Developing a Recruitment Strategy Checklist

Purpose: This tool guides districts in creating an intentional, effective tutor recruitment strategy. When districts address key recruitment components such as timelines, target audiences, methods, and partnerships, they can attract a qualified, diverse pool of tutors to meet program goals and student needs.

Step 1 | Define Recruitment Goals

- ☐ **Calculate the number of tutors**: Recruit at least **4x the number** required, as only a fraction of applicants will meet the criteria and accept offers.
- ☐ **Set targets around community representation**: Be explicit about seeking candidates who reflect the backgrounds and experiences of the community.

Step 2 | Create a Hiring Calendar

- ☐ **Work backward from training start dates** to set internal and public deadlines.
- ☐ Consider **staggered deadlines** to scale the program in phases.
- ☐ **Start early**: Begin hiring early to allow for thorough candidate evaluation and selection.

Step 3 | Identify Recruitment Sources

Local Community

- ☐ Engage with **local schools, community organizations, and professional networks**.
- ☐ Host events at **career fairs or community centers**.
- ☐ Use **input that stakeholders** provide to find potential tutors.

Higher Education Institutions (HEIs)

- ☐ Partner with **local colleges and universities** to recruit undergraduates, recent graduates, and graduate students.
- ☐ Work with **HEI career offices** to make tutoring part of a co-curricular activity, course, or internship.
- ☐ Use **university job boards** (e.g., Handshake) and conduct campus events to attract candidates.

Online Platforms

- ☐ Post job descriptions on **online job boards and social media platforms**.
- ☐ Tailor marketing materials and select **messengers strategically** to resonate with diverse audiences.

Step 4 | Create Accessible Application Processes

☐ Simplify the application platform and provide **clear, concise instructions**.

☐ Follow up with candidates who have started but not completed applications, especially those from underrepresented backgrounds **and/or candidates from the community**.

☐ Offer multiple application deadlines and maintain a **waitlist of pre-screened candidates** for future needs.

Step 5 | Build Strategic Partnerships

☐ Establish partnerships with **nonprofits and state organizations** to expand recruitment pipelines (e.g., NC Education Corps, local HEI programs).

☐ Align recruitment efforts with broader district goals to create pathways into **educator roles** like teachers, paraeducators, and substitutes.

Step 6 | Develop Marketing and Outreach Materials

☐ Highlight the program's value proposition, mission, impact, and tutor benefits. Tailor outreach to different audiences, addressing:

- **Why candidates should apply** (e.g., role impact, professional development opportunities, financial incentives)
- **What is required** (e.g., commitment, responsibilities, qualifications)
- **How to apply** (e.g., links to the application portal, deadlines)
- **Note:** When recruiting college students, emphasize monetary benefits in marketing materials. Including the pay explicitly in recruitment materials can increase application rates by nearly 200% without reducing hiring quality or retention. In particular, it is for first-generation and low-income students balancing financial needs and career growth.

Step 7 | Plan for Retention

☐ Over-recruit to address regular drop-off rates and ensure coverage for absences.

☐ Track missed sessions and engagement by **race, gender, and other demographics** to identify and address barriers to retention, particularly for tutors of color and marginalized groups.

Step 8 | Evaluate and Iterate

☐ Use **feedback** from current and former tutors to refine recruitment strategies.

☐ Gather feedback from **tutors who were offered a position but declined**, identifying trends that can improve the recruitment process.

☐ Track recruitment and retention data to improve efforts and adapt to evolving program needs continuously.

☐ Collect and analyze feedback by demographics at key recruitment stages (e.g., phone interviews, in-person interviews) to identify and address potential institutional bias in real time.

Example Partnerships
- **Guilford County & NC A&T**: Collaboration with math and engineering departments for K-12 tutoring.
- **North Carolina Education Corps**: Partnership with the State Board of Education and the Governor's Office to recruit and train literacy tutors.