

Free 75-Page  
Recruitment  
manual full of tips,  
strategies, and  
examples

An AFOP Training Institute and  
Cygnet Associates "Know-How" Training Series

# AFOP Recruitment Made (Much!) Easier

- ✓ Recruit More Farmworkers,  
Adult AND Youth...
- ✓ Slash Intake Dropout Rates...
- ✓ At Less Cost...

Ten Fast-Paced Webinars Plus  
2 In-Person Sessions

Monthly Training from September 2022-  
September 2023

Substitute new staff at any time

Register Staff Now!

**Yes**, there is an easier way to achieve your recruitment goals.

**Yes**, you can recruit even challenging groups like youth, migrant workers, seasonal workers, non-high school graduates, and monolinguals.

And **yes**, you can do it all with less effort.

By the end of this year long training, you will have dozens of practical, low-cost recruitment ideas and strategies to increase your enrollments.

- Put an end to recruitment frustrations
- Do more with less money
- Zero in on the farmworkers you really want and need
- Capture their interest and build excitement
- Encourage more people to contact you
- Slash intake dropout rates
- And transform outreach practices that hurt, not help you.

**Plus** much, much more!!

### Who Should Attend?

**SUPERVISORS AND MANAGERS** will gain a whole new perspective on recruitment – how to coordinate all the components, allocate resources, decide on the proper strategy, and measure results.

**STAFF** will learn the nuts and bolts of recruitment success – targeting prospects, devising promotion, modifying intake procedures, selling farmworkers face-to-face and over the phone and maintaining a steady flow of applicants.

**This workshop is the most comprehensive approach ever offered to farmworker recruitment. At least one person from each of your locations should be in attendance.**

### Why focus on enrollments?

AFOP sites all over the country are smashing their performance measures right now. The employment rate, median income, credential rate, skills gains and 4<sup>th</sup> quarter employment rate are exceeding the standards. **BRAVO!!**

But at the same time, half of the programs are below their targets for adult enrollments, and many are below their targets for youth. ***The Department of Labor believes that many more farmworkers are out there in need of services and that programs need to find them.***

P. S. Increasing enrollments has the added benefit of lowering the cost per enrollment – something Congress looks at each year when considering funding.

### Meet Your Instructor



In over 40 years in workforce, Jodie Sue Kelly has won wide recognition for her innovative, practical and entertaining workshops. As an employment training manager, she doubled enrollments in an award-winning program she directed for drop-out youth. Jodie has been working with AFOP programs for over a decade and has trained on:

- ✓ Building Job Retention
- ✓ Job Search and Job Retention Boot Camp
- ✓ Building Motivation, Engagement and Participation Using Motivational Interviewing Techniques
- ✓ Building Employer Support, Job Placement and Job Retention to meet Performance Measures

Jodie builds participation and engagement into her sessions so that staff have a chance to learn from one another.

**Rave  
Reviews**

**Over 4000 past participants say:  
“It is the best!”**

*“Jodie Sue Kelly was just excellent. This presentation is one of the best that I have ever attended. Keep it the way it is. I think, Jodie, as the instructor just made the presentation. She has a real talent for this.”*

*“This was the most amazing, helpful workshop I have ever been to. It changed the way I viewed recruitment and outreach.”*

*“Jodie really knows her subject. She held my attention and was easy to listen to. Thanks. Great workshop!”*

*“I like how Jodie can simplify complex information so it is easy and fun to learn.”*

**AFOP Recruitment Made (Much!) Easier**  
**sponsored by AFOP Training Institute**

**2022-2023 Credential Series**

(Use multiple forms to add more trainees or send an email to [cygnet84@aol.com](mailto:cygnet84@aol.com) with all the information requested below);

Agency: \_\_\_\_\_

Agency Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Supervisor to contact for updates on class participation:** \_\_\_\_\_

**Email address of supervisor:** \_\_\_\_\_

Attendee:	Email Address:

Total Cost: \$325.00 x -- attendees = \_\_\_\_\_

Purchase Order number: \_\_\_\_\_

Who should invoice be sent to?

Name: \_\_\_\_\_

Email or address: \_\_\_\_\_  
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