## GIIP Recruitment Plan

May 2008

GOALS

1. Identify excluded groups we want to reach out to and include in GIIP

* Develop a strategy to advertise to excluded groups
* Where and at what times do these groups convene?

1. How can we connect GIIP to their group’s objectives?
2. Create a diverse community within GIIP
3. Increase enrollment in GIIP class, which includes retaining new students

Recruitment Leader position

DUTIES

1. Outline recruitment plan, including timeline of events and tasks each quarter
2. Outline plans according to quarters as well as an overall year-long plan
3. Coordinate GIIP fellows and students to carry out recruitment tasks
4. Be a noticeable presence on campus in terms of networking with Student Organizations, Ethnic Resource Centers and Departments
5. Foster an understanding among the GIIP community and greater UCSC community about diversity being an important organizational priority
6. Focus on recruiting but also retaining as many new students as possible, from as many different backgrounds as possible
7. Continually help to cultivate GIIP community by organizing community events and workshops in which current students and potential recruits can participate

Recruitment Strategy

YEAR LONG TIMELINE

1. Connect with key identity-based groups like MeCha, ABSA, API, FSA, as well as Ethnic Resource Centers (ERCs), etc. to network with excluded groups
2. Develop and maintain relationship with key members/leaders within campus organizations and Directors of ERCs and EOP
3. Attend meetings of student orgs and make presentations about GIIP; designate other fellows to make presentations with recruitment leader and individually
4. Table as much as possible to advertise GIIP—music is a plus!
5. Continually do class pitches to biggest classes on campus as well as particular pertinent departments such as Politics, Community Studies, LALS, Global Economics, etc.
6. Network with Department heads to further advertise GIIP: make GIIP materials available in all department offices

Recruitment Strategy

QUARTERLY TIMELINE (From now until end of school—finals week)

1. Fellows sign up to do GIIP pitches in big classes we announced referendum so people know they can enroll in GIIP for fall quarter (See referendum class pitch sign up sheet to reference which classes we should target)
2. Reserve tables at summer Freshman orientation and OPERS (fall) to advertise and sign people up for GIIP (already reserved table for OPERS, need to work more on getting tables for transfer student orientation and summer Freshman orientation)
3. Get list of SOARS we want to target and set up table of meeting times along with sign up sheet for fellows who want to make GIIP pitches
4. Recruitment calendar should be displayed in addition to Fellow’s projects in office so everyone can reference events and sign up on their own to participate/help out

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