

## Overtime Athletics – Staff Recruitment

\*Strategies to confront the challenges of the National Labor Shortage

**The Boy Scouts have it right → BE PREPARED!**

- **All Franchisees and Program Directors should have business cards or postcard sized “information cards” made up that have their contact information and a job recruitment announcement printed on them.**
- **The card should contain job description, logistical details, and key points about the instructor position. The tone should have a “recruitment” and “selling” feel to the information on the card.**
- **These should be on-hand when travelling around and distributed to anyone that you come into contact with that might be a candidate for the position (to include using these cards when you come into contact with any of the individuals or scenarios represented below).**

### 1. Applicant Pools – Targeting Teaching Professionals (DON’T focus on Elementary School Staff)

- Nursery School Teachers
- Middle School Teachers
- High School Teachers
- PE Teachers
- **ACTION** – School webpages have email info for teachers.
- **ACTION** – Visit Facebook Pages (communities) that Teachers and Coaches have created to share ideas and opportunities.
- **ACTION** – Locate Blogs, Message Boards, Online Teacher Resources HUBS to see if you can post information to attract these applicants.
- **ACTION** – Think about creating and posting ‘Job Announcement Yard Signs’ near high traffic areas to attract these teachers (be aware of ordinances and rules for Yard Signs in your area).

### 2. Retired Teachers

- Especially newly retired Teachers
- **ACTION** – See if the local teacher’s union has a website (or even a job board).
- **ACTION** – See if someone at a school, like a principal, might be willing to forward information to old colleagues.

### 3. Referee/Umpire Associations

- The schedule for officiating games is similar to an after-school program schedule. This implies that individuals that referee, umpire, officiate most likely have availability to run programs. These individuals usually are not scheduled to ref every afternoon.
- **ACTION** – Find out if there is a central office for officials or league commissioners that could distribute info to their “members”.
- **ACTION** – Be sure to have the Job Announcement Info Cards ready to handout if you see games going on in the community that you can stop by at.

#### 4. Athletic Director Networking

- Reaching out to AD's isn't just a good idea for networking and seeing if they might be able to pass Job Announcement Information along, but also in terms of perhaps AD's identifying High School Seniors to recruit to come on staff and work programs.
- **ACTION** – Get a pitch together, create materials intended for faculty and materials intended for students to submit to AD's.
- **ACTION** – Ask the AD what his or her needs are for their department or programs. Volunteer Coaches? Scorekeepers? Equipment? Etc.? You never know what a simple conversation like that can lead to.

#### 5. Competitors Personnel

- Who is working for other programs/after school programs?
- Might they be available on days they aren't scheduled for their current job?
- Can you offer them something more attractive to come work for OTA? (higher pay)
- **ACTION** – This is delicate and a strategy that might not make you a lot of friends if it turns out you might be able to poach instructors from another program/company, at the same time, it's not called Show-Friends, it's Show-Business, as was said in the movie Jerry Maguire. Franchisees need to pursue strategies that will assist in their successful pursuit of providing top-notch service. Having "Intro Cards" ready to hand out to someone that works for a competitor is an appropriate place to start.
- **ACTION** – Get to know other youth programming operators. If both organizations have good staff, but an issue with getting them enough hours, there could be a cooperative developed where an instructor could work out a schedule to be an employee for both programs.

#### 6. Personal Trainers – Private Business Owners

- Focusing on Personal Trainers that aren't tied to working at a fitness club or gym. These sole proprietors that often do in-home training are perfect to target because they control their own hours and schedules.
- The 3pm – 5pm hours tend to be open on their schedules because they often concentrate on customers that are available early in the morning, at lunch time, or after 5pm when most people close out their workdays.
- **ACTION** – These types of Personal Trainers are constantly advertising and marketing their services. Put together a list of potential applicants and contact them to see if they would be interested in an opportunity like working for OTA.

#### 7. Nanny Networks

- It's not uncommon for there to be certain weekdays where Nanny's do not work.
- **ACTION** – Find out if there is a Nanny Service or Placement Agency that might be able to forward Job Announcement to their "members".

#### 8. Church/Synagogue Staff

- Lots of staff for churches/synagogue tend to be part time and may have afternoons free.
- Church/synagogue staff tend to have an interest in being a part of the community.
- Some churches/synagogues also facilitate job opportunities for their parishioners.
- **ACTION** – Compile target list of area churches/synagogues and contact either by phone or email to inquire whether they have any personnel that you could pass information along to or mechanisms to make their community aware of the opportunity to be a part of our team.
- **ACTION** – See if there is a youth ministry team that might be able to connect you with High School seniors that they work with who would be interested in a part time job.

#### 9. Care.com

- Scrolling platforms like Care.com is helpful for a few reasons. One is to see what the market factors are for compensation in the childcare industry. Another is to get a sense of the type of individuals that are for a fact looking for work.
- **ACTION** – If you come across a candidate on the platform that might have the credentials and experience to work for OTA, it does no harm to reach out and see if they might be interested, even if their intended purpose for being on the platform isn't to be an after school or youth program instructor.

#### 10. Lifeguard Networks – Pool Management Companies

- The skill set to be a lifeguard during the summers is not far off from what an OTA Instructor needs to possess. Lifeguards are familiar with being around students. Many of them teach swim lessons or coach swim team.
- **ACTION** – Get in touch with organizations in the area that have members who are lifeguards.
- **ACTION** – Research “Pool Management Companies” and reach out to see if they would pass along the job opportunity information to their Summer Staff.

#### 11. Gig Workers / Night Shift Staff / Golf Course Maintenance Crew

- Uber Drivers, Door-Dash, Instacart – All these workers control their own hours and may be interested in a change of scenery from their gig work.
- **ACTION** – Having conversations with these workers to see if they have the background, skill set, and interest is a good idea, especially knowing they have their own transportation.
- Night Shift Staff – These workers may have a window from when they “get up” and when they need to be on shift that is a perfect window for after-school programs.
- **ACTION** – Locate Job Announcements that target night shift staff. Compile list of these companies/organizations and inquire if you can post a job announcement in the breakroom.
- Golf Course Maintenance Crew – These workers punch in very early in the morning and are almost always off around noon – 2pm.
- **ACTION** – Reach out to public and private golf course maintenance departments and ask if you can post a job announcement in the breakroom or locker area.

## 12. Boy Scouts / Girl Scouts

- Many of these organizations have upperclassman in High School going for the highest badge/classification - Eagle Scout. These students are very responsible and often have participated in activities where they worked with younger kids, like volunteering to tutor or coach.
- **ACTION** – Identify area Scouts and compile contact information for troop leadership. Put together information to see if they will distribute, or inquire whether you can come to a meeting a present the opportunity to their participants (those old enough that would qualify as potential instructors for OTA).

### **\*Special Notes on Recruiting College Students**

#### On-Campus Strategies (Colleges, Universities, Community Colleges)

- Recruitment Table – It's important to demonstrate a consistent presence. Plan a series of days, either in a row, or a certain day of the week for multiple weeks where you set up a table for a few hours. Be sure to seek permission from the school should that be necessary. Have some sort of handouts to attract student attention (OTA T-Shirts, Hats, etc.)
- Sports Event – Attend a game on campus. Have Job Announcement Info Cards ready to handout. Don't forget about researching when Club or Intramural Games take place. See if there is a director or office on Campus in charge of these activities. Don't just target recruitment to players participating in Club or Intramurals, but also the Referee's, Officials, and Umpires.
- Cafeteria – Stop in at high traffic times (Breakfast, Lunch, Dinner) and see about passing out or leaving Job Information Cards on tables.