

RECRUITMENT COMMITTEE PLANNING GUIDE



**LEADERSHIP
FLORIDA[®]**

Leadership Team Retreat
August 24-25, 2024
World Equestrian Center

RECRUITMENT COMMITTEE

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COMMITTEE

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Melissa McKinlay (Gulfstream)
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Christin Collins (Southwest)
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Stephanie Smith (West Central)

DESCRIPTION

The Recruitment Committee is responsible for ensuring that Leadership Florida has the best possible candidates from across Florida applying for our upcoming classes. This committee's work typically begins with a welcome call in December and is completed in early February when the application goes live on the Leadership Florida website. During these few months, Leadership Florida will share and update the list of Intent to Apply candidates from each Region that we have on file. We will also hold a series of conference calls to check in with the committee and answer any questions or discuss issues that may arise during the recruitment process.

Committee members assist with planning recruitment events and developing strategies to recruit members who fit the goals, mission, and vision of Leadership Florida. They may also be called upon to assist candidates with application preparation.

TIMELINE

- November 2024 – Welcome call and lists distributed
- December 2024 – January 2025 – Recruitment events take place
- January 2025 – Leadership Florida-hosted recruitment webinar
- February 4, 2025 – Class applications open
- March 4, 2025 – Class application deadline

RECRUITMENT TIPS & BEST PRACTICES

All members are recruiters, formally or informally! With everyone’s help we can attract the best candidates. Below are some tips you can refer to as you engage in the recruitment process.

Identify the target audience.

Where are the “holes” based on Geography/Race/Organization/Gender (GROG) data that we need to focus on?

How can we best reach them?

- Online/social media opportunities
- Personal member accounts and Leadership Florida accounts – share event photos (create FOMO), share member testimonial videos
- Face-to-face/event opportunities
- Personal network (your workplace, community organization, clubs, etc.)
- Leadership Florida recruitment events

How can we leverage existing partnerships for this?

How do we follow up once we have a lead?

Who should follow up? How many times? How (email, phone, in person)?

Ensure they submit an Intent to Apply form (leadershipflorida.org/apply-or-refer)!

How do we measure effectiveness?

End goal is applications – does the applicant pool meet the GROG needs?



