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