

Recruiting Student Volunteers

- **Problem:** Over ambitious and have little time. People want to be members, but they can't participate. Solution: Get more people.
- It's difficult to form a "core group" when time is so limited.
- Try to find tasks suited for the skill set in your group. Target individuals.
- Create specific and measurable tasks. Invite people to do these small, accountable tasks.
- Find a time commitment that people in a role can work with, and be clear on what it will be.
- Keep up on feedback. Make sure people aren't being overextended, see what they think could make the group better.
- Ask for commitments from people.
 - ➔ Pro: feeling of having accomplished your goal.
 - ➔ Con: students might overestimate the time they have available.
They could start feeling bad about missing and that would deter them from being involved with the group.
- Constantly target freshmen for involvement
- Also try to find volunteers within the community and alums.
- Team up with faculty to get them to offer extra credit. Perhaps have students create a presentation and present it in front of their classmates. This will give you new ideas for presentations and can also provide an opportunity for evaluation.
- Things to use as a pitch to students (ways to draw them in):
 - ➔ Get college credit (if you can get your school to offer it)
 - ➔ Get extra credit
 - ➔ Learn soft skills (actual experience)
 - ➔ Good resume builder
- Get a diverse presentation block: Race, Gender, Stage in Life
- Put experienced presenters with "shy" or inexperienced presenters. However, you don't need to tell anyone that you're doing this. It could create divides and other issues.
- Update presentation material to keep it up to date and keep current with the desires of attendees.
- Keep new volunteers in the loop and involved.
- Freshmen and Sophomores work well with high school students.
- Younger students respond well to adults.
- Adults respond well to adults, too.
- Recruiting techniques:
 - ➔ Send emails to CS students
 - ➔ Have a presence on the web. Set up a site and make it official.
 - ➔ Set up display cases about your program
 - ➔ Flyers (especially in tutoring rooms)
 - ➔ Open your doors to all majors
 - ➔ Recruit from related classes
 - ➔ Recruit at Freshman orientation
 - ➔ Co-sponsor events to recruit from other, non-CS groups
- How do you manage promotion of under-represented groups without causing resentment?

- ➔ Invite everyone to events organized by such groups.
- ➔ A group of just girls, for example, is important. You will support each other. Have a “Women’s Breakfast” for example.
- Retention more than recruitment will occur via community builders and peer pressure.
 - ➔ Find a meeting space, maybe a classroom or the student union.
 - ➔ Find a meeting time, gaps in class schedule, perhaps schedule women to meet together.