

RADICAL RECRUITING

Recruiting your best staff for 2022

Hosted by **Mike Taylor, CJE**
Jim Jordan





WELCOME!

Happy Spring Everyone!



Mike and Jim's

recruiting tips





We Want to Hear From You

recruiting polls

step one - get started

SET UP A TIMELINE

Don't let recruiting sneak up on you.

poll 1 - timeline

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step one - get started

GET YOUR APPLICATIONS

ready to go.

SET YOUR SELECTION TIMELINE

When are applications due?

When will your staff be finalized?

step one - get started

DEVELOP YOUR SOCIAL MEDIA STRATEGY

How will you get the information out
on social media?

poll 2 - social media

step one - get started

BE FLEXIBLE

Be as flexible as you need to be
to get the people you want/need.

step two - identify your targets

GET TESTIMONIALS FROM FORMER STAFFERS

Develop a bank of positive comments about what former staffers got from the experience.

step two - identify your targets

TALK TO YOUR SCHOOL STAFF

**Get recommendations of possible staff members
from your colleagues.**

step two - identify your targets

BRING A FRIEND

Have every staffer recommend a friend.

step two - identify your targets

TARGET FRESHMEN

Get students on staff early.

poll 3 - freshmen

step two - identify your targets

SEEK DIVERSITY

Recruit staffer from all groups
in your school community .

poll 4 - diversity

step three - make direct contact

SEND PERSONAL COMMUNICATION

Everyone loves the personal touch.

step three - make direct contact

HOLD AN OPEN HOUSE/PARENT INFO NIGHT

Let parents know the importance
of being on a staff.

step four - think out of the box

KEEP YOUR EYES OPEN

Every student on your campus
is a prospective staffer.

CLASS/CLUB STRATEGY

Let those that can't fit the class
into their schedule in the club.

LEARN WHAT'S WORKING FOR OTHERS

Be a student of recruiting strategies.

poll 5 - strategies



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RECRUITING TIPS THAT WORK



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LELAND MALLET

Legacy High School

MICHELLE SHUE

Davie County High School



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Leland Mallett, CJE

Legacy High School

Radical Recruiting - Leland Mallett - Legacy High School

1. Facebook Parent Groups

Join the Parents Facebook groups of your “feeder” schools. Promote there.

2. Escape Room Tour

Invite the upcoming freshmen to an escape room tour of the journalism lab during open house.

3. Counselors

Make friends with the counselors.

Radical Recruiting - Leland Mallett - Legacy High School

4. Bring a Friend

Have current staffers invite 2 or 3 of their friends to join.

5. Hold a Freshman Camp

Have a summer camp for photography/Photoshop and offer to incoming freshmen.

Radical Recruiting - Leland Mallett - Legacy High School

6. Do a Mass Mailing to Incoming Freshmen

Plan so the mailing hits the mailboxes/inboxes about the same time schedules are due. It is marketed to match the posters hanging in the feeder schools.

Post videos/TikToks on both the parent and students' boards. Timing is everything.



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Michelle Shue

Davie County High School

Radical Recruiting - Michelle Shue - Davie County High School

1. Recruit from Your AP Classes

I recruit heavily from my AP Language class. Even though I will only get them for that senior year, these are the kids who get invested and learn quickly. I always run the staff as departments, so these AP kids know coming in that they can choose a job that suits them.

I have an Honors level of YB for student after their first semester, and I allow these AP kids honors credit (my course book says after first semester or course of teacher approval). The AP Lang class means they will at least be able to write captions and copy well.



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OUR LIVE GUESTS

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LYDIA LU

Monta Vista High School

ALYSSA BOEHRINGER

McKinney High School



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Lydia Lu
Monta Vista High School

Radical Recruiting - Lydia Lu - Monta Vista High School

1. Utilize Your Social Media Platforms

- Expand your reach to more students.
- Post yearbook applications and provide application information on social media.



Radical Recruiting - Lydia Lu - Monta Vista High School

2. Connect with Students

- Further elaborate on previous promotion/recruitment posts.
- Explain how joining yearbook can benefit their academic careers and provide other details that will increase interest in applying.



Radical Recruiting - Lydia Lu - Monta Vista High School

3. Keep It Real

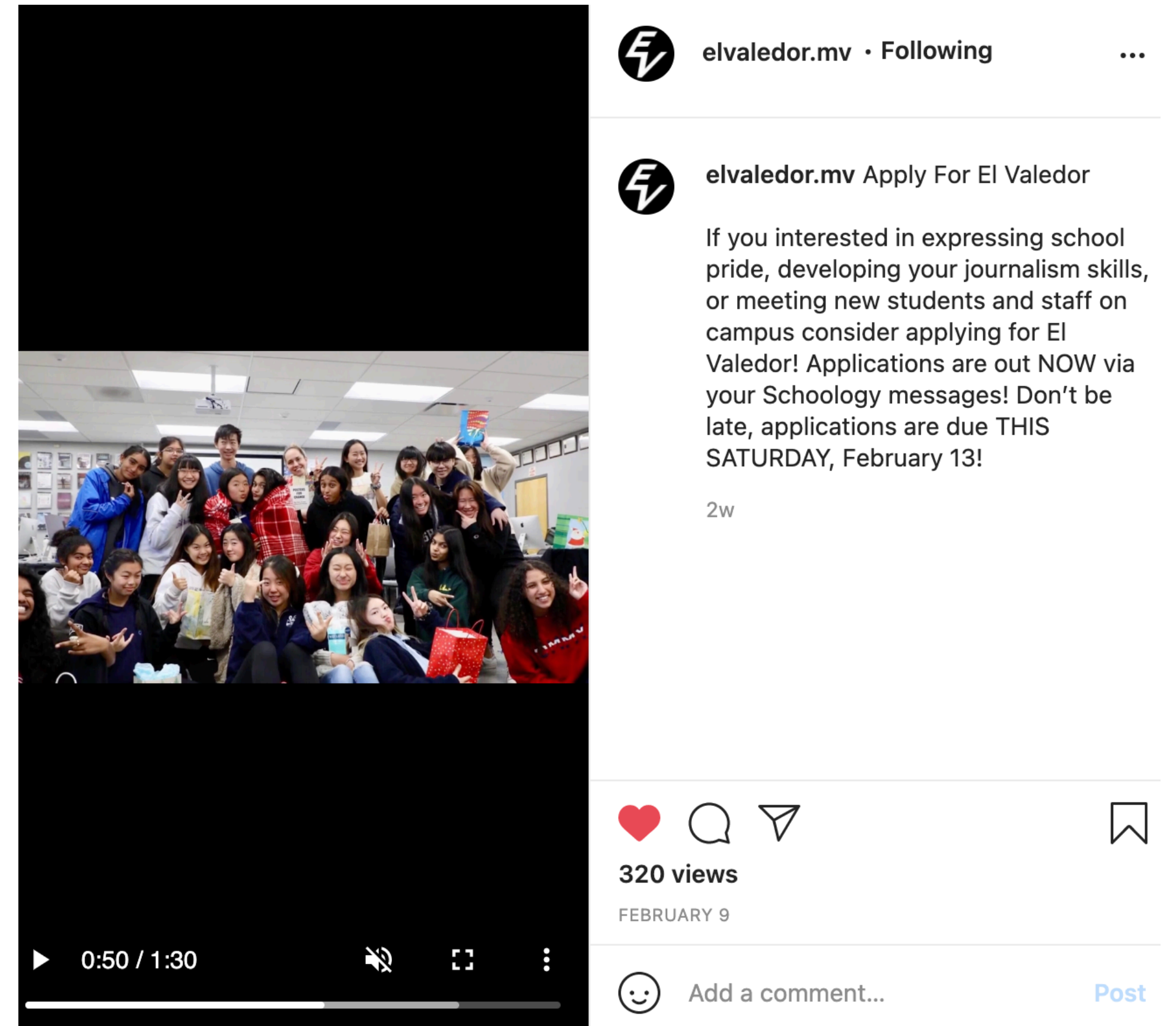
- Show students' REAL examples.
- Gather testimonials from staff members.
- Provide photos and videos of the yearbook experience!



Radical Recruiting - Lydia Lu - Monta Vista High School

4. Partner With Other Groups

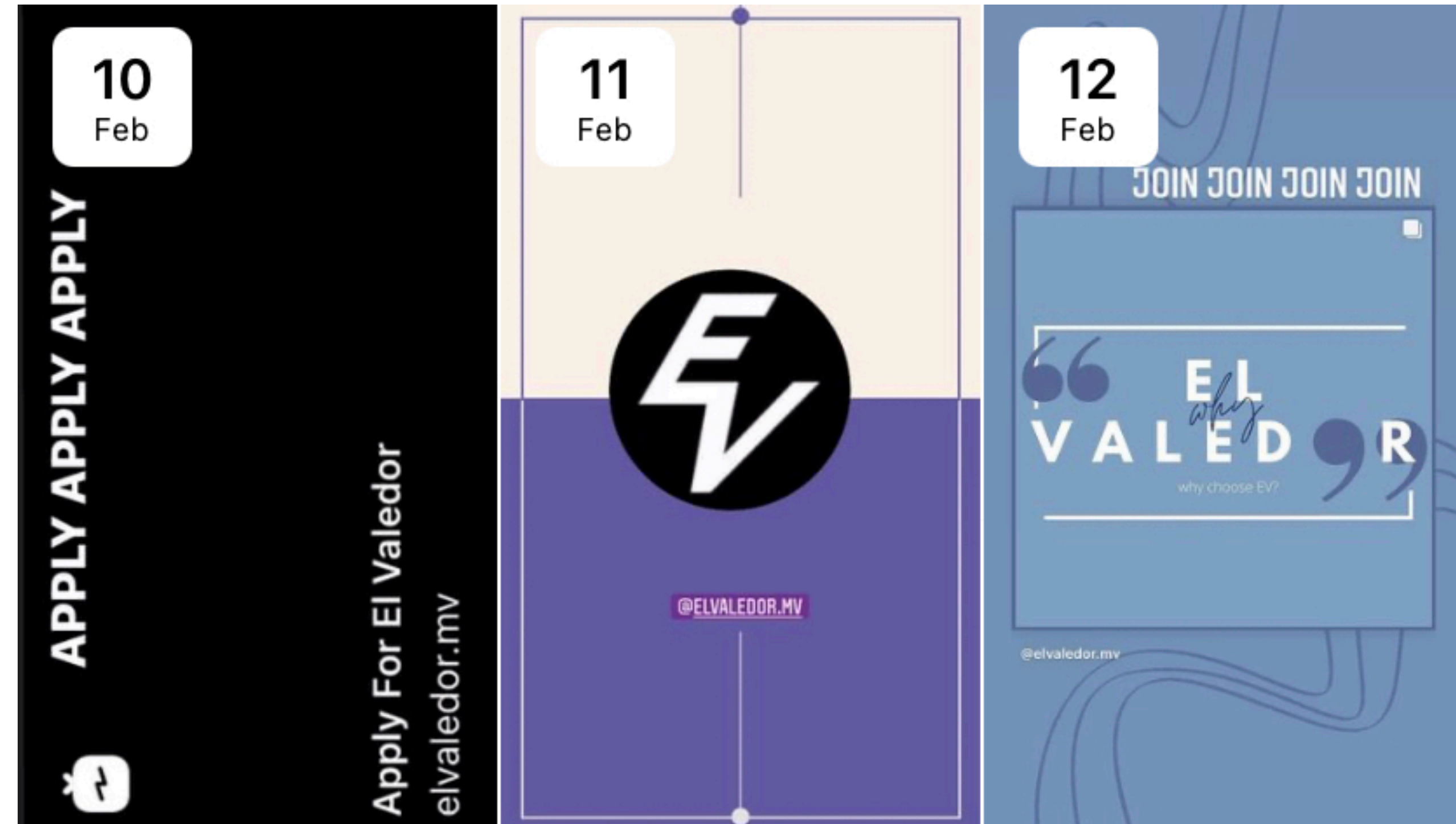
- Partner with school to recruit staff members.
- Consider ASB, class councils, clubs and administration to promote applying for yearbook.



Radical Recruiting - Lydia Lu - Monta Vista High School

5. Mix it Up

- Use a variety of different modes of promotion.
- Examples: stories, video announcements, social media posts, emails, etc.



6. Utilize the Staff

- Examples: story promotions, reaching out to students interested in journalism, former staff member testimonials and more.



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Alyssa Boehringer

McKinney High School

Radical Recruiting - Alyssa Boehringer - McKinney High School

“

Being in Yearbook for 3 years and Broadcasting for 2 was the thing that kept me interested in going to school. The culture, family aspect and just the pure fun of telling people's stories for the yearbook or on MHS1 was just the best thing for me. Something I could be proud of. It helps having the best teachers teaching those classes as well. I still use a lot of things that I learned in high school in my profession as a college basketball coach at UT Tyler. I'm forever grateful for my experiences and memories.

Chris Garcia

Class of 2015
College Basketball Coach

“

I noticed I came into college more prepared than other students in journalism.

The hands-on experience will benefit you in so many ways and put you ahead of the game when you get into college. My favorite role was being an anchor for MHS1 and 4 years later I am still doing that. I truly believe it was because of MHS1 that I am where I am today in journalism and I was able to excel.

Devin Field

Class of 2017 MHS1 Producer
OU Nightly Reporter and Anchor
Gaylord News Political Correspondent
University of Oklahoma

Radical Recruiting - Alyssa Boehringer - McKinney High School

“

Joining MHS1 gave me the opportunity to grow, not only as a journalist, but as a creative storyteller.

It helped prepare me to study broadcast journalism in college and end up in one of the professions I always admired. I learned the basics of filming and editing stories, and realized through MHS1 that I could take my passion for talking to people and turn it into a way to help the community.

Jamie Weiss

Class of 2013 MHS1 Producer
TV Weekend Anchor and Reporter
Fayetteville, AR

“

Being a part of the yearbook staff and competing in UIL journalism events lead me to pursue the career I am currently working in, public relations. It fuses all of my passions – writing, media and creative campaigns.

The staff and students are game changers. You truly learn in high school the level of excellence and devotion to your work needed to achieve notable success in college and your career.

Catherine Festa

Class of 2013
Public Relations
New York, NY

Radical Recruiting - Alyssa Boehringer - McKinney High School

“

Joining MHS1 or yearbook will give you hands-on experience with a variety of production tools.

Multimedia content creation is a huge asset in nearly every profession, so the skills you pick up with the MHS journalism team will put you a step ahead in your future endeavors.

Dylan Derryberry

Class of 2008 Yearbook Editor
MHS1 Reporter
Creative Director for Mobile Games

“

High school journalism taught me to challenge my assumptions, search for the truth, question authority, how to be my own boss, how to pitch ideas, how to work until the job is done, and that creating means opening yourself up to real criticism.

High school journalism better prepared me for “real work” than any other high school class.

Jimmy Miller

Class of 2003
VP of Operations
Tech Company

Radical Recruiting - Alyssa Boehringer - McKinney High School

“

I can say with confidence the yearbook program did more to prepare me for the workforce than any other class at McKinney High.

Iron sharpens iron, and my peers and teachers in yearbook helped develop my interpersonal skills, writing ability, attention to detail, and drive for success in a way most students only experience at the collegiate level – if that.

Quinn Murray

Class of 2012
Securities Trader
San Francisco, CA

“

I did not qualify for automatic admission into UT and I know I would not have gotten in if it weren't for the resumé I built during my time on yearbook staff. Even if I hadn't pursued journalism in college, MHS journalism taught me valuable skills like how to tackle a massive team project on a deadline, communicate with others and write quickly in an easy-to-understand format – which has saved me countless hours of work on college essays.

Nicole Stuessy

Class of 2017 Yearbook Editor
Senior at UT Austin
Former News Editor at The Daily Texan / KVUE Intern

Radical Recruiting - Alyssa Boehringer - McKinney High School

“

Now more than ever, we need people to come from opposing viewpoints and focus on what really matters which is understanding and tolerance and love.

Being a part of MHS1 propelled me forward drastically in my learning about the world around us. Joining is not just about the present, it's about being a part of something that will shape yourself and others in a positive way for the future.

Sydney Turnbow

Class of 2016
SFA Student



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THANKS for
JOINING US!



our next webinar

22 TRENDS for 22

APRIL 22

Walsworth yearbooks

RADICAL RECRUITING:

Mike Taylor, CJE, Jim Jordan and guests will explore methods for recruiting your best staff for 2022.

HOSTED BY:



**Mike
Taylor, CJE**



Jim Jordan

photo by Courtney Hanks, MJE

WEBINAR

LISTEN NOW

Walsworth yearbooks

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**Mike
Taylor, CJE**



Jim Jordan

photo by Courtney Hanks, MJE

WEBINAR

**Friday, March 5 @ 3 p.m. Central
(4 p.m. Eastern / 1 p.m. Pacific)**

LISTEN LIVE

(If you can't make it, sign up anyway.
We'll send you the recording.)