

**GOVERNMENT OF THE DISTRICT OF  
COLUMBIA**



**Department of Employment Services**

SOP No.	Subject	Date
	Recruitment	May 19, 2016

**1. PURPOSE:**

This standard operating procedure (SOP) specifies recruitment activities for programs offered by the Department of Employment Services (DOES), Office of Youth Programs (OYP).

**2. APPLICABILITY:**

This SOP shall apply to all DOES OYP managers and staff, as well as youth service providers.

**3. SCOPE AND BACKGROUND:**

DOES OYP, as part of the larger Workforce Development Program within DOES, provides several workforce-related activities for District of Columbia youth. Using local and federal funds, DOES OYP seeks to help youth transition smoothly into the workforce and equip them with the skills to succeed in future endeavors. Participation in DOES OYP programs is based on an individual's age, education status, and eligibility criteria outlined in the Workforce Innovation and Opportunity Act (WIOA) at the time of enrollment.

The Year Round Program is a federally funded DOES OYP activity designed for District residents, ages 14-24, who are enrolled in the In-School or Out-of-School component of the program based on their education status at the time of enrollment.

#### **4. OUTREACH OVERVIEW:**

Service providers and DOES OYP should focus recruitment efforts for the In-School and Out-of-School programs in areas of need across the District of Columbia. To ensure that we are reaching youth in need-based areas, DOES OYP considers the following factors:

1. Demographics
2. Economy - Jobs and Income
3. Economy - Housing
4. Education
5. Health
6. Family, Youth and Seniors
7. Safety and Security
8. Public Investment
9. Environment

#### **5. RECRUITMENT PROCESS:**

Providers must accept all referrals based on program criteria, youth interest, and program capacity.

##### **5.2 PROVIDER RECRUITMENT METHODS:**

OYP partners with service providers and other community organizations to recruit participants for the youth programs. Contracted service providers may use various recruitment methods.

Below are the examples of acceptable recruitment methods. Except for emancipated youth, youth under the age of 18 require parental consent to participate in DOES programs.

##### **5.2.1 In-School:**

1. Outreach to District of Columbia Public Schools (DCPS) and charter school students. This must be coordinated through school officials:
  - a. Visiting the school during lunch or after school to post flyers or distribute information hand-to-hand;
  - b. Presenting information at school assemblies or other meetings; and
  - c. Accepting referrals may come from school staff, guidance counselors and educators.
2. Advertisements through social media platforms, newspapers, and other media.
3. Accept referrals from other agencies and/or community based resources.

4. Accept direct referrals from OYP's internal database.
5. Self-referral from interested youths.

**5.2.2 Out-of-School:**

1. Outreach to youth through
  - a. Community events
  - b. Career Fairs
  - c. Job Forums
  - d. Health Fairs
  - e. Distribute and post flyers hand-to-hand
  - f. Make a presentation at the event
2. Recruit youth directly through social media platforms
  - a. Providers may market and recruit in newspapers and other media.
3. Recruit students via email based on referrals from the Marion Barry Summer Youth Employment Program (MBSYEP).
4. Direct Referrals for programs can come from OYP's internal database.
5. Self-referral

**5.2 DOES -OYP RECRUITMENT METHODS:**

**5.2.3 OYP shall engage and accept referrals from all agencies listed:**

1. DOES American Job Centers (AJC)
2. Workforce on Wheels (WOW) mobile unit
3. One-on-one meetings during office hours
4. Faith-based organizations
5. District of Columbia Public and Charter Schools
6. Social services agencies (i.e., Department of Human Services, Child and Family Services, etc.)
7. Juvenile justice institutions
8. Homeless shelters
9. Community-based organizations
10. Metropolitan Police Department
11. Deputy Mayor for Public Safety
12. Department of Disability Services
13. OSSE Youth Re-Engagement Center

5.2.1 Examples of DOES OYP recruitment communication may include:

1. Outreach events
2. Seminars
3. One-on-one meetings during office hours
4. Website announcements
5. Text messaging
6. Social media posts (Facebook, Instagram and Twitter)
7. Email blasts
8. Internal DOES - OYP database
9. MBSYEP and other youth program customers

## **6. INFORMATION PROVIDED TO THE YOUTH:**

During the recruitment process, OYP and service providers shall provide details that include the following:

1. Describe program opportunities;
2. Describe eligibility requirements;
3. Describe training periods and time required for program completion;
4. Describe activities and support services available for those who are not eligible or who are interested in other types of programs;
5. Cohort information and deadline dates;
6. Invitation to apply with guidance on “How to Apply”; and
7. Youth interested in receiving WIOA services should be informed that they must follow all application procedures and must be determined eligible by DOES prior to enrollment in the program or other agency services.

**7. EFFECTIVE DATE AND IMPLEMENTATION:** These standard operating procedures are effective immediately upon signature.

**APPROVAL**



5/19/2016

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**Deborah A. Carroll, Director**

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**Date**

Remove & Destroy: None  
Effective Date: Date of Signature  
Review Date: Two-Year Anniversary of Signature  
Distribution: All DOES Employees  
Point-of-Contact: Thennie Freeman, Associate Director - Office of Youth Programs