

Recruitment Contacts and Efforts, Cadillac – Cohort 2 last updated 7/26/12

URL for Recruitment Video - **Build Your Future With YouthBuild Northwest Michigan:**

<http://www.youtube.com/playlist?list=PLF77E9A4F0283C687&feature=plcp>

Recruitment efforts included:

1. NWMCOG's Program Publicity Specialist put out a press release to an extensive media and agency listserv for Wexford and Missaukee counties in June. **(SEE ATTACHED PRESS RELEASE)**
2. Site coordinator attended staff meeting for Cadillac Michigan Works! Service Center to inform staff about recruitment efforts and enlist their help with referrals.
3. Worked with Michigan Works! WIA Youth Advisor to identify potential referrals.
4. Set up a recruitment display table in the Michigan Works! Service Center lobby which included a YouthBuild photo display board, flyers, contact information, and program requirements.
5. Met with Lindsey Huff from probation and parole to ask for referrals. (6/6/12)
6. Spoke to Michael McLaurin at Cooley High School about referrals. Dropped off flyers and brochures. (5/29/12)
7. Dropped off flyers and brochures at Cadillac High School. Spoke to secretaries and asked them alert older students coming to re-enroll about YouthBuild program, if appropriate. (5/29/12)
8. Met with Greg Mickulich, Superintendent of Marion School District, about referrals. Dropped off flyers and brochures. (6/12/12)
9. Solicited referrals from the Department of Human Services and Michigan Rehabilitative services.
10. Contacted WMISD Principal Dave Cox and construction instructor, Donna Waddell, to make referrals.
11. Presented recruitment video, distributed flyers and donation packets to Marion Business Group. (6/27/12)
12. Missaukee Sentinel ran a brief article about YouthBuild, including contact information in the Business Section on June 29.
13. Ran recruitment ads in the Cadillac News beginning June 22 for four weeks (see attached ad).
14. Participated in the Wexford County Senior Fest sponsored by the council on aging. Over 900 people attended. Distributed flyers and brochures, with many contacts made.
15. Sent out solicitation emails to area churches and mailed hard copy packets of program information to area church leaders of major churches.
16. Created YouthBuild Facebook page to get the word out about the program, with posts and photos made daily.
17. Worked with former participants to make referrals from family and friends.
18. Site coordinator conducted individual information meetings for each person who called and expressed an interest in the program.
19. NWMCOG media department created a very professionally done recruitment video with testimonials from past graduates. Posted video on YouthBuild Northwest Michigan Website page and also placed it on CCTV public access channel.
20. Blanketed local businesses, schools and other agencies with flyers **(SEE ATTACHED FLYER AND BROCHURE)** as detailed below:

Flyer Locations for Cadillac YouthBuild – Cohort 2

Cadillac

Cadillac High School (5/28)

Cooley High School (5/28)

Cadillac Chamber of Commerce (6/6)

Michigan Works! Offices

Wexford County Library (6/5)

Glen's Market (6/5)

Salvation Army Thrift Store (6/5)

The Sheppard's Table (6/5)

Save A Lot(6/5)

Goodwill (6/5)

Pawn Shop(6/5)

Wexford Habitat for Humanity offices (6/12)

Department of Corrections office in Cadillac (6/6)
Veterans Employment office (6/12)
Probation office (6/6)
Horizon Books(6/5)
China One (6/5)
Rite-Aid(6/5)
Altered Tattoo (6/5)
Dollar General (6/5)
PBS (Marathon) (6/5)
Northwest Bank (6/5)
Hillcrest Restaurant (6/5)
Big Boy (6/5)
Resurrection Life Church (6/5)
Ponderosa (6/5)
Roaring 20's Saloon (6/5)
Spec-Tec (6/5)
MF Games (6/5)
5th/3rd Bank (6/5)
Cadillac Tux Shop (6/5)
Sisters Closet (6/5)
RJ Grant (6/5)
Sweet Shop (6/5)
Simply Delightful (6/5)
Saturn Gems (6/5)
HRP Management (6/5)
Cadillac Family Pharmacy (6/5)
The Attic (6/5)
Pizza Plus (6/5)
McClains (6/5)

Manton

Manton High School
Manton Mini-Mart/Restaurant (restaurant area)
Manton Subway

LAKE CITY

Foster's market (6/11)
Lake City High School (6/12)

Marion

Marion Shell (6/4)
ValueLand (grocery store (6/4))
Johns All Vehicle Service (6/6)

Mesick

Ellen's Gas Station Party Store (6/5)
Mesick IGA (6/22)
Yeomans (6/22)
Buckley General Store (6/22)
Mesick Methodist Church (6/22)

WarGames North (6/5)
Pells (6/5)
Busy Bee (6/5)
Cadillac Party Lounge (6/5)
Friends Market (6/5)
Mid-Town (6/5)
Phillips PC (6/5)
Farmers Insurance (6/5)
Rent to Own (6/5)
Miracle Ear (6/5)
Walgreens (6/5)
Kids Closet (6/5)
BC Pizza (6/5)
Perfect Tattoo (6/5)
Dollar Rush (6/5)
LA Insurance (6/5)
Cash Advance (6/5)
Big Lots (6/5)
Dollar Tree (6/5)
Check & Go (6/5)
GameStop (6/5)
Cost Cutters (6/5)
Discount Tobacco (6/5)
PZAZ (6/5)
Cornerstone (6/5)
Long Hearing and Healthcare (6/5)
U.S. Air Force (6/5)
U.S. Marine Corps (6/5)
G&D's Pizza (6/5)

Citizens Bank of Marion (6/6)
Marion Public Schools (6/12)

Moorestown

Whipples (6/11)

Karlin Area

Ric's Interlochen (6/22)
Karlin Market and Deli (6/22)
Cherryland Knoll (6/22)