

Rural Healthcare Grants

Peer-to-Peer Session: Participant Recruitment and Engagement

July 12, 2022

***Note: Please consult with your Federal Project Officer (FPO) about whether a grant modification to your Statement of Work (SOW) is needed before establishing new partnerships, adjusting your grant's budget, or performing grant operations that are outside the scope of work in your SOW.**

Healthcare Career and Professional Events

- Present your training program at conferences and nursing career fairs.
- Set up a table at a partner's college graduation to connect with students who want to continue their training.
- Hold pre-apprenticeship competitions.
- Recruit from past graduates to learn if they would like to continue their education.

Word-of-Mouth

- Record testimonials from successful students and post on your website.
- Connect individuals who show interest in the training with current students, graduates, and employers to learn more.

Strong Pipelines Using Partners

- Establish quality relationships with employers and build a foundation for recruitment.
- Customize strategies for sharing information about the training for at each partner college, after reaching out to the colleges to get their feedback.
- Use Assisted Living facilities for incumbent worker training.
- Create a strong pre-apprenticeship training program that provides on-the-job experience prior to the apprenticeship to establish a constant pipeline of attractive candidates into apprenticeship.

Unique, Attractive Opportunities

- Work with partner colleges to set up a scholarship that is sub-awarded to participants.
- Use leveraged funds to establish a scholarship.
- Establish a residency program for student nurses in their last semester.

Embedded Program Information

- Work with the partner colleges to embed the training information into the existing relevant program information on the college website to seamlessly route interested students to the training.
- Align grant training programs with existing adult education programs at partner colleges as closely as possible.

Social Media and Technology

- Follow the trends: use platforms such as TikTok and Instagram.
- Use QR codes on marketing materials.
- Establish a practice of virtual information sharing with all partners.

