

HIV Integrated Planning Council Draft Recruitment Guidelines for Ad-Hoc Recruitment Workgroup

Overview

On Thursday, February 11, 2021, HIPC voted to create the Ad-Hoc Recruitment Workgroup with the following language: *“HIPC will establish an ad-hoc workgroup to strategize recruitment efforts and reach demographic goals, reporting back to the full Planning Council with a finalized plan by January 2022*.”* Following the presentation, the Recruitment Guidelines will be reviewed for approval by HIPC.

The Ad-Hoc Recruitment Workgroup first met in April 2021. The workgroup decided to complete the final draft of the recruitment guidelines by January 2022 and, along with HIPC’s Positive Committee, continue its work beyond January 2022 to monitor and institute the comprehensive recruitment guidelines. The Ad-Hoc Recruitment Workgroup will follow up with HIPC to report recruitment progress on a quarterly basis. To assist with the creation of these guidelines, the Ad-Hoc Recruitment Workgroup received input from HIPC’s Positive Committee and its Planning CHATT LC team.

During the Open Nominations process—which is carried out by the Nominations Committee—the committee will review applications and prioritize applicants reflective of the HIV epidemic. The Open Nominations process is performed twice a year while HIPC receives applications and reviews HIPC demographic data throughout the year. Once gaps in HIPC membership are recognized, the Ad-Hoc Recruitment Workgroup will look to these guidelines to see which goals, objectives, and strategies will assist in the recruitment of the identified population(s). The ultimate goal of these guidelines is to strategize efforts to fill required membership categories and reach demographic goals, addressing HIPC vacancies.

HIPC will also consider retention efforts and refer to the Planning CHATT Recruitment & Retention LC (Learning Collaborative) for ideas regarding leadership, training, and engagement of new members.

Goals and Objectives

Goal 1: Recruit specific populations based on gaps in HIPC membership to fill required membership categories and reach demographic goals, addressing HIPC vacancies

Objective 1.1: Recognize the Digital Divide as a barrier to recruitment

Strategy 1.1.1: Address the Digital Divide directly

Responsible Parties	Activity	Logistics	Follow-up
For Creation: Positive Committee For Distribution: AACO Case Managers	Distribute a one-page resource guide for Case Managers to distribute which includes information about HIPC & Digital Divide resources	Positive Committee will create the resource guide & instructions for distribution AACO will distribute handout to Case Managers and within Directors’ Meetings with instruction for distribution	AACO will provide OHP email/phone number for Case Managers to give feedback, request more copies, and offer suggestions OHP will report back to the Ad-Hoc Recruitment Workgroup with information from Case Managers

**On September 9, 2021, HIPC voted to extend the final presentation of the Recruitment Plan from September 2021 to January 2022.*

Strategy 1.1.2: Meet potential members “where they are at”

Responsible Parties	Activity	Logistics	Follow-up
<p>For Creation: OHP</p> <p>For Distribution: Local newspapers Newsletters</p>	Create a press release to offer information on HIPC	<p>OHP will create a press release using the “About Page” information on the HIVPhilly.org website, receive approval from HIPC, and submit it to the City’s media office</p> <p>Local Newspapers and newsletters (yet to be identified) will distribute the press release</p>	OHP will track the amount of people interacting with the hivphilly.org website and report back to the Ad-Hoc Workgroup
<p>For Creation: OHP HIPC</p> <p>For Distribution: HIPC</p>	Develop a (plantable) business card with a QR code to distribute at identified locations and conferences	<p>OHP will develop and order a plantable business card that will lead to an advertisement for HIPC</p> <p>HIPC volunteers will hand out business cards at identified, population-specific locations and local conferences</p>	<p>HIPC members will announce engagement opportunities during HIPC meetings or privately to OHP</p> <p>HIPC members will report back with outreach outcomes</p>

Objective 1.2: Leverage HIPC connections

Strategy 1.2.1: Create chances for interpersonal connection

Responsible Parties	Activity	Logistics	Follow-up
<p>For Creation: Positive Committee</p> <p>For Distribution: OHP</p>	Create a letter to past Positive Committee participants inviting them back to attend meetings and to offer feedback/expand upon barriers to participation	<p>Positive Committee will create a letter addressed to past participants</p> <p>OHP will distribute the letter with prepaid postage via USPS</p>	<i>(ongoing)</i> OHP will report back to the Positive Committee with updates and responses from letters
<p>For Operation: HIPC</p>	Identify community leaders for identified population who are willing to participate within the HIPC process	HIPC members will leverage their connections and personally reach out to leaders who may be interested in HIPC participation	In the event of a new applicant, HIPC members will report to Nominations Committee

Strategy 1.2.2: Prepare materials for distribution

Responsible Parties	Activity	Logistics	Follow-up
<p>For Creation: HIPC OHP</p> <p>For Distribution: HIPC</p>	Create a “recruitment script” that volunteer HIPC members can follow to recruit identified population	<p>OHP will create a recruitment script using the “About Page” information on the HIVPhilly.org website and receive approval from HIPC</p> <p>HIPC will distribute this script through social media and in-person</p>	Prior to outreach, HIPC volunteers will inform OHP and report back with outcome
<p>For Creation: HIPC OHP</p> <p>For Distribution: AACO Case Managers HIPC Volunteers</p>	Create population-specific materials (& look to share population-specific data from EHE official epidemiologic data) for HIPC members to help distribute at identified provider locations	<p>OHP will create population-specific materials using Canva in the form of flyers and posters; content will contain population-specific EHE and official epidemiologic data; OHP will create instruction for distribution</p> <p>HIPC members will volunteer to distribute population-specific content; they will choose the flyers to distribute based on the population they are trying to reach</p> <p>AACO will distribute flyers to Case Managers with instruction for distribution</p>	Prior to outreach, HIPC volunteers will inform OHP of opportunities for distribution of population-specific materials and report back with outcome

Objective 1.3: Create a more impactful, online presence

Strategy 1.3.1: Enhance social media platforms

Responsible Parties	Activity	Logistics	Follow-up
<p>For Creation: HIPC OHP</p> <p>For Distribution: HIPC</p>	Create population-specific materials—including shareable infographics (& look to share population-specific data from EHE official epidemiologic data)	OHP staff person(s) responsible for social media content will create materials by using EHE and official epidemiologic data to share on social media	OHP will report to the Ad-Hoc Recruitment Workgroup with social media engagement & analytics information
<p>For Creation: OHP</p> <p>For Distribution: OHP</p>	Complete Social Media Workplan template from Planning CHATT LC	OHP staff person responsible for social media will work to complete the template, posting materials created in the previous activity	OHP will report to the Ad-Hoc Recruitment Workgroup with social media engagement & analytics information

Strategy 1.3.2: “Put a face” to HIPC online

Responsible Parties	Activity	Logistics	Follow-up
For Creation: OHP HIPC For Distribution: OHP	Create an interview-style video with HIPC members to share on the OHP website and social media platforms	HIPC will develop questions for the interview-style video and volunteer/ sign off to participate in the video; members will share the video via social media OHP will create agreements for participation and film the interview-style video; the video will be posted to the HIVPhilly.org website and shared on OHP social media accounts	Once the video is complete, HIPC will review the video before it goes live on the hivphilly.org website
For Operation: OHP	Stream HIPC meetings online, live	OHP staff person responsible for social media will stream HIPC videos online	OHP will report to the Ad-Hoc Workgroup with analytics/success

Goal 2: Retain recently-recruited members

Objective 2.1: Ensure new members feel connected and welcome

Strategy 2.1.1: Offer new members opportunity to actively participate in HIPC

Responsible Parties	Activity	Logistics	Follow-up
For Creation: HIPC	When enough members are recruited, gauge interest and create a population-specific workgroup or committee	OHP will begin the process when there is a sizable number of population-specific participants	HIPC will go through the official process to add a committee or workgroup
For Operation: HIPC	Set up a mentorship program	HIPC will reach out/ assign mentors to new members on the council	HIPC will follow up internally