



RECRUITING 101

Lesson 6: Getting Out Into the Field



PURPOSE:

Recruiters spend a majority of their time working in the field looking for migrant workers and potential new students. It is important for recruiters to understand what it is like to work in the field and how they can prepare for success. In this module we will look at what it means to work in the field, what recruiters should expect, and how recruiters can prepare for their first days in the field.

THE ROLE OF THE RECRUITER

The role of the recruiter is to identify and enroll **ALL** Migrant students across their assigned area in a timely manner and to provide initial services to students.



HOW DO RECRUITERS FIND FAMILIES?

Recruiters use all available information and resources in our disposable to find leads to follow up on, conduct verbal interviews with families, and make decisions on eligibility.



WHAT DOES IT MEAN TO WORK IN THE FIELD?

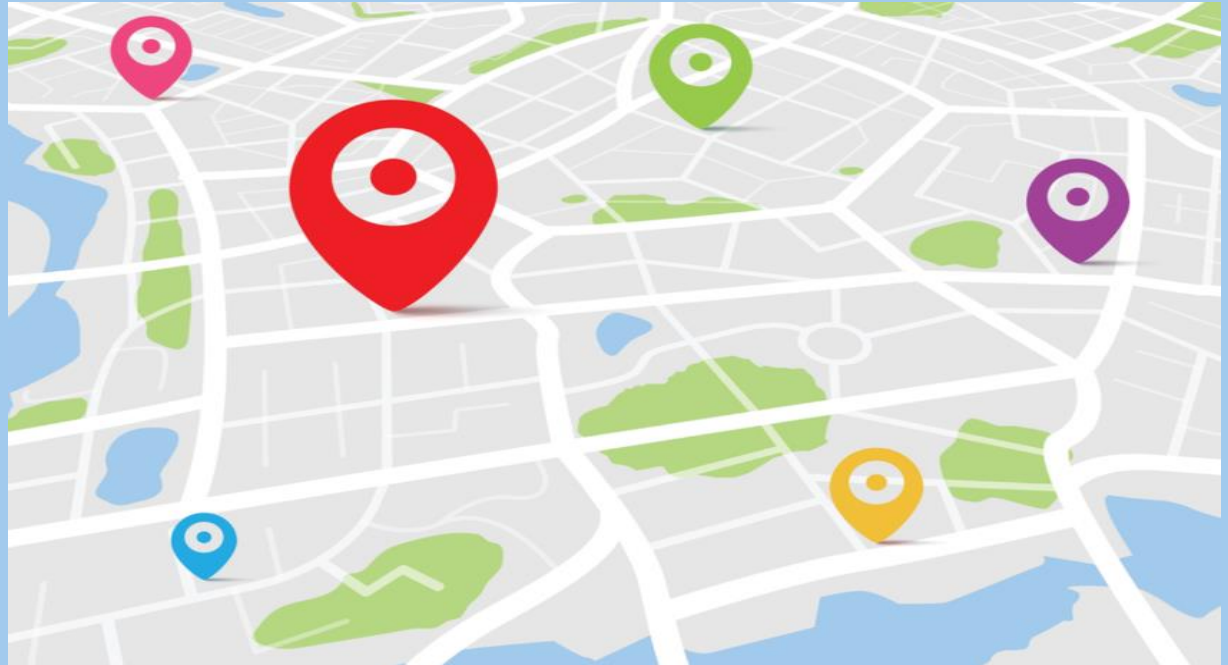
To find as many students as possible, a recruiter must spend days working "in the field." Being "in the field" means working in the communities where migrant agricultural workers live and work. Being in the field means visiting locations where you are likely to meet migrant workers and migrant.



WHERE DO RECRUITERS GO?

Examples of locations recruiters visit "In the field:

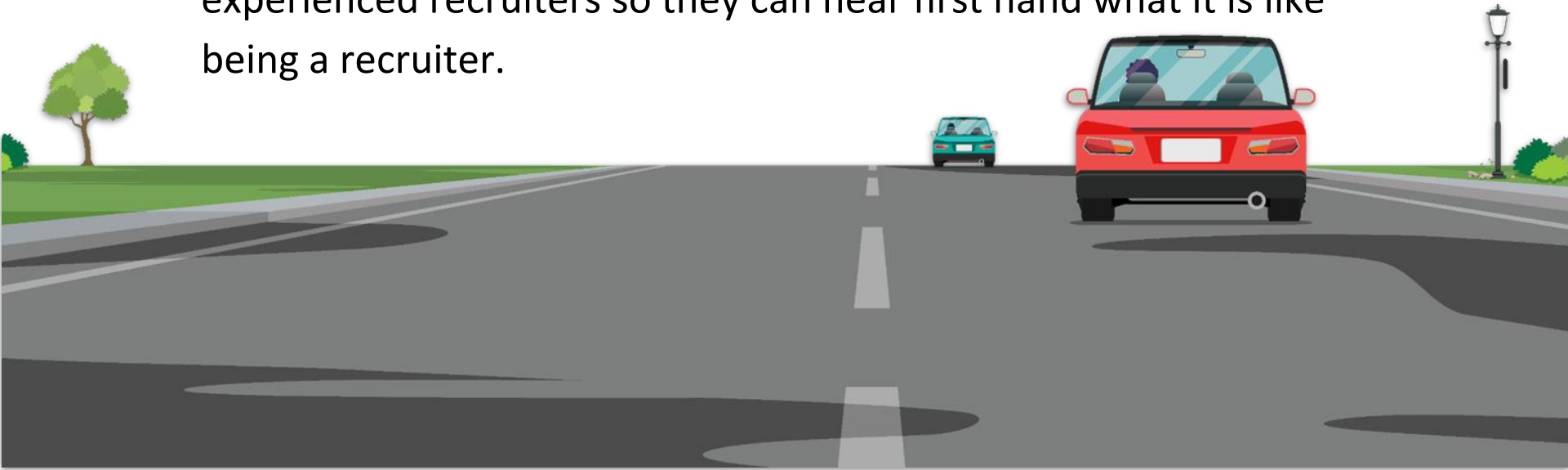
- Farms, processing plants, and other agribusinesses
- Farm worker housing
- Apartment Complexes, trailers parks, and other housing sites
- Hotels
- Migrant Health Clinics
- Migrant Head Start
- Churches
- Food Banks
- Local stores
- Community organizations



EXPECTATIONS FOR BEING IN THE FIELD

Entering the field for the first time can be difficult for a recruiter if they don't know what to expect.

Before entering the field it is good for recruiters to talk to more experienced recruiters so they can hear first hand what it is like being a recruiter.



EXPECTATIONS FOR BEING IN THE FIELD

Recruiters should expect:

- To spend long days in the field to take advantage of time in community
- Multiple days a week working in the field
- Driving to and from destinations



EXPECTATIONS FOR BEING IN THE FIELD

Recruiters should expect:

- Some days may require meeting workers early in the morning or late at night
- Lots of exploring new places and speaking to people you do not know
- Expect the unexpected!



TIP FROM A RECRUITER!

Be available to families, **but set boundaries**. You may think you need to work 24 hours a day but you do not. It will make you a better recruiter if you have time for yourself and family.

- Recruiter from Michigan



PREPARING FOR ENTERING THE FIELD

Before working in the field it is important that all recruiters make sure they are prepared.

Prepared recruiters should make sure they have all their necessary equipment and that they have a proper plan in place before leaving the field.



NEW RECRUITER CHECKLIST

Here are some of the things all recruiters should carry with them while working in the field:

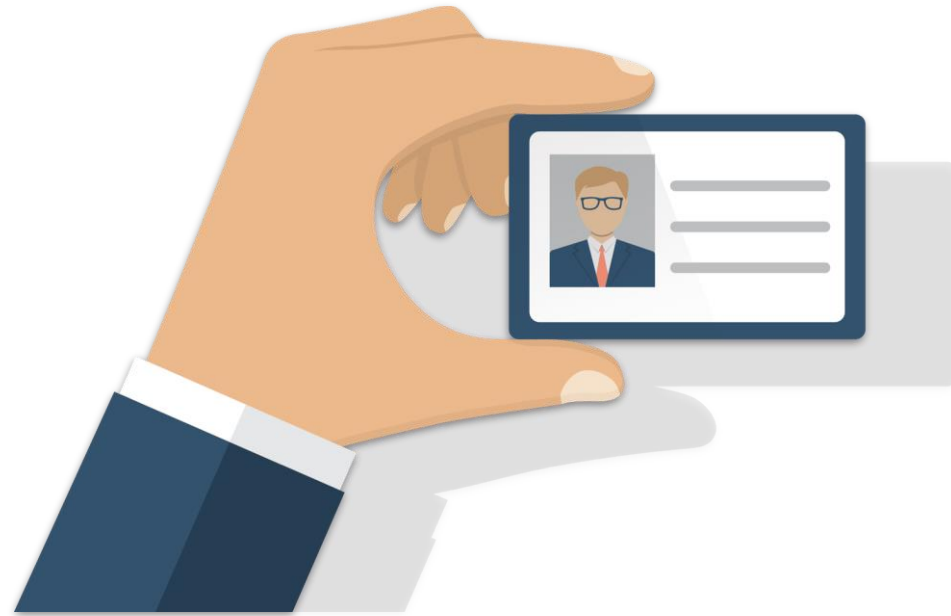
- COEs
- Notepad and pen to take notes
- Phone and phone charger
- Form of identification
- Flyers/Brochures for MEP
- Lists of local resources available
- Materials to share with new students
- Safety Kit for emergencies



TIP FROM A RECRUITER!

Make sure you have a form of identification on you and always let someone know where you are and how long you plan on being there in case something happens and you don't have cell phone service.

- Recruiter from Michigan



CREATING A RECRUITING PLAN

Creating a plan is crucial for the success of both new and experienced recruiters. Recruiting plans help to guide your efforts and help you stay focused on the goals you want to accomplish while working in the field.



CREATING A RECRUITING PLAN

Creating a daily plan helps recruiters:

- Organize the vast amount of information available.
- Visualize what want to accomplish.
- Prioritize what is important.
- Avoid unnecessary tasks and remain focused.
- Be better prepared for what they may encounter in the field.
- Ensure recruiters are being thorough and diverse in their recruitment efforts.
- Have a written record of activities for quality control purposes.



CREATING A RECRUITING PLAN

Your daily recruiting plan should be as thorough as possible and should include as many locations as possible.

It is always better to overplan and have too much to do than to underplan.



CREATING A RECRUITING PLAN

Make sure you include a wide variety of locations/activities to visit throughout the day. Try to include:

- Worker/H2A Housing visits
- Apartment Complex/Trailer Parks/Common Addresses
- In and out of season farm visits
- Temporary work locations
- Currently enrolled families
- Agricultural Agencies/Community Organizations
- Popular Community sites



CREATING A RECRUITING PLAN

When creating your plan choose a strategy for how you would like to organize your plan. You can organize your plan according to priority, by location type, or by time.

For each activity you would like to perform include in your plan:

- Name of location
- Name of contact (if known)
- Phone number
- Address
- Planned time to visit
- Any known information about a location

CREATING A RECRUITING PLAN

- Find your strengths and plan accordingly
- Remember to keep the weather in mind while creating your plan both for safety and because different people may be available depending on the weather.
- You can never plan too much but you can hurt yourself for planning too little
- Plan for 3-4 activities/visits per hour
- Always include 5-6 extra activities/locations to visit in case your plans change.
- Keep your plans to review and use later



EXAMPLE PLAN

Here is an example of a plan divided by location type.

The plan includes a clear instructions for anyone filling out the plan or reading it at a future date

The plan includes a clear heading for each category

There is detailed information for each location to visit

Instructions: Please fill out the following based based on how you plan to spend your day recruiting. Please be as thorough as possible. Use as many resources as are available to you help you try to maximize your time i.e. Google Maps, tips from fellow recruiters, Pick Tennessee website, etc.

Farm Visits

1. Name: _____ Has H2A workers? Yes No
Address: _____
Crops: _____
2. Name: _____ Has H2A workers? Yes No
Address: _____
Crops: _____
3. Name: _____ Has H2A workers? Yes No
Address: _____
Crops: _____
4. Name: _____ Has H2A workers? Yes No
Address: _____
Crops: _____

Community Contacts

1. Name: _____
Address: _____
Information _____
2. Name: _____
Address: _____
Information _____
3. Name: _____
Address: _____
Information _____

Housing Visits

1. Name: _____
Address: _____
Information _____
2. Name: _____
Address: _____
Information _____
3. Name: _____
Address: _____
Information _____

idrc
Identification & Recruitment Consortium

WORKBOOK - ACTIVITY!

Creating a Plan!

Go to the Activity in the Recruiting 101 Lesson 6 page of the workbook. A thorough plan is necessary for success in the field. Use the guide in the workbook, your own research, and the resources you have learned about to create a plan for a day out in the field. Think about what goals you would like to accomplish and where you would like to go. **Remember:** Be as thorough as possible! It is always best to overplan!

WHAT TO LOOK FOR IN THE FIELD

Recruiters are like Detectives in the field.

They should always keep their eyes open in the field and look for evidence of possible migrant farm workers or new farms. Experienced recruiters are always looking for signs of where migrant families could be working and living.



WHAT TO LOOK FOR IN THE FIELD

Recruiters should always be on the lookout for:

- Agricultural Equipment/Boxes on porch.
- Out of state license plates
- Foreign language boxes or packages on porch or in trash.
- Trailers or housing near farm site
- White work vans with muddy tires
- Farm vehicles



CONDUCTING AN ELIGIBILITY INTERVIEW

One of the key aspects of being a recruiter and working in the field is interviewing migrant workers and their families to see if they qualify for MEP.

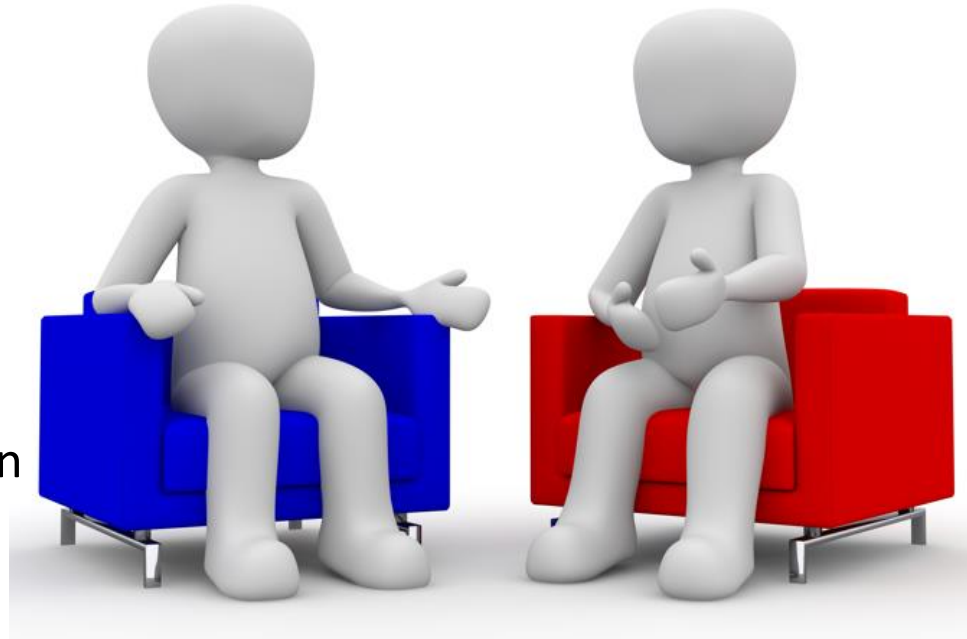
Recruiters will be conducting multiple eligibility interviews every day on the job.



CONDUCTING AN ELIGIBILITY INTERVIEW

It can take time and practice to become great at conducting eligibility interviews. Don't get frustrated with yourself and keep trying.

New recruiters may be helped by carrying COEs with them in the field to remind themselves of what information they need to obtain during eligibility interviews.



TIPS FOR CONDUCTING AN ELIGIBILITY INTERVIEW

- You don't have to jump into eligibility questions
- Begin by making the conversation personal and checking how the family/student is doing
- Always work to ask questions that will move the conversation forward
- If something makes the person you are interviewing uncomfortable, change the subject and circle back around to it



TIP FROM A RECRUITER!

Be kind, smile, and be confident.
Don't make any promises you can't keep. Have a conversation and get to know the workers. Always bring different flyers to hand out, resources and things you can hand out with your program information, and your business card if you have one.

- Recruiter from Michigan



smile

CREATING AN ELEVATOR PITCH

To help you out in the field it is best to create and practice your elevator pitch.

An elevator pitch is a short 10-15 second introduction to yourself and to the Migrant Education Program.



CREATING AN ELEVATOR PITCH

Write out and practice your elevator pitch at home before you enter the field.

Remember that an elevator pitch will change depending on your audience so always keep in mind who you will be talking to and what their needs are.



CREATING AN ELEVATOR PITCH

Tips for the perfect elevator pitch:

- Keep it short - no longer than 10-15 seconds
- Keep it simple - complicated explanations can come later
- Break it down into manageable parts to make it easier to be understood by your audience
- Know your audience and how it benefits them



CREATING AN ELEVATOR PITCH

Tips for the perfect elevator pitch:

- Don't be aggressive or pushy
- Always mention the local schools
- Avoid any problematic words
- Be enthusiastic!



NEXT STEPS

To continue learning, read Chapter 4: Building a Recruitment Network in the National ID&R Manual located here:

<https://results.ed.gov/idr-manual>

Take the *Getting Out Into the Field* mini-quiz to test your knowledge:

<https://www.classmarker.com/online-test/start/?quiz=dh960e14d864da69>

Then continue on to

**Recruiting 101 Lesson 7:
Returning From the Field**