

Governments Engaging Youth

Youth Recruitment Strategies

Recruiting youth and generating a ‘buzz’ for your youth-civic engagement and/or work-based learning program can be challenging. Consider the strategies below to boost your promotional efforts.

- **Site visits:** Visit youth in the classroom and provide an overview of the details and benefits of the program. To reach more at-risk youth, visit Advancement Via Individual Determination (AVID) classrooms, continuation schools, and/or reach out to district foster youth staff.
- **Peer-to-Peer:** Connect with former youth that have been through the program and ask them to promote the program amongst their peers. Youth may want to write about their experience and promote the program as a senior project.
- **High School Career Pathways:** Some high schools have career pathways and academies. Work closely with administrators of these programs to help promote the program as well as identify potential interested students. Potential participating students can ultimately be paired with an internship position matching the industry sector for their high school academy or pathway. Even if your district does not have a ‘public service’ pathway, many municipalities offer careers in other pathways (i.e. engineering jobs in public works departments or law jobs at city attorney offices). It is good to have all pathways think about how government interfaces with the industry sector the pathway is addressing.
- **Social media:** Post the program information on your social media platforms such as Facebook, Instagram or Twitter (a sample Twitter post can be seen to the right). Videos that capture the program and student / staff testimonials can be a good way to help recruit youth. Student-made videos may have increased impact.
- **Newsletters (electronic or print):** Advertise the program in your monthly jurisdiction newsletter that goes out to residents. In addition to your own newsletter, promote the program in your partners’ letters as well, such as schools or community based organizations.
- **Career fairs:** Attend career fairs at high schools.

Quick Tips

- ✓ Start recruitment early.
- ✓ Be clear on the target demographics of youth you want to recruit.
- ✓ Think transit! Consider how youth will get around for the duration of the program. Offer transit passes if possible.
- ✓ Promote incentives of the program. Let youth know if the program offers things like: bus passes or transit support, free summer food, school credit, letters of recommendations, meetings with elected officials or a graduation event for parents to attend.

