

## RECRUITMENT

### What resources are currently available?

#### Community

- ✓ Elected officials
- ✓ City government
- ✓ Community gardens and gardeners
- ✓ Working urban farmers
- ✓ Libraries-seed exchange, info
- ✓ Career fairs (adult and students)
- ✓ Hiring fairs
- ✓ Churches
- ✓ Home community meetings
- ✓ Government agencies (Ag agencies, state and federal)
- ✓ Retired people interested in agriculture

#### Media

- ✓ Press releases
- ✓ Letters to editors
- ✓ News coverage of training workshops
- ✓ Share success stories of participants
- ✓ Radio
- ✓ Social media: Facebook, websites, LinkedIn, Instagram, Twitter, Blog
- ✓ A bookmark promoting program
- ✓ T-shirts

#### Education

- ✓ Interns
- ✓ Farm to school
- ✓ Ag in the Classroom
- ✓ SAE (Supervised Ag Experience)
- ✓ 4-H & FFA
- ✓ Go to local high school to recruit college students

#### Other ideas

- ✓ Use multiple promotion outlets to promote each time
- ✓ Links to other training and programs offered by others
- ✓ Share information about your program everywhere (take materials with you)
- ✓ Go to places where farmers go (farmers' markets, community events, etc.)
- ✓ Rely on word of mouth, other participants and members of groups

### What resources aren't available but should be?

- Trained professionals to help recruit and promote program
- Compiled ideas of recruitment resources online for sharing
- Cross promotion of training and opportunities
- Open minds among entities
- Global education on bigger issues

### What works?

- Social media—Facebook (know your audience)
- Grassroots: fliers, recruiting farm-to-farm
- Cross promotion
- “Coopition”
- Duplicate successful recruitment promotion and efforts
- Website info on labor markets and available careers
- Stay with successful brand to promote/be aware of when creating brand
- Thank EVERYONE who helps