TO CATER TO LOCAL MEMBERS AT YOUR SCHOOL!

## WHO

ARE WE TRYING TO RECRUIT?

## WHY

WOULD MEMBERS WANT TO JOIN?

## WHEN

WILL WE RECRUIT THESE PEOPLE?

## HOW

USE THE FOLLOWING SECTIONS OF THIS TOOL TO UNLOCK THE HOW OF YOUR STRATEGY!

ANSWER THE FOLLOWING QUESTIONS BEFORE ADVANCING TO THE PLANNING SECTION

DOES YOUR CHAPTER CURRENTLY HAVE SOCIAL MEDIA ACCOUNTS?

YES

NO

IF NO, WHY? \_\_\_\_\_

HOW IS YOUR SCHOOL SYSTEM APPROACHING THE COVID-19 PANDEMIC?

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WHO WILL BE IN CHARGE OF OVERSEEING THE IMPLEMENTATION OF THIS STRATEGY?

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# AREA 1: STUDENT ENGAGEMENT OPPORTUNITY PLANNING TOOL

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SMART GOAL FOR THIS AREA

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FRAMEWORK ESSENTIAL ELEMENTS THIS AREA WILL FOCUS ON

**WHO**

IS RESPONSIBLE FOR WHAT?

**WHY**

ARE WE ENGAGING THESE STUDENTS?

**WHEN**

WILL WE HOLD THIS EVENT?

**DESCRIPTION OF EVENT**

TIP: THIS WILL HELP YOU PROMOTE YOUR EVENT

**HOW COULD THIS EVENT BE HELD VIRTUALLY?**

(IF APPLICABLE)

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# AREA 2: INFORMATIONAL HANDOUT PLANNING TOOL

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SMART GOAL FOR THIS AREA

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FRAMEWORK ESSENTIAL ELEMENTS THIS AREA WILL FOCUS ON

**WHO**

IS RESPONSIBLE FOR WHAT?

**WHAT**

INFORMATION ARE WE INCLUDING?

**WHEN**

WILL WE DISTRIBUTE THIS HANDOUT?

**IDEAS FOR THE HANDOUT**

USE THIS AREA TO BRAINSTORM YOUR HANDOUT

**HOW COULD THIS BE DISTRIBUTED VIRTUALLY?**

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# AREA 3: SOCIAL MEDIA POSTS

## PLANNING TOOL

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SMART GOAL FOR THIS AREA

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FRAMEWORK ESSENTIAL ELEMENTS THIS AREA WILL FOCUS ON

### WHO

IS RESPONSIBLE FOR CREATING & POSTING?

### WHAT

ARE THE POSTS GOING TO PROMOTE?

### WHEN

WILL THESE POSTS BE RELEASED?

### IDEAS FOR THE POSTS

USE THIS AREA TO BRAINSTORM YOUR HANDOUT

**WHAT ARE SOME IDEAS FOR WEEKLY CHAPTER UPDATE POSTS?**

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# AREA 4: VIDEO ENGAGEMENT

## PLANNING TOOL

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SMART GOAL FOR THIS AREA

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FRAMEWORK ESSENTIAL ELEMENTS THIS AREA WILL FOCUS ON

### WHO

WILL BE IN THE VIDEO, EDIT THE VIDEO, ETC?

### WHAT

ARE THE POSTS GOING TO PROMOTE?  
PLATFORM WILL BE USED TO CREATE THIS VIDEO?

### WHEN

WILL THIS VIDEO BE RELEASED?

### IDEAS FOR THE VIDEO

USE THIS AREA TO BRAINSTORM YOUR HANDOUT

**WHAT SUPPLIES/PEOPLE WILL BE NEEDED TO CREATE THIS VIDEO?**

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