

TOOL – RECRUITMENT AND APPOINTMENT CHECKLIST

Build your recruitment strategy and appointment process on the foundation of your landscape analysis and the outcome of your planning meeting with sponsors and advocates. Use the following steps as a guide.

1. Draft position description with as much specificity as possible, including:
 - Workgroup description
 - Lived experience definition
 - Outcome of workgroup
 - Frequency and duration of meetings
 - Community compensation rates offered to qualifying members
 - Tools needed (computer, internet access, apps like Zoom or Teams, etc.) and what can be provided if the applicant lacks any of these tools

2. Create a webpage to serve as a hub for workgroup materials, including:
 - Links to original legislation and other written materials that help the reader understand the purpose of the workgroup
 - Meeting minutes and recordings
 - Meeting schedule (past and future) and links to RSVP or register for meetings
 - Name and contact info for workgroup manager
 - Link to application form

3. Draft Recruitment Announcement language for use in the following ways:
 - GovDelivery newsletter
 - Social Media posts (for agency to post)
 - Social Media posts (boilerplate language for others to share)
 - Flyers (both digital and paper) for distribution at brick-and-mortar locations or as email attachments

4. Send recruitment announcement, boilerplate social media language, and application link to all the stakeholders, sponsors, advocates, and the relevant “Consulting State Entity” whom you met with or identified via landscape analysis. Encourage agency employees to post on their individual channels to reach a targeted audience via trusted messengers. Lean on these allies who are already perceived as trusted messengers to get the word out to the community.