

# RECRUITING AND ASSIGNING VOLUNTEERS TO ACAC SCHOOLS



States have implemented volunteer recruitment and assignment in a variety of ways. It is up to your state to determine the best approach for your program. Below are approaches ACAC states have used, but there are other creative means to identify and assign volunteers.

While ACAC offers some basic volunteer training to ensure volunteers across the country understand campaign expectations, ACAC encourages all states to provide some type of localized volunteer training/resources to ensure consistency across sites. Training can be conducted by webinar, through a video recording, or by a volunteer guide.

## LEAD AGENCY ACTS AS FACILITATOR



Through this approach, the State Coordinator for the Campaign program will assist in providing the contact information of high schools that want assistance in recruiting volunteers. In this instance, it is necessary for the State Coordinator to request during Campaign registration whether the Site Coordinator would like their contact information to be made public so that volunteers can contact them. Typically, State Coordinators will post this information on the state's Campaign website so volunteers can quickly identify schools that are seeking assistance.



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## LEAD AGENCY ACTS AS RECRUITER



In this approach, the State Coordinator takes an active role in identifying potential pools of volunteers to assist participating high schools. It is still important for the State Coordinator to know which schools would like help in recruiting volunteers, so a question regarding whether high schools would like their Site Coordinator's contact information to be made public for volunteer recruitment should still be asked at the time of registration for the Campaign. It is recommended that rather than making the list public so that volunteers can reach out to schools, the State Coordinator and, perhaps, members of the Steering Committee will send the list of schools and contact information to potential volunteers, typically through email. For instance, the list of schools and their contact information could be sent to the state's American Association of Collegiate Registrars and Admissions Officers or National Association for College Admissions Counseling affiliate listerv.

## HIGH SCHOOLS LEAD RECRUITMENT



In this approach, the State Coordinator does not play a role in the recruitment of volunteers for participating high schools. Rather, the responsibility is placed solely on the participating high schools to identify and recruit volunteers for their event. In this instance, the State Coordinator would not need to request approval to publicly share contact information of site coordinators at participating high schools. However, if this approach is employed, it is strongly recommended that the State Coordinator provide guidance to participating high schools regarding potential sources of volunteers, the roles that volunteers can play at the Campaign, and any resources available from the state to support schools in communicating and recruiting volunteers. Furthermore, the high school Site Coordinator would need to ensure that the volunteers access the volunteer training resources (if provided by the state) or they will need to provide a face-to-face training for their school's volunteers.

