



**RECRUITING OUTSIDE THE BOX...
GET OUT AND RECRUIT!!!**

IN TODAY'S PRESENTATION...

- We will focus on the difference between identification and recruitment
- We will explore how to create an effective family survey that will generate false positives
- We will look at online resources to assist in efficient recruitment planning.
- We will look at developing a broad resource network.

Identification vs. Recruitment

- **Identification**: Identification is when information has been provided and now one must review the information and select the options that match the qualification criteria.
 - The success rate for identification should be relatively high because quite a bit of the eligibility screening has already been completed on the family survey.

Identification vs. Recruitment

- Migrant recruiters can become overly reliant on identification which can lead to the following problems:
 - Potentially eligible Migrant work is overlooked
 - Migrant parents and students cannot distinguish the role of the Migrant recruiter from other school staff members. (i.e. secretary or registrar)
 - The community and school district staff don't understand the objective of the Migrant program.
 - Employers are not familiar with the program or Migrant recruiter.

Identification vs. Recruitment

- Recruitment is the act of going out to search for qualified candidates based upon researched leads and tips provided to the recruiter.
 - Success rate for recruitment will likely be low on average

Identification vs. Recruitment

- An effective recruiter should scout their target area to connect with
 - potential employers,
 - neighborhoods,
 - community festivals & events, and
 - agencies/businesses that serve Migrant families.

Identification vs. Recruitment

- Recruiters should not forget to promote the Migrant program within their school district to administrators, teachers, and other staff.

GET OUTTA HERE!!!

- Recruiters who frequently work outside of the office are often more successful at increasing their student counts or at least maintaining their numbers.
 - These recruiters fill out at least half of their COEs outside of the office.



CREATE AN EFFECTIVE FAMILY SURVEY

- False positives can be further prescreened to determine lack of eligibility.
 - ***Recruiters should not feel like having a high rejection rate on family surveys is a black mark on them.***

CREATE AN EFFECTIVE FAMILY SURVEY

- False negatives likely mean that the parents:
 - didn't understand the survey due to the language used on the form,
 - felt the survey took too long to complete,
 - did not believe that the survey was important, or
 - was redundant because they have already filled out the same form for all their children.
- **False negatives equal potentially eligible, yet unidentified Migrant students.**

CREATE AN EFFECTIVE FAMILY SURVEY

- **Create a survey that accurately conveys your intended message**
 - Use the phrase “traveled away from home” instead of “moved.” The word “moved” conveys permanence while “traveled” conveys a temporary state.
 - Incorporate pictures of qualifying jobs and employers in your local areas on your family survey for parents who can’t read.

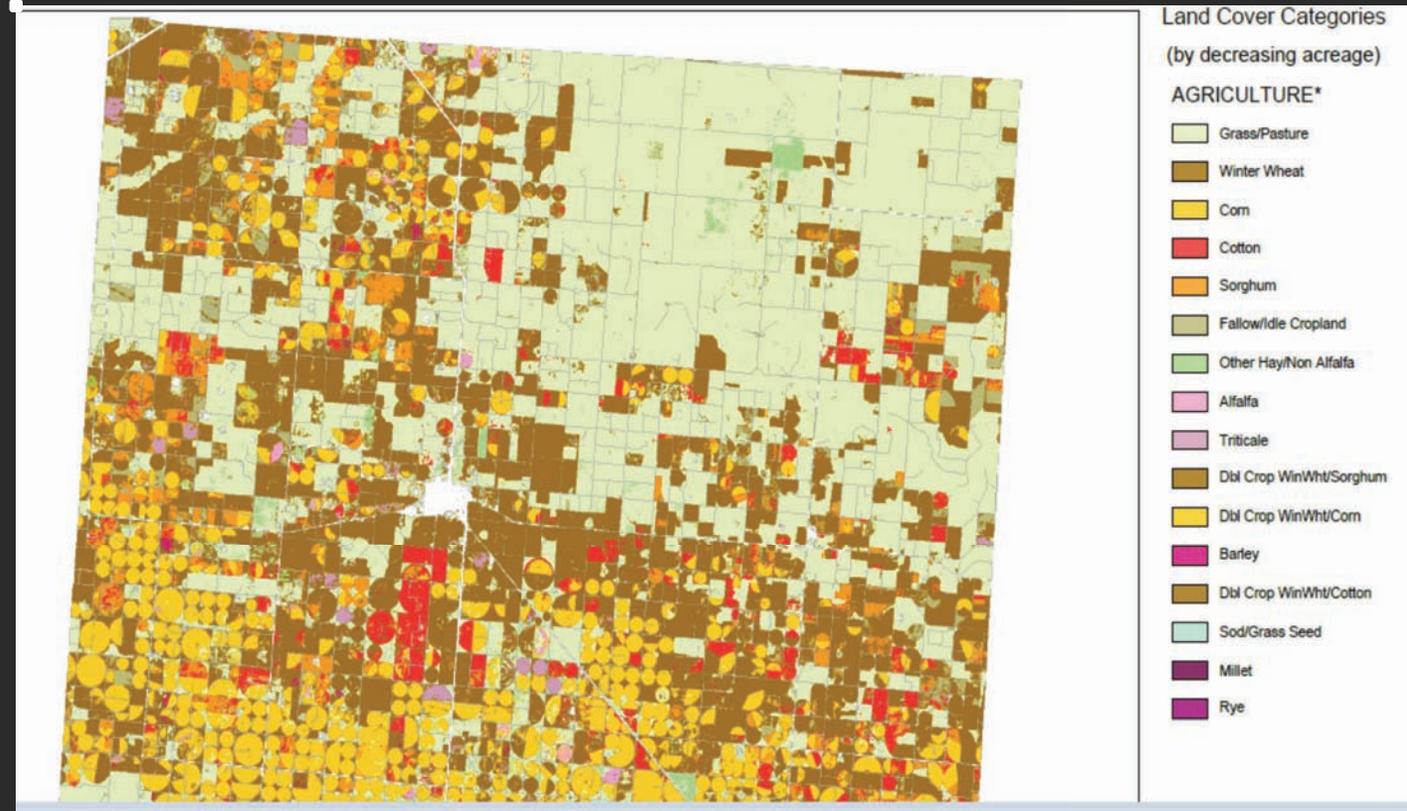
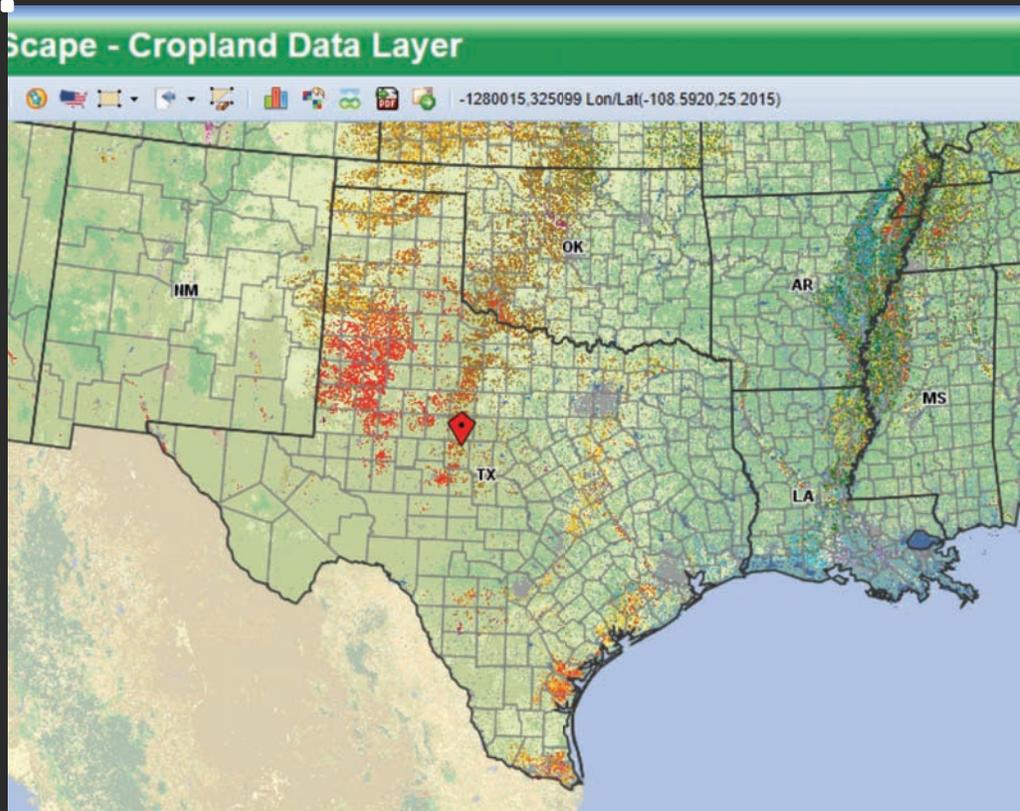
ONLINE RESOURCES & TECHNOLOGY

MIGRANT IDENTIFICATION AND RECRUITMENT TOOLS

- **CropScape** - <https://nassgeodata.gmu.edu/CropScape/>
- **ICert Public Job Registry** - <https://lcrpjr.doleta.gov/index.cfm?event=ehLCJRExternal.dspQuickJobOrderSearch>
- **Feedlot Directory** - <https://www.cattlemaps.com/feedlot-directory/>
- **H2A Guest Worker Map** – <https://lcrpjr.doleta.gov/index.cfm?event=ehLCJRExternal.dspQuickJobOrderSearch>
- **School District Boundaries** – <https://www.greatschools.org/school-district-boundaries-map/>

CropScape – National Agricultural Statistics Service

- Allows you to see locations of crops that can be pinpointed down to counties, towns and highways.



ICert – United States Department of Labor

- Run a search by state or radius of a zip code to find job orders for H2A workers. The job order is what the employer posts in order to hire H2A workers. This will provide you with the work dates, employer's contact info, worksite address and specific location of housing if it is available.
- Only a few results due to so much documentation, but the results that are found give very specific and important information.

ICert – United States Department of Labor

ETA Home > iCERT Portal > Public Job Registry

Public Job Registry

Advanced Search

Quick Search

ETA Case Number:

Case Type:

Status:

State or Territory of Intended Employment:

Job Location within: of ZIP Code:

Job Title:

Employer Name:

Job Order Posting Date Range: From: To:

Industry:

ETA Case Number	Job Posting Date	Case Type	Status	Employer Name	State	Work Start Date	Work End Date	Job Title	Job Order	Cert
C-10355-25984	02/23/2011	H-2A	INACTIVE	FRISELLA NURSERY...		02/10/2011	12/10/2011	Farmworkers and La...		
C-11007-26397	02/23/2011	H-2A	INACTIVE	THORN CUSTOM HA...		03/01/2011	11/15/2011	Farmworkers and La...		
C-11028-27191	02/23/2011	H-2A	INACTIVE	LOUIS SCATENA RA...	NV	03/15/2011	11/01/2011	Farmworkers and La...		
C-11035-27348	02/23/2011	H-2A	INACTIVE	SICKLER FARM	ND	03/22/2011	10/10/2011	Agricultural Equipme...		
C-11038-27409	02/23/2011	H-2A	INACTIVE	CHAPPELL FARMS, I...	SC	03/24/2011	07/04/2011	Farmworkers and La...		
C-11042-27615	02/23/2011	H-2A	INACTIVE	SCOTT HOWATT FA...	ND	03/28/2011	12/31/2011	Agricultural Equipme...		
C-11046-27833	02/23/2011	H-2A	INACTIVE	PARKINSON SEED F...	ID	04/01/2011	06/01/2011	Farmworkers and La...		
C-11046-27804	02/23/2011	H-2A	INACTIVE	JEPPESEN BROTHER...	ID	04/01/2011	10/30/2011	Farmworkers and La...		
C-11046-27790	02/23/2011	H-2A	INACTIVE	SILVER RIDGE RAN...	ID	04/01/2011	11/15/2011	Farmworkers and La...		
C-11046-27781	02/23/2011	H-2A	INACTIVE	DENNIS L. WALKER	ID	04/01/2011	12/01/2011	Farmworkers and La...		

FEEDLOT DIRECTORY

○ Search for local feedlots by location.

Feedlot Directory

Search By: Keyword Location

texas



Feedlots



FILTER

× Clear Filters

SEARCH RESULTS NEAR "TEXAS"

CLICK ON NAME OF THE BUSINESS FOR DETAILS

SAN ANGELO FEEDYARD, LTD

Category: Feedlots

13073 U.S. 67
Miles, TX 76861

325-468-3011

www.sanangelofeedyard.com



CAL-TEX FEED YARD, INC

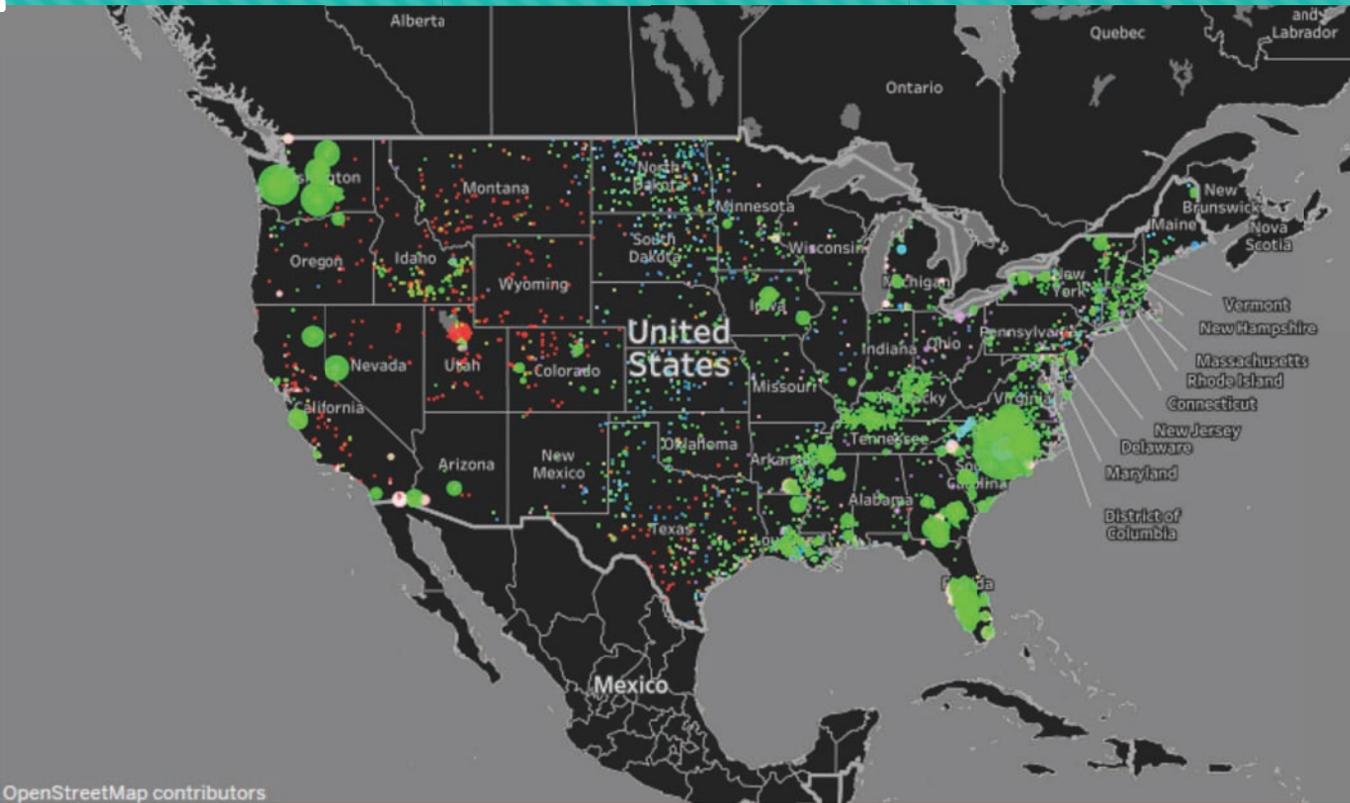
Category: Feedlots

381 CR 373
Trent, TX 79561

325-862-611



H2A Guest Worker Map – National Center for Farmworker Health



- Created as a way to provide health resources to migrants
- Shows locations that are registered to hire H2A workers

Job Titles

<input type="checkbox"/> Crop Production Workers	<input type="checkbox"/> Mechanical and Equipment Operators
<input type="checkbox"/> Animal, Livestock, Ranch Production Workers	<input type="checkbox"/> Nursery Production Workers
<input type="checkbox"/> Aquaculture Production Workers	<input type="checkbox"/> Grain Production Workers
<input type="checkbox"/> Christmas Tree Production Workers	<input type="checkbox"/> Bee and Honey Production Workers

State

(All)

Number of Workers Certified

0 9,065

School District Boundaries

THIS TOOL CAN
BE USED TO FIND
OUT TO WHICH
DISTRICT AN
ADDRESS
BELONGS.

The screenshot displays a web application interface for identifying school districts. At the top, a black header contains the title "See What School District You Are In" and a "View legend" button. Below the header, a search bar contains the address "1504 fm 145 muleshoe" and a "Search" button. To the right of the search bar, there are filters for "Districts near 1504 FM145, Muleshoe, TX 7", "School Grade" (with buttons for "Elementary", "Middle", and "High"), and "Additional school type" (with checkboxes for "Charter" and "Private").

On the left side, under the heading "Schools in district", there is a list of results. The first result is "Lazbuddie School" with a "4.10" rating and a "View in map" link.

The main area is a map showing the school district boundaries in grey. A pop-up window is open over the map, displaying details for "Lazbuddie School": "4.10 Lazbuddie School", "P O Box 9", "Lazbuddie, TX 79053", and links for "Homes for sale" and "View school details". The map also shows nearby roads like "194" and "385", and a location labeled "Hart".

DEVELOP A RESOURCE NETWORK

- Create a reciprocal assistance network to help meet one another's program objectives and requirements.
 - Community agencies
 - Health service providers
 - Assistance programs
 - Churches

It is important that recruiters differentiate identification from recruitment. Those who separate the two and balance out those two activities tend to have growing programs or at least steady student numbers from year to year. An effective family survey can help add some elements of recruitment to the identification process by seeking out more potentially eligible families. While it will generate more false positives than the standard survey, this shouldn't be a problem if the recruiter is adequately and correctly prescreening each contact. Casting a broad net by tweaking the family survey can help a recruiter uncover eligible families that they would've never suspected were eligible. Supplement your recruitment using technology and online resources. It will turn field recruiting into a targeted science instead of driving around aimlessly or going from door to door. Finally, establish a network of resources to be a legion of superheroes to your Migrant families and help break down barriers created by reluctant employers. They can help you sell the direct and peripheral benefits that the MEP can offer to everyone.

Questions??? Comments???

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THANK YOU

