

Recruit, Retain and Motivate Your Staff

(How to Keep Warm Bodies and Happy People in the Office)

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Recruitment

- Recruit area and metro high school students and classes with:
 - State and national high school journalism associations (National Scholastic Press Association, Journalism Education Association)
 - ACT information (✓ box h.s. journalism experience) from incoming freshmen
 - Personal letter to those freshmen

Recruitment

- On-campus prospects
 - Freshmen orientation/seminar
 - Organizations
 - Departments - Art, English, Mass Communication, Computer Science
 - Pass out business cards to potential staffers
 - Student media brochures, website and social media

Retention

- Salaries/freelance money
- Friendly office environment
- Use of equipment
- Experience
 - Alumni and employer testimonials
 - Networking with alums

Retention

- Make work load manageable
- Provide staff manual
- Make sure staff has processes, procedures and organizational tactics in place
- Provide initial and continuous training
- Provide rewards/awards
- Provide mentors to new staffers

Motivation

- Quality of work will improve
- Resume/portfolio benefits
- Provide coaching and critiques
 - ACP publication critique
 - ACP pacemaker competition
- Brown bag meetings
- Food
- Staff identity: shirts, business cards, etc.

Motivation

- Promotions
- Celebrations
 - Weekly awards
 - Internal awards
 - National awards - ACP of the year contests, all american, pacemaker
 - End of the year banquets

Motivation

Yearbook Distribution:

- Make It an Event
 - Back of truck distribution
 - Mascot involvement
 - Remote
 - Promotion

End Notes

- Keep in touch with student publication alumni. Start your own network
- Invite alumni to Skype or return for training
- Make sure you provide a positive environment for editors and staff