

Developing a Recruitment Strategy Checklist

Purpose: This tool guides the creation of 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.
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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.
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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.
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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.
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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.
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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.
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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.