

Goal: The Department of Human Services with the San Antonio Youth commission is seeking to fill six vacancies in Council Districts XXX.

Target Audience: High School students who are interested in local government and advocacy for youth voice residing within City of San Antonio city limits.

Action Plan:

San Antonio Youth Commission Recruitment Plan Phase 1 Advertise vacancies through social media and word of mouth	
Deadline	Action
Sept. 30 – Oct. 4	<ul style="list-style-type: none"> ▪ Create a list of school districts in each council district with vacancies. ▪ Finalize recruitment poster and logo. ▪ Finalize social media graphics. ▪ Submit items for distribution approval.
Oct. 7 – Oct. 11	<ul style="list-style-type: none"> ▪ Begin process of amending Council Ordinance to lower the number of seats on the Commission. ▪ Print out recruitment flyers. ▪ Post social media graphics on COSA DHS social media pages. <ul style="list-style-type: none"> ○ Tag schools, Council offices, members, community partners to share post ▪ Draft script for promotional videos to be used on social media. ▪ Make a list of outreach events DHS is tabling and provide flyers to outreach team.
Oct. 12	<ul style="list-style-type: none"> ▪ Present recruitment plan to commission members. ▪ Request they share social media posts. ▪ Share printed copies of flyers to share within their immediate networks. ▪ Review scripts for social media videos/brainstorm creative ways to share information online. ▪ Request Commission Chair write letter to council districts requesting them to share vacancy information.
Oct. 14 – Oct. 18	<ul style="list-style-type: none"> ▪ Review draft letter to Council Offices. ▪ Distribute letter with supporting materials: flyer and social media post. ▪ DHS to re-post on social media. ▪ Reach out to community partners working with youth and request they share information on vacancies.

	<ul style="list-style-type: none"> ▪ Schedule time to record a message from Commission Member.
Oct. 21 – Oct. 25	<ul style="list-style-type: none"> ▪ Evaluate social media impressions and need for sponsored promotion. ▪ Request an application update from OCC. ▪ Record video message from chair inviting members to participate.
Oct. 28 – Nov. 1	<ul style="list-style-type: none"> ▪ Post video message from chair on social media and tag appropriate partners.
Ongoing	<ul style="list-style-type: none"> ▪ Once applicant applies, reach out to Council District to establish communication. ▪ Invite Youth Commission member to attend initial meeting.

Recruitment Plan Phase 2	
Deadline	Action
Nov. 4 – Nov. 8	<ul style="list-style-type: none"> ▪ Request an application update from OCC. ▪ Evaluate areas where vacancies still exist and identify target areas. ▪ Evaluate need to contact counselors and superintendents within target areas. ▪ Create contact list of School Counselors and superintendents within target areas. ▪ Evaluate messaging on flyers and social media posts. ▪ Create email template and update flyers and social media posts as needed. ▪ Continue to post on DHS Social Media. <ul style="list-style-type: none"> ○ Tag schools, Council offices, members, community partners in target areas to share post
Nov. 11-15	<ul style="list-style-type: none"> ▪ Draft letter by Chair to send to Counselors and Principals. ▪ Review draft letter by Chair and suggest edits. ▪ Complete letter by end of week.
Nov. 18-29	<ul style="list-style-type: none"> ▪ National League of Cities / Holiday
Dec. 2-6	<ul style="list-style-type: none"> ▪ Send letter and flyer to Principals and Counselors in schools of targeted district. ▪ Post follow up video on Social Media. ▪ Have Commission Members start to visit schools.
Dec. 9-13	<ul style="list-style-type: none"> ▪ Follow up with Principals and Counselors in targeted Council Districts. ▪ Finish Commission Member visits.
Dec. 16- Jan. 3	<ul style="list-style-type: none"> ▪ Finals Week / Holiday

January	<ul style="list-style-type: none">▪ Present update to Commission Members on any appointment updates.▪ Revisit plan and continue visiting targeted areas.▪ By mid-January hope to have most positions filled.
Ongoing	<ul style="list-style-type: none">▪ Continue reaching out to Council Districts to fill vacant seats and schedule meeting with applicants.▪ Invite potential members to upcoming meetings and other San Antonio Youth Commission events.

Evaluation: