



Where are all the Kids?: Recruiting & Retaining Youth in Your Programs

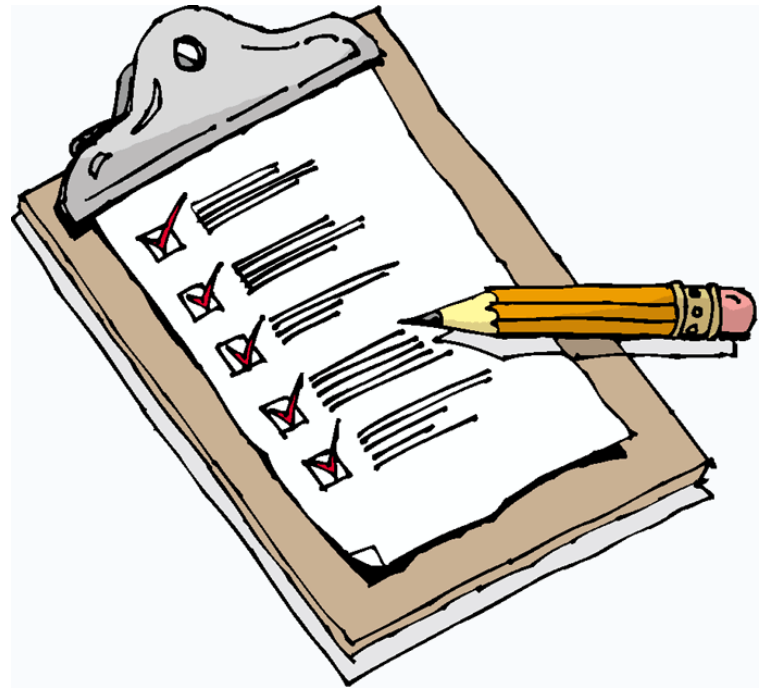
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Objectives

- ◆ Identify some of the barriers to youth participation in SRAE programs
- ◆ Discuss factors to consider when developing a recruitment & retention plan
- ◆ Explore the role of parents in recruitment and retention
- ◆ Identify strategies for increasing youth recruitment and retention in SRAE programs
- ◆ Identify recruitment resources





In the chat box: How would you rate your experiences having to recruit youth for SRAE?

A: Great, I have no problem getting/retaining kids

B: Hit or miss

C: We can get them in the door, but we can't keep them

D: It's really challenging recruiting & retaining kids!

MOVIE
time



Can you relate
to the presenter
in this clip?

<https://www.youtube.com/watch?v=14vEtp94jK4>

Why Aren't They Coming to Your Program?



- Youth may be involved in other after-school activities (clubs, sports, etc.) inc. a similar program that's competing w/yours
- Youth have family demands that prevent them from participating in your program(s)
- Youth, family, &/or site may be unfamiliar with or comfortable with the content &/or your program.

Why Aren't They Coming to Your Program?

- Activities not engaging enough/feel like school
- Too many sessions/too long of a commitment
- Cultural difference between participants & program staff



Why Aren't They Coming to Your Program?



- Transportation (particularly for programs in rural & suburban areas)
- Issues of safety depending on the location of the site

Anything Missed?

Are there any other challenges you've noted in recruiting or retaining youth in your SRAE programs? Please comment in the chat box.



Things to Consider

- 💧 Is your recruitment & retention strategy intentional and well-planned out?
- 💧 Does your recruitment & retention strategy include creative strategies?
- 💧 Are your meetings in a that's a physical location that's safe, comfortable, convenient and/and familiar to them?
- 💧 Is your staff reflective of the participants? Is your space inclusive & welcoming of diverse groups?

What about role of parents/families?



What does the research say?

While evidence-based programs can provide critical information and skills, youth typically spend more time at with their families than in programs. Parents & families, on the other hand, can serve as an ongoing resource.

Overall closeness between parents and their children, shared activities, parental presence in the home, and parental caring and concern are all associated with a reduced risk of early sex and pregnancy.

In a 2010 survey, 46% of teens reported that parents are most influential when it comes to their decisions about sex.

What About Social Media & Youth?



- 95% of 12-17 year olds use the internet
- 75% get web access via their cell or tablet (Pew Research Center, 2012; Madden, Lenhart, Duggan, et al., 2013)
- Youth are drawn to multimedia. 90% of use social media to post photos of themselves & 25% post videos. (Madden, Lenhart, Cortesi, et al., 2013)
- As a result, sites like Snapchat, YouTube & Instagram are very popular with youth

Question:

- How, if at all, do you use social media or technology to recruit &/or retain youth?



A spiral-bound notebook with a white cover and a silver spiral binding on the left side. The words "QUICK TIPS" are written in the center of the notebook page in a bold, black, hand-drawn font. The notebook is set against a white background, which is itself centered on a blue gradient background.

**QUICK
TIPS**

Keys to Success: Family & Stakeholders

- ◆ Involve family members & support networks (e.g. guardians, grandparents, siblings, partners, etc.)
- ◆ Involve additional stakeholders and members of the targeted community in recruiting youth (e.g. local establishments)



Keys to Success: Site/Community

- ◆ Strategically choose sites where the program will be held (e.g. select sites that have a clear understanding of the nature of SRAE programming)
- ◆ Link the program to an existing institution with a reputation in the community you are targeting



Keys to Success: Tap into your existing youth

- ◆ Have existing youth from your program recruit new youth @ youth conferences, tabling at special events, create podcasts or PSAs that get posted on YouTube.
- ◆ Poll your youth to ask them what would encourage more youth to join.



Keys to Success: Branding & Messaging

- ◆ Make sure your promotional materials are youth-friendly (colorful, interesting font, images of diverse youth, etc.)
- ◆ Use social media to recruit/reach reach youth (e.g. have youth be able to “like” your Facebook page, as well as notify them about meetings via social networking)



Keys to Success: Staff/Organization

- ◆ Address participants' basic needs and give incentives (e.g. snacks, food, transportation, safety)
- ◆ Hire and train culturally sensitive staff who are both diverse, but also reflective of the youth in the program
- ◆ Retention rates are higher when participants interact with the same staff members throughout the course of the program.
- ◆ Good relationships are not only important for retention, but also for the success of the program.



Insight from SRAE Providers

- ◆ DOWNSTATE/NYC: New Alternatives for Children, Inc., Rachel St. John
- ◆ UPSTATE: Oswego County Opportunities, Marissa St. Onge

FULTON JR. HIGH
AFTERSCHOOL Program
For KIDS 11-13

TWO 4 TWO

TOGETHER FOR TOMORROW

ACTIVITIES PROMOTING
YOUTH LEADERSHIP SKILLS
HEALTHY RELATIONSHIPS
SELF ESTEEM

MONTHLY PARENT GROUP FOR PARENTS
OF CHILDREN IN AFTERSCHOOL

COVERING TOPICS ON ADOLESCENT
HEALTH AND PUBERTY

For more information, please contact:

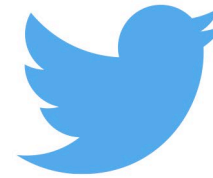
Jeff Martin or Caitlyn Miller

jmartin1@oco.org/cmiller@oco.org

315-317-0131/315-317-0615

*Limited transportation available for parent sessions





**Recognize these?
Your kids probably do...**

Tik Tok

Let's Talk About Social Media!

November 21, 2019

Fulton Junior High Room 11

5:30pm - 7:00pm**

****Refreshments will be provided and limited transportation is available.**

For more information please contact:

Caitlyn Miller cmiller@oco.org 315-317-0615 (call or text)

Jeff Martin jmartin1@oco.org 315-317-0131 (call or text)



Questions/Sharing

- ◆ Feel free to ask questions or share any of your own successful strategies for recruiting and/or retaining youth in your program



Recruitment & Retention Resources

- ◆ A Rand Toolkit: Five Strategies for Successful Recruitment & Retention of Children and Families in Human Service Programs
- ◆ https://www.rand.org/content/dam/rand/pubs/tools/TL200/TL242/RAND_TL242.pdf



Recruitment & Retention Resources

- ◆ [Recruitment, Retention, & Engagement:](https://www.hhs.gov/ash/oah/resources-and-training/tpp-and-paf-resources/recruitment-retention-and-engagement/index.html)
<https://www.hhs.gov/ash/oah/resources-and-training/tpp-and-paf-resources/recruitment-retention-and-engagement/index.html>
- ◆ [What Work, Wisconsin – Research to Practice Series:](https://fyi.extension.wisc.edu/what-workswisconsin/files/2014/04/what-works_02.pdf)
https://fyi.extension.wisc.edu/what-workswisconsin/files/2014/04/what-works_02.pdf



Recruitment & Retention Resources

- ◆ Bornkessel, A., & Burrell, D. (2014). Using Social Media to Engage Participants. Washington, DC: Administration on Children, Youth and Families, Family and Youth Services Bureau
- ◆ [ACT For youth Resources:](http://actforyouth.net/sexual_health/community/srae/ebp.cfm)
http://actforyouth.net/sexual_health/community/srae/ebp.cfm





thank
you

Contact

Act for Youth

www.actforyouth.net

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