

Recruitment and Retention Coordinator Expectations

The recruitment and retention coordinator will work with staff, parents and students to create and implement a comprehensive program for recruiting and retaining students that are committed to excellence in education and the philosophy of Steller Secondary School.

Duties for improving Recruitment Include:

(1) Coordinate the Gathering, Updating, Creating and Maintaining Recruitment Tools

Coordinate the development of a website and printed material that accurately communicates the unique aspects of Steller Secondary school in terms of educational opportunities, values, philosophy and daily life of the school, as well as showcasing our student's accomplishments and activities.

Create and/or update promotional materials such as brochures and handouts that will represent Steller to prospective parents and students, as well as teachers and staff at our feeder schools.

Help plan and oversee the production of one or more recruitment videos that captures the Steller environment, our students and staff. These videos should attempt to emphasize Steller's academic opportunities and successes as well as the fun and social aspects of our school. These videos could be created by Steller students through an SDL, Passage, or Intensive. The videos should be easily accessible on the website.

Be a part of a team who would facilitate updating and reorganizing the Steller website and creating a specific space on the website for prospective families.

Include information, materials, and stories that explain the benefits of Steller as an academic homebase for broadening one's education using classes and opportunities in the broader community.

Archive all promotional materials in a form that will allow updates and editing and that is easily accessible.

(2) Collaborate with Staff and Students to plan and implement recruitment events

The RRC will be responsible for evaluating and attempting to improve the ways in which we share information with prospective parents and students at our various recruitment events with the goal of honestly presenting Steller Secondary School in the best possible light. This would include continued training and organization of Steller students and parents who will be interacting with prospective students and parents at the recruitment events as well as working with staff to organize the events.

Currently, these include

- Alternative School Fair
- Open House/Ice Cream Social
- Visits by Staff and Students to various elementary schools
- Shadowing at Steller

Other innovative approaches not yet developed are encouraged, especially using social media.

(3) Develop Relationships with target elementary and middle schools

Assist coordination of service activities for our students in the elementary schools.
Examples: tutoring, judging science fairs, special interest clubs and teaching a mini intensive.

Meet with parent organizations to give presentations.

Get to know the staff and learn about ways that we might be able to work together.

Relay information about programs at Steller like the Talent Show or Creative Commons.

Support, collaborate and assist any group that represents Steller in target schools.

Duties for Improving Retention:

(1) Welcome new students and families

Develop and maintain a robust and functional mentoring program to pair an experienced Stellar family to new families, preferably within the Advisory Group structure.

Make phone calls to new parents for questions or feedback about Steller.

Collaborate with Parent Group to present a New to Steller Parent Orientation.

(2) Work on updating and reorganizing the Steller website so that needed information such as calendars, schedules, course descriptions, contact info, etc. is more easily accessible to all parents.

(3) Be available to staff to assist in resolving non-academic issues potentially leading to the loss of a student to another school. If a student does leave, try to learn why in an effort to improve the experience at Steller.

Helpful Traits of Potential Candidates

Systems thinker- Understanding that this role is too much for one person, the candidate will be able to: use the system and structures that are already in place (parent liaisons, events, etc., for example), make good use of seasoned parents and students to reach out to other parents and staff, and create new tools as needed.

Warm and welcoming personality- This person has the comfort and willingness to initiate conversations with new people (both new parents at Steller and other schools) in a way that makes the newcomers or other schools want to engage with Steller.

Collaborative Nature- This person has a deep understanding of the Steller way of warmly and creatively engaging the various groups within the community and to communicate with these groups in such a way so as to create collaboration and support among the whole Steller community.

The following are still optional expectations:

Be available as a contact person to help direct parents or students to the appropriate staff person, parent, committee, or group when there are questions, problems or concerns.

Help parents understand how to navigate the process of arranging outside academic activity or refer them to the most knowledgeable person.

Be aware of our after school enrichment programs and be ready with ideas that might help Steller make more desirable offerings.

Goals for the first 3 months (not necessarily DO, but coordinate the completion of the following, collaborating with other parents, staff and/or students)

Tools Coordination

- Update and create the booklet form of “what is steller”
- Using the pertinent content from the “what is steller”, make a powerpoint to be used for recruitment and orientation events
- Gather at least 10 stories from alumnae, current students, staff and parents in a format that works on the website (work with the committee to be sure they fit the theme and produce in video or print) which answer a question like “How did (or does) Steller work for you or why Steller is/was a good fit?”
- Coordinate development of Facebook and other social media opportunities related to recruitment and retention

Events, planning coordination

- Beginning of the year registration - Collaborate with the Parent Group in planning including: welcoming of parents, assisting parents to know how to be connected to Steller, how students register for classes, how parents can support students and staff.
- Beginning of the year Orientation – Collaborate with Parent Group by attending planning meetings leading to and including the fall orientation, help to coordinate development of invites, agenda and content of meeting, and engagement of veteran parents in the orientation, to allow for mentoring opportunities to new families.
- Beginning of the year All-Community Meeting- Collaborate with Parent Group by attending planning meetings leading to and including the All Community Meeting, help to coordinate development of invites, agenda and content of meeting, helping with input related to retention and recruitment.

Organization

- Locate a place where physical materials and electronic materials for recruitment and retention are to be placed when not in use. Give list of materials (inventory) along with usernames and passwords to Principal.
- Develop a calendar when R and R activities may occur, log when and what a recruitment coordinator should do each week and an action plan, in order to plan for and execute events successfully
- Keep a checklist of all recruitment activities, including the activities listed on this document, write date of completion next to each activity. (An update of the progress of these goals will determine the next six months of recruitment/retention work)

Develop relationships with school community

- Students – Attend Op Group meeting at least once a month to share the status of recruitment/retention activities and hear their ideas of how to enrich the activities and include students to play a role in the activities and possibly lead them.
- Staff - Attend staff meeting at least once a month to share the status of recruitment/retention activities and hear their ideas of how to enrich the activities and include students to play a role in the activities and possibly lead them.
- Families – Attend Parent Group meetings or Cafes once a month. Share the current recruitment/retention activities and hear their ideas about how to enrich the activities and include parents to play a role in the activities.
- Actively attend the website committee meetings, as scheduled every other week or so.
- Publically recognize students, staff and parents who assist with recruitment and retention activities through notices on Flash, in meetings and in community service notebook

Within Nine Months

Events Coordination and Collaboration

- Ice Cream Social: Collaborate with Staff , Parent Group by attending planning meetings leading to and including the Ice Cream Social, helping to coordinate development of invites, agenda and content of materials presented, and flow

of the evening. Assist in coordinating organization and training for student and parent volunteers.

- ASD Alternative School Fair: Collaborate with Staff , Parent Group by attending planning meeting leading to and including the Fair helping to coordinate development physical, printed and electronic materials needed, organization of volunteers

Develop relationships with school community and beyond

Taking Recruitment Efforts On The Road-

- Build a 'rolodex' - Determine names and contact information of staff (counselors or others) and/or parent groups from feeder schools (sixth grade and older).
- Get In the Door - Ask for opportunities for students, staff and parents to share how Steller may be a good fit for students in the respective schools. (this may take several attempts, calls, emails, etc.)
- If face to face presentations are absolutely rejected, work with them to be in their newsletter or ask for invitations to ice cream social or other materials to go home, sharing and inviting families to learn about Steller.
- Continue a regular meeting attendance schedule with Parent Group, Op Group, Staff, and website committee.
- Publically recognize students, staff and parents who assist with these activities through notices on Flash and community service notebook

Tools

- Work with staff, parents and students to develop a presentation template, materials and schedule for 'On the Road' program
- Shadow Template - Work with students and set up a way for students to train each other by developing a protocol for what information students should include in their time with prospective students and ideas for what makes an ideal host for a prospective student to learn about Steller

COMPENSATION

We recognize that the project expectations outlined in this document may require more hours than expected. The ideal candidate for this position is someone with a heart and passion for seeing Steller and its students succeed and grow in potential and therefore the position could be thought of as part volunteer and part paid position. The person in this position will need to be an independent worker as they will be unsupervised. When assistance is necessary, Parent Group leaders, parent volunteers and the Steller Principal will be available, whenever possible. Parent group has designated \$1200 stipend for a contract to perform recruitment and retention work from date of hire in the spring through August. Parent Group

estimates this work taking approximately 12 weeks, at estimated 5 hours a week, or an estimated 60 hours of work total or so for the period ending in the fall. This works out to \$20 per hour but this is not an hourly position. There is an expectation the coordinator will take time off in the summer, as appropriate, while keeping on track to complete the outlined goals.

A 1099 will need to be filed by the individual for this work which means that taxes will not be deducted from this amount but you will have to pay them if necessary to meet federal laws.

After 3 months, goals will be re-visited, to determine if they are appropriate and relevant and Parent Group will re-visit the stipend amount for the next period, depending on how the coordinator estimates the time necessary to complete future goals and how Parent Group determines the work quality to date and their budget priorities.