

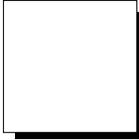
# **Locating and Recruiting Diverse Applicants for the National Park Service**

**Participant Guide**

**September 9, 2010**

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# Welcome

Welcome to today's TEL course titled, *Locating and Recruiting Diverse Applicants for the National Park Service*. This class takes place from 1:00PM to 3:00 PM Eastern Standard Time on September 9, 2010 and will consist of live instruction via Technology Enhanced Learning (TEL) from the U.S. Fish and Wildlife Service National Conservation Training Center in Shepherdstown, West Virginia. Thank you for joining us today. We look forward to your participation.

## **Why a Course on *Locating and Recruiting Diverse Applicants for the National Park Service*?**

*Locating and Recruiting Diverse Applicants for the National Park Service* is designed to help individuals with recruiting responsibilities sources and direction for finding and hiring qualified diverse applicants.

Recruitment efforts in the National Park Service (NPS) takes into consideration the changing age and ethnic demographics of the United States of America. While the makeup of America is changing, in many ways our NPS human resources look much as they have looked for decades. We must make sure that we can become and remain relevant as we continue to carry out our commitment to protect the resources of the national parks in perpetuity. Our recruitment methods are such that will provide applicants for a future workforce that is reflective of the "face of America."

Our recruitment efforts must include promoting and supporting the hiring, training, mentoring, and supervision of diverse employees.

By targeting diverse and non-traditional applicant sources such as organizations assisting individuals with disabilities and sharing clear consistent recruitment messages, we help the agency achieve its desired diverse workforce goals.

During this training, we will share sources from which to recruit with tools and techniques for conducting coordinated and cooperative recruiting that utilize standardized national recruiting messages. We will share clips of interviews conducted with Mickey Fearn, Deputy Director for Communication and Community Assistance, Jerry Simpson, Associate Director for Workforce Management and Dianne Spriggs, National Equal Employment Opportunity Manager. Also, joining me in the studio are students recruited through various methods and authorities. Each will share their recruitment experience and answer questions from the audience.

## **Audience**

*Locating and Recruiting Diverse Applicants for the National Park Service* is designed for supervisors, human resources staff, hiring officials, and others who conduct recruitment activities for the NPS.

## **How to Interact with the Instructors**

We encourage you to ask questions and share your comments with the instructors throughout this TEL course.

With TEL courses, there is also a "protocol" to follow to ensure you can easily ask questions and others can participate as well. It may seem a little strange at first asking a question of a TV monitor. Remember, it is the instructor you are interacting with and other park units. As part of the TEL station equipment at your location, there are several push to talk microphones. Depending on the number of students at your location, you may have one directly in front of you or you may be sharing one with other students at your table.

When you have a question, press and hold down the push to talk button maintaining distance at least 12-18 inches and say, "Excuse me [instructor's first name], this is [your first name] at [your location]. I have a question (or I have a comment)."

Then release the push to talk button. Until you release the button, you will not be able to hear the instructor. Stating your name and location not only helps the instructor, but also helps other students at different locations to get to know their classmates.

## **Instructors**

Your chief instructor is Clara Wooden, Associate Regional Director of EEO and Recruitment for the Midwest Region, Jasmine Armstrong, a member of the NPS Recruitment Futures Implementation Team, Intermountain Region, Duey Kol, Assistant Director of Cultural Programming, Northeast Region and Michael Daugomah, Information Technology, Intermountain Region.





<b>Recruitment Futures Implementation Team</b>		
<b>Region or Center</b>	<b>Representative*</b>	<b>Email Address</b>
National Capital Region	Cynthia Salter-Stith*	<a href="mailto:cynthia_salter-stith@nps.gov">cynthia_salter-stith@nps.gov</a>
Northeast Region	Carol Harvell Danni Brown Cherie Butler	<a href="mailto:carol_harvell@nps.gov">carol_harvell@nps.gov</a> <a href="mailto:danni_brown@nps.gov">danni_brown@nps.gov</a> <a href="mailto:cherie_butler@nps.gov">cherie_butler@nps.gov</a>
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Pacific West Region	Maxie Hamilton* Denise Domian	<a href="mailto:maxie_hamilton@nps.gov">maxie_hamilton@nps.gov</a> <a href="mailto:denise_domian@nps.gov">denise_domian@nps.gov</a>
Intermountain Region	Bill Gwaltney* Diana Wiggam	<a href="mailto:bill_gwaltney@nps.gov">bill_gwaltney@nps.gov</a> <a href="mailto:diana_wiggam@nps.gov">diana_wiggam@nps.gov</a>
Midwest Region	Alvis Mar	<a href="mailto:Alvis_mar@nps.gov">Alvis_mar@nps.gov</a>
Southeast Region	Barbara Bryant* Carol Daniels	<a href="mailto:barbara_bryant@nps.gov">barbara_bryant@nps.gov</a> <a href="mailto:carol_daniels@nps.gov">carol_daniels@nps.gov</a>
Harpers Ferry Center	Magaly Green*	<a href="mailto:magaly_green@nps.gov">magaly_green@nps.gov</a>
Washington, D.C. Office (West)	Marie Eilander*	<a href="mailto:marie_eilander@nps.gov">marie_eilander@nps.gov</a>
Washington D.C. Office (East)	Lynne Murdock*	<a href="mailto:lynne_murdock@nps.gov">lynne_murdock@nps.gov</a>

\*Indicates regional/center/office lead

Write the name of your RFIT regional/center/office representative here:

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## Sources for Diverse Recruiting

### American Indian Science and Engineering Society (AISES)

- Science
- Engineering
- National AISES Conference (attracts the nation's brightest American Indian students)
- 2010 Conference location TBD usually during the months of March and April

<http://www.aises.org>

### Minority Agriculture Natural Resources and Related Sciences (MANNRRS)

- Membership made up of all racial and ethnic groups
- Empower minorities in agriculture, natural resources, and related sciences.

<http://www.mannrrs.org>

### National Hispanic Environmental Council (NHEC)

- Non-profit Hispanic/Latino organization
- Focus is Environmental and Natural Resources Development

<http://www.nhec.org/>

### Society for Advancement of Chicanos and Native Americans in Science (SACNAS)

- Focus is Chicano/Latino, Native American Students
- Studies represented are Science, Mathematics, Engineering
- Web Advertising

<http://sacnas.org/submitWebAd.cfm>

### NPS Recruitment Resource Link

#### InsideNPS

- Tools for Selecting Officials
  - Resources for Recruiting Diverse Candidates
  - Recruitment Student Applicant Pool (Database) with resumes

<http://im.den.nps.gov/apps/WorkForce/>

### Student Conservation Association (SCA)

#### Conservation Focused

#### ► Internship Types:

- Interpretation and Visitor Services
- Invasive Species Control
- Resource Management
- Wildlife Management
- GIS/GPS
- Environmental Education
- Museum Curators
- and more

<http://thesca.org/>

### Conservation Internship Costs

Summary of costs per discipline and length of season

<http://www.thesca.org/costs>

### Universities & Other Institutions

Historically Black Colleges and Universities

Hispanic Serving Institutions

Tribal Colleges and Universities

<http://www2.ed.gov/about/offices/list/ocr/edlite-minorityinst.html>

### Peace Corps, Action, and Vista Volunteers

Volunteers completing service requirements receive one to two years of noncompetitive eligibility for employment in the federal government.

See Appendix A



## Resources: REGIONAL

### Cooperative Ecosystem Study Units (CESU)

There are NPS-CEUSs working with each region and parks on a variety of research and education projects. The CESUs involve qualified students working on park projects in association with Universities and non-governmental organizations (NGOs). Each CESU has an officially designated minority serving educational partner.

[www.cesu.org](http://www.cesu.org)

### Job Corps

- Federally Funded Job Training and Educational Program
- Centers funded by Department Of Labor
- Provides well-trained entry level applicants

<http://www.jobcorps.dol.gov>

The location of your nearest Job Corps Center can be found at the website listed.

<http://www.jobcorps.gov/centers.aspx>

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# Resources: LOCAL

## Youth Conservation Corps

- Feeder group
- 15 to 18 years of age
- Developmental (STEP/SCEP)

## Local Trade Schools

## Youth Partnership Program

## Americorps

Works with non-profit youth programs

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Vocational Rehabilitation</li> <li>• Veterans Placement Centers</li> <li>• Local High Schools and Colleges</li> <li>• Civic Organizations</li> <li>• Local Tribes</li> <li>• Local Employment Offices</li> </ul> | <ul style="list-style-type: none"> <li>• Government to Government</li> <li>• State Vocational Rehabilitation Offices</li> <li>• Other local organizations (You can foster relationships)</li> </ul> |
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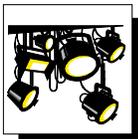
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# Develop a Recruitment Plan

- Develop a plan of action.
- Identify Jobs and Positions, prioritize within the park.
- Foster relationships with diverse organizations and institutions of higher learning, both close to, and at a distance from the park.
- Develop a park or multi-park recruitment team.
- Develop a recruitment package using materials developed by RFIT and available on the NPS Recruitment Resources Website.
- Recruit, interview and hire diverse candidates, including students.

**Notes:**

- Recruiter(s) should meet and talk with all division chiefs to know the needs and opportunities in all divisions.
- Start early, when are the career fairs sponsored by diverse institutions and diverse-serving organizations, and how long do you need to get through background checks.
- Don't have recruiters or an advisor? Then you need to create your team first.
- Make sure your recruiters have training and know the basics on hiring authorities and special hiring authorities, and have a grip on Federal Style resume and application processes and are familiar with the jobs they are recruiting for.
- Make sure your HR advisor/Management team advisor knows what you're up to and where you're going.

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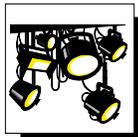
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**Recruitment Teams**

Who should be on your team (ideally)?

- Include at least one permanent supervisor (hopefully one from each Division that is hoping to recruit diverse employees).
- Include a HR advisor who helps you understand the options and forms.
- Consider including students at those university or members of the target groups that already work for you.
- Include appropriate partners: concessioners, park partners, local universities and colleges, chambers of commerce (see foster relationships).
- Develop a recruitment package (in addition to the web resources).
- By the way, is there a recruitment page on your park website?



## Recruitment Package

- Make use of the National Brochures, don't reinvent the wheel and be consistent with your messages.
- When possible use the arrowhead table throw/cloth and regional and national recruiting displays.
- For additional diversity recruitment materials contact your RFIT representative (listed in your participant guide) for instance, sample resumes and buzz words...
- Include Park specific information, for instance housing, transportation, local living conditions/amenities, climate, expectations from agency, demographics.
- Get creative, can you add a repeating video, slideshow, photo album, other...
- Know that each Region's RFIT representative has exhibits, tablecloths, etc.

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## Foster Relationships

- Participate in community meetings of diverse groups.
- Piggyback recruiting relationships with the same community people, introduce your recruiting team let them know them, talk/strategize, you may find helpful organizations you didn't know existed.
- Start open houses or events that bring community leaders to you.
- Attend and participate in local primary and secondary school events in areas you are targeting, and.
- Be creative, and share ideas with neighboring parks and sister agencies.



# Barriers and Strategies

Reaching out to diverse applicants--bridging the gap to Federal

## Hiring

- USA jobs and computer access
- USA staffing process verses KSA's
- Learn and understand how Disability and Accommodation programs are operated
- Understand in detail how STEP and SCEP work
- Federal verses Private Resumes and application processes
- Housing and Transportation
- The role of Mentors, coaches and supervisors
- Academic year status (SCEP makes it possible to hire freshmen and sophomores, but make it very difficult to hire seniors or students after they graduate.)

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The main portal for federal government jobs

[www.usajobs.gov](http://www.usajobs.gov)

### Federal Job Websites

Office of Personnel Management for all federal job announcements: [www.usajobs.gov](http://www.usajobs.gov)

<http://inside.nps.gov/regions/custommenu.cfm?lv=2&rqn=268&id=5527>

Volunteering: [www.volunteer.gov/gov](http://www.volunteer.gov/gov) and [www.thesca.org](http://www.thesca.org)

Students: [www.studentjobs.gov](http://www.studentjobs.gov)

Federal Pay scale:

<http://opm.gov/oca/10tables/indexgs.asp>

[www.opm.gov/forms/pdf\\_fill/of612.pdf](http://www.opm.gov/forms/pdf_fill/of612.pdf)

## Federal vs. Private

- Know your audience
- One page resumes verses federal style resumes
- Know how USAJobs and the hiring process works.
- Non competitive versus competitive applicants
- Background checks
- Student Status for STEP and SCEP
- U.S. Citizenship required

## Housing and Transportation

Know what's available in your area.

This includes:

- Is a vehicle necessary (to arrive or day to day)?
- Access to stores and other conveniences
- Access to work sites (scale of remoteness)
- Assist applicants to do research (websites, brochures, contact info, include utilities or potential rental options)
- N.B. The possession of a car is a non-merit factor and cannot be used to make a decision to hire or not hire an applicant.

## Mentors, Coaches, Supervisors

- Designate someone to work with the targeted applicant or new hire.
- Outline expectations beforehand and consider a process or scheduled communications.
- Communicate with selected applicants/students prior to arrival at the assigned duty station.

## STEP & SCEP

- Understand the student employment programs and what the limitations parameters and guidelines are so that you can accurately inform applicants of their options.
- Use the national student employment program brochure and speak with your HR advisor about the details.

If you anticipate talking with applicants about ways to be hired other than applying to a particular vacancy announcement, we encourage you to review the notes from the TEL broadcast on ***Avoid Pitfalls in Hiring: Navigating Through the Hiring Process*** or work with the staff from your Human Resources office on the specifics of these hiring options before you go out on your recruitment events.

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# Preparing for Recruiting Activities/Events

- Know about the vacancies for which you are recruiting. Also visit the USAJOBS website
- NPS Recruitment manual on InsideNPS
- Be familiar with the NPS Recruitment Messages and the OF-612 (Federal Job Application) and the on-line resume through USAjobs website
- Obtain area information about your park/location
- Understand the information within the brochure, *Preparing an Application for Federal Government Employment*
- Information on the mission and history of the NPS is available on the Park Training website at : [www.parktraining.org](http://www.parktraining.org)

## What to Bring to Recruiting Events

- Brochures on Employment Opportunities, Student Educational Employment Program, and Preparing an Application for Federal Employment
- Displays or Exhibits
- Copies of Vacancy Announcements
- Blank OF-612 Forms
- NPS Recruitment Brochures, Blank Tablets, Pens
- Current GS & WG Pay Chart for Geographic Areas/Occupations
- Park Brochures and local information
- Camera
- Laptop for accessing USAJobs or showing other recruitment employment DVDs.

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## Receive Credit for Locating and Recruiting Diverse Applicants for the National Park Service

### To receive credit:

Take the **on-line evaluation** at: [www.nps.gov/training/tel](http://www.nps.gov/training/tel)

- Click on the DOI Learn tab
- Go to the link under Class Evaluations for *Locating and Recruiting Diverse Applicants for the National Park Service*
- Please complete the evaluation within 2 weeks of the course, by September 23, 2010.

Also, sign the **Class Attendance Roster**.

## Appendix A

### APPOINTMENT OF PRESENT AND FORMER PEACE CORPS STAFF MEMBERS

Reference: 5 CFR 315.607

**Who May Apply:** A present or former Peace Corps staff member who has completed no less than 36 months of continuous service without a break in service of three days or more under section 7(a) of the Peace Corps Act (22 USC 2506) as a Peace Corps staff member (not volunteer). The Director of the Peace Corps must have certified that he/she satisfactorily served under such as appointment.

**Length of eligibility:** An individual's eligibility under this program extends until three years after separation from qualifying service with the Peace Corps. (This limit may not be extended). Upon appointment, the individual becomes a career-conditional employee in the competitive civil service.

**Qualifications:** Must meet OPM qualifications for the position in question.

**Application and Referral Procedures:** Qualified and eligible candidates are typically accepted in conjunction with an agency's merit promotion announcement for the position. They are referred on a separate, noncompetitive referral list.

**Type of Appointment:** When hired under this authority the individual becomes a career-conditional employee in the competitive civil service.

## APPOINTMENT OF FORMER ACTION VOLUNTEERS

Reference: 5 CFR 315.605

**Who May Apply:** A person who the Director of ACTION has certified as having served satisfactorily:

- As a volunteer or volunteer leader under the Peace Corps Act (22 USC 2251);
- As a VISTA volunteer under the Economic Opportunity Act of 1964 (42 USC 2991) or the Domestic Volunteer Service Act of 1973 (Public Law 93-113)
- Or as a full-time community volunteer (including criminal justice volunteer, volunteer in justice, and VET REACH volunteer) under part C of title I of Public Law 93-113.

The VISTA and community volunteer service must total at least 1 year. In addition, a community volunteer must have served prior to October 1, 1976, and the appointment must be made within one year after the person completes the qualifying service.

However, this one year limit can be extended for up to two additional years (for a total of 3 years maximum) by military service; studying at a recognized institution of higher learning; or in another activity which, in the agency's view, warrants an extension.

**Application and Referral Procedures:** Qualified and eligible candidates are typically accepted in conjunction with an agency's merit promotion announcement for the position. They are referred on a separate, noncompetitive referral list.

**Type of Appointment:** When hired under this authority the individual becomes a career-conditional employee in the competitive civil service.