Recruiting & Selecting All-Star Team Members
by: Holly Widick, Coordinator for Missions

Holly’s Background: B.S. in Communications: Public Relations; M.S.Ed. in Higher Education & Student Affairs. Experience in non-profit fundraising, student organization & mission trip recruitment, event publicity, branding, and social media management & design.

With Applications opening NEXT WEEK, we decided that for this month’s team leader meeting we’d like to focus our conversation on recruiting & publicity.

Because missions participants don’t grow on trees...we have to Recruit!

- Recruitment is an Active Process:
  - While yes, there are many parts of recruitment that are passive, like flyers, brochures, and websites...recruiting has to be an ACTIVITY if you want it to be successful. If you just sit around waiting for students to approach you/email you, it’s probably not going to happen. The most successful type of recruiting is done by our TEAM LEADERS, rather than seeing a flyer or hearing about it in chapel. YOU are the key!
  - Q: What are some things that you have done (present/past) to actively recruit students and seen success?

What does Effective Recruitment Look Like?
It’s a RACE: Research, Action, Communication, & Evaluation

- **RESEARCH**
  - Who is your target audience?
    - What are their majors/clubs/interest areas?
    - Where do they live/eat/sleep/study/etc?
    - Where do they get their information?
  - What information do I want communicated to those students?
    - Dates, deadlines, information about the trip, fundraising, etc.
    - Are there any key words, stories, videos, pictures, etc. I could use in my publicity that would grab their attention/pull on their heart strings

- **ACTION GOALS**
  - “I want to recruit X number of students...”
  - “I want to have students committed by Y date...”
  - “I want students to walk away knowing.....”
  - “I want students to be able to know how to apply...”

- **COMMUNICATION**
  - What ways am I going to recruit students
    - Publicity: Web & Print
• Interest Meetings/Class room talks
  • One-on-one conversations/Personal Invitations*
    o What information am I going to provide (as well as when & where)
    o Where am I going to put this information/Hold my interest meetings
    o Who will help me recruit students?

• **EVALUATION**: Active Assessment: Modifying as you go along to get your results.
  o Did my Communication elements work? If so, why not?
  o Did I meet my Action goals?
  o What did students say attracted them to this trip?
  o How can I change my approach now/next year to be more effective
  o Have I followed up with interested students & in a timely manner?

**What does Effective Publicity Look Like?**

• What information goes on a flyer?
  o only the bare necessities & direct them to the website/ your email/interest meeting/etc.
  o team name/country/trip dates/website/contact info
• What will get students attention? Buzz Words/ Pictures & Design
• Where do I put the posters so they will get the most attention?
• What are other ways I can promote other than posters?

**If You’re Stuck in a Recruitment Rut?**

• Use your campus resources
  o Missions
  o Departmental Emails/Contacts
  o Flyers/Table Tents
  o Websites & Social Media
  o Campus Emails (ex. Horizon)
  o Residence Halls/SUB (talk to Student Activities to post)

• Use your former participants
• Always Follow-Up INDIVIDUALLY
• If at first you don’t succeed...
  o change the time/location/day of the week
  o change up your communication tactics/avenues
• Be timely: if the event is tomorrow, a poster is useless!
• Don’t rely on just one form of publicity/communication tool
• Change up your information: Keep giving students new info/more details every time you contact them. Keeps you relevant, and them interested.

**EXERCISE**: Try a simple RACE Plan for yourself.
How do you Select All-Star Students for your Team?

by: Rebecca Kennedy, Director, Baylor Missions

As you receive applications for your team, how do you select students?

- What happens if a student is a non-Christian (no faith; other faith)? Should your ministry partner know?
- How does the dynamic of our team impact the individual experiences?
- How does the team impact the experience for your ministry partner?
- Would there be a case when you would not select a student? Can you give an example?
- Have you selected a student that caused problems for the team? Would you ever sacrifice the team cohesion for the growth of an individual?
- Do you interview each student? Should you interview each student?
- What are some questions to get at a student’s spiritual depth, maturity and openness to another culture?
- Would you share a success story and a hard lesson learned story.

Team Leader “PR” To Do:

- If you ever want Holly to advertise your interest meetings on our website, social media, etc. Please let her know the details at least a week prior to the event.
  holly_widick@baylor.edu
- If you would like one-on-one training in BearsAbroad, please contact Holly to set up a time to meet in November.