

**POST-CONFERENCE PROCEEDINGS  
WORKSHOP SESSION SUMMARY  
NIEHS NATIONAL TRAINERS' EXCHANGE  
MARCH 2012**

**1. Session Title and Presenter's Contact Information:**

"Developing Effective Multi-media Strategies for Outreach and Recruitment"

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**2. Workshop Summary**

The purpose of the session was to demonstrate effective outreach and recruitment efforts using multimedia strategies to target underserved populations for the Worker Education Training Program (WETP). The objective of the multimedia outreach and recruitment strategies session was to demonstrate the use of multimedia tools that convey information, stimulate interest, and increase enrollment for the WETP. Multimedia tools can be used to help promote the program in a simplified way that delivers information consistently and economically to a broad audience.

Session participants learned how to develop a WETP recruitment video using digital media tools, i.e., digital camera, and video camera. Participants also learned how to upload the recruitment video to *YouTube* and post on *Facebook*. Participants were instructed on effective ways to engage WETP graduates to share their training and work experience to demonstrate real-life success stories on video. Participants also viewed a sample WETP recruitment video and gave feedback on strong and weaker points of the video.

**3. Methods**

This exercise is a facilitated group discussion that draws upon the expertise of the participants. Workshop participants shared outreach experiences from their training site and exchanged ideas on how they would develop multi-media strategies for their training program. The facilitators discussed best practices to develop a multi-media strategy. These include the following:

- **Know your target audience.** If your program is recruiting participants for the Minority Worker Training Program (MWTP), the program criteria should be clear and concise, i.e., who should apply? Unemployed/underemployed individuals,

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minorities, high school diploma not required? Also, videos should be culturally sensitive.

If you are recruiting for the Hazardous Waste Worker Program (HWWTP), prospective participants should know who qualifies for the program, i.e., first responders, medical/lab workers, environmental workers, and facilities/maintenance workers.

- **Ensure the video gives a thorough overview of your program.** Potential recruits want to know what they are signing up for. Some prospective participants may not be familiar with the environmental health and safety field. Ensure that the video gives specific details about the different aspects of environmental training that will be given. Include past program graduates in the video. Have graduates share their training experience and job success stories. Also have graduates post comments on your organizations' Facebook page.

**Build partnerships.** Ask partner organizations to forward the video through their listserves. Include partnerships in the credits of the video. Show the video at job fairs and present at conferences, when appropriate. Upload the video to YouTube and Facebook and share the link with colleagues.

#### 4. Main Points

##### **Key lessons from Developing Effective Multimedia Strategies...**

- When developing your video, narrate the work of your organization. The content should give a general overview of your program that doesn't date the video.
- The script should give details about what makes your program unique.
- Get permission from video participants to use video and still images by having them sign a Media Release Waiver Form.
- The video should be thorough and concise but not too long. (Free YouTube video upload is 15 minutes or less).
- Ask key partners to critique the video for edits and revisions before launching video.

### **Responses from the participants**

- Workshop participants thought listing potential partners in the video was very important.
- Workshop participants thought using Facebook is a great tool for marketing their organizations' training video and training schedule.
- Getting partner organizations or an advisory board to review the video in full can help with constructive feedback.

### **6. Workshop Handouts**

Outreach and Recruitment Video Development Handout