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USDA [Department of Agriculture]/AmeriCorps-Recruitment Plan

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U.S. DEPARTMENT OF AGRICULTURE RECRUITMENT PLAN FOR 1995

Recruitment strategy

Recruitment is primarily a local function implemented at each AmeriCorps/USDA project site to ensure that programs are community-based and that the Member profile reflects the demographics of the general area. Diversity -- economic, ethnic, gender, and age -- is the underlying philosophy of all AmeriCorps/USDA programs and is primarily achieved through recruitment.

The USDA Center for National Service provides a Recruitment Strategy which includes recruitment materials, media support, and assistance in assuring diversity.

The goal of the Recruitment Strategy is to obtain as many filled-out applications as possible in order to be able to select a socio-economic mix of quality participants.

The National Office will offer the following resources:

1) Information about how to work with the Corporation for National Service's recruitment office to obtain their database for your region or when local projects need additional applications for any reason;

IMPLEMENTATION: By the last day of February each year, each site will receive information through the national newsletter about how to work with the Corporation for National Service's Recruitment Office to obtain their recruitment database and the name of the recruitment staff person for the region in which the USDA project is located. The USDA Recruitment Coordinator will serve as a liaison for project sites with the Corporation as needed throughout the year.

2) The development and printing of brochures, and an OMB-approved application;

IMPLEMENTATION: By March 1, of each year, the Recruitment Coordinator will provide a recruitment packet to each agency's national coordinator for immediate distribution to that agency's sites nationwide. The packet should contain copies of the brochure, the OMB-approved application, the Recruitment Strategy, a sample press release, a factsheet of the 20 most-asked questions about the USDA/AmeriCorps, and a member assessment form to submit to the national office before the selection of members;

3) Special assistance with diversity issues.

IMPLEMENTATION: The National Office will send out an information packet each year, as soon as sites are approved, to the following specialized organizations: By July 30, letters announcing recruitment with flyers will be sent to 1890s/land grant institutions, members of the Hispanic Association of Colleges and Universities, Native American organizations, and disabled organizations. minority (African-American, Asian, Native American, Disabled) organizations and

the following groups: The National Association of County Extension Agents, the National Association of County Extension Home Economists, the National Association of Extension 4-H Agents, the National 4-H Council, the National Association of State Universities and Land Grant Colleges, Youth Service America, Campus Compact, the National Collegiate 4-H Organization, the American Association of State Colleges and Universities, the Future Farmers of America, the American Association of Vocational Educators, the National Association of Conservation Districts, the National Association of Service and Conservation Corps, the American Association of Foresters, the National Association of Towns and Townships, the National Association of State Foresters, the National Farmers Union, the American Farm Bureau Federation, the National Association for the Advancement of Colored People, the National Urban League, and La Raza. Other partners will include major American Indian organizations such as the Intertribal Agriculture Council, the National Congress of American Indians, the American Indian Science and Engineering Society, and the Northwest Intertribal Council.