

**Participant Guide**

# **Recruiting for the National Park Service**

Participant Guide

  
January 10, 2008

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# Welcome

Welcome to today's TELNPS course titled, *Recruiting for the National Park Service*. This class takes place from 1:00PM to 3:00 PM Eastern Standard Time on January 10, 2008 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 *Recruiting for the National Park Service*?**

*Recruiting for the National Park Service* is designed to help individuals with recruiting responsibilities provide a consistent and unified response to the question, "How do I get a job with the National Park Service?"

Recruitment efforts in the National Park Service (NPS) need to take into account 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; the ranks of our agency reflect the "face of America."

An important way in which we can do this is to promote and support the hiring, training, mentoring, and supervision of diverse employees.

By targeting non-traditional applicant sources, and sharing clear consistent recruitment messages, recruiting can also be used as an effective tool to help the agency to achieve desired diversity in its workforce.

During this training, you will learn about tools and techniques for conducting coordinated and cooperative recruiting that utilize standardized national recruiting messages.

## **Audience**

*Recruiting for the National Park Service* is designed for supervisors, human resources staff, 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 TELNPS course. If you were physically in the classroom with the instructor, you would raise your hand to let her/him know you had a question or comment. Then you would wait for the instructor to recognize you and ask for your question. We are all familiar with that “protocol” for asking questions or making comments.

With TELNPS 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 not the monitor. As you ask more questions and participate in more TELNPS courses, you will soon be focusing only on the content of your question and not the equipment you are using to ask it. 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 at 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 instructors are Bill Gwaltney of the Intermountain Region of the National Park Service and Co-Chair of the Recruitment Futures Implementation Team, Demica (Demmy) Vigil of Grand Canyon National Park and the Horace M. Albright Employee Training Center, and Mary Kline, Conflict Resolution (CORE) Specialist for Yosemite National Park.



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# Course Goal and Learning Objectives

**Course Goal:** The goal of the course is to teach NPS employees who conduct recruiting efforts about the tools, techniques and additional training sources available to them in order to conduct improved, coordinated, and effective recruitment efforts.

## Objectives:

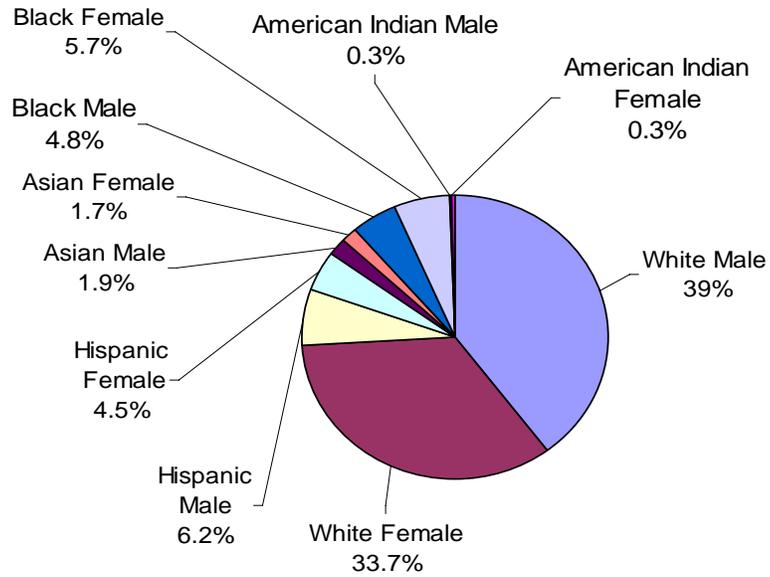
After completing this program, participants will:

- ❖ Appreciate the importance of diversifying the NPS workforce objective
- ❖ Understand why the *National Park Service Strategic Recruiting Plan* exists and how it relates to your recruitment efforts
- ❖ Understand the importance of using standardized recruitment materials and be able to utilize the materials available on InsideNPS, the Student Recruit database, and the NPS recruitment calendar
- ❖ Be able to consistently articulate the major recruiting messages identified by the Recruitment Futures Implementation Team (RFIT)
- ❖ Be able to provide accurate and useful information to potential applicants
- ❖ Have an understanding of the location and utility of the other two NPS recruitment training courses.

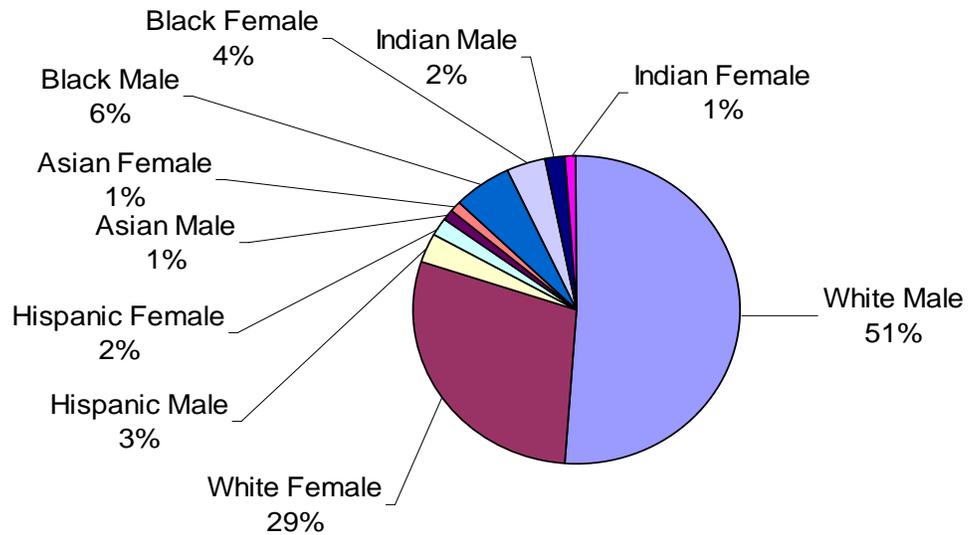


## The National Civilian Labor Force

(From Bureau of Labor Statistics profiles)



## The NPS Workforce





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# Diversifying the NPS Workforce

**Introduction** In order to have and maintain a stronger and relevant National Park Service, the bureau needs to invite into the workforce Americans who have not made use of national parks in the past. As the demographics of the nation change, we must develop a workforce that is representative of the larger nation we serve. An important way in which we can do this is to promote and support the hiring, training, mentoring, and supervision of diverse employees.

Our goal is to increase the number of well-qualified diverse candidates who apply for our positions so that selecting officials can hire from a more representative sample of the workforce of the United States. The future of the NPS is directly connected to our ability to be inclusive of all Americans.

**Under-representation** Under-representation is defined in 5 CFR, Section 720.202, as a situation in which the number of women or members of a minority group within a category of *civil service employment* constitutes a lower percentage of the total number of employees within the employment category than the percentage that women or the minority group constitutes within the *civilian labor force* of the United States.

**Targeted Recruiting** Agencies are required by law to conduct a continuing program for the recruitment of minorities for positions in the agency, in order to **eliminate their under-representation**. Targeted recruiting is designed to focus recruitment efforts to **attract certain candidate groups** at higher rates than is typical. In conducting targeted recruiting, **special efforts** may be directed at recruiting in minority communities, educational institutions, and other sources of qualified applicants.



<b>Legal Background for Targeted Recruiting</b>	
<b>Activity</b>	<b>Legal Citation</b>
Affirmative Employment ( <b>General</b> )	Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964
Affirmative Employment ( <b>Women</b> )	Section 6(d) of the Fair Labor Standards Act of 1938 (29 U.S.C. 206 (d)) Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964
Affirmative Employment ( <b>Hispanic</b> )	Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964 Executive Order 13171 October 12, 2000
Affirmative Employment ( <b>African American</b> )	Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964
Affirmative Employment ( <b>Asian American &amp; Pacific Islander</b> )	Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964
Affirmative Employment ( <b>American Indian and Alaska Native</b> )	Section 717 (42 U.S.C. 2000e-16) Title VII of the Civil Rights Act of 1964
Affirmative Employment ( <b>Persons with Disabilities</b> )	Section 501 of the Rehabilitation Act of 1973, (29 U.S.C. Section 791) Executive Order 13164
Prevention of <b>Age</b> Discrimination	Sections 12 and 15 of the Age Discrimination in Employment Act of 1967 (29 U.S.C. 631, 633a),



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# NPS Strategic Recruitment Plan

**Introduction** For effective NPS recruiting to take place, recruiters should engage in:

- coordination of recruiting efforts
- cooperation with other national park areas in recruitment
- use of standardized recruitment messages.

## **NPS Strategic Recruitment Plan**

In July 2004, the Washington Office of the NPS approved the *National Strategic Recruitment Plan*. The purpose of the *NPS Strategic Recruitment Plan* is to unify our regions to work towards common recruitment goals in order to have an effective and relevant workforce. It contains policy and guidance that is designed to facilitate the recruiting and retention of qualified individuals who reflect the diversity of the Nation.

It arose from the need to develop a coordinated effort involving management and the human resources and equal opportunity programs to put processes in place to help us attract highly qualified individuals from all segments of our society.

### **Goals**

- To recruit and retain qualified individuals who reflect the diversity of the nation.
- To develop and communicate a national recruitment strategy that is designed to be effective at every level of the organization.
- To measure the effectiveness of recruitment efforts and make appropriate changes based on professional evaluation.

### **Barriers**

In the past, the NPS has not aggressively explored community and minority-based associations, institutions, and professional interest groups as recruitment sources.

As a result, many of these organizations and groups have a lack of:

- Knowledge about the NPS and its mission

- Familiarity with the NPS as a possible employer
- Lack of experience in completing Federal applications
- Lack of information about how to apply for positions

Internal barriers related to recruiting in the NPS include a lack of:

- Shared information
- An organized and systematic approach to recruiting
- Evaluation of recruitment efforts
- A standardized message in recruitment efforts
- A systematic approach to retention

### **Strategies**

1. Effectively organize and use recruitment resources for national recruitment efforts.
2. Participate in recommended national-level recruitment events to attract a diversified pool of applicants.
3. Work with colleges and universities on recruitment efforts.
4. Directly engage community and minority-based associations, institutions, media, and professional interest groups as recruitment sources so they can share the purpose and mission of the National Park System and the processes for applying for Federal employment with their constituents.
5. Work with the Cooperative Ecosystem Study Units (CESU) Program Manager to identify suitable recruitment activities.
6. Effectively utilize electronic recruitment services.
7. Work with partners to conduct recruitment activities.
8. Effectively use a standardized exit interview format to enhance recruitment and retention.
9. Evaluate recruitment activities for effectiveness.
10. Student Career Experience Program Diversity Hiring Initiative

### **Web Address for Strategic Recruitment Plan:**

<https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E59341165652F/WhaleCom0/waso/custommenu.cfm?lv=3&prg=40&id=4184>



The RFIT members are your contact points for recruiting issues and questions. A member list follows.

<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	Vanessa Russell Danni Brown	<a href="mailto:vanessa_russell@nps.gov">vanessa_russell@nps.gov</a> <a href="mailto:danni_brown@nps.gov">danni_brown@nps.gov</a>
Alaska Region	Tanyua Abrom*	<a href="mailto:tanyua_abrom@nps.gov">tanyua_abrom@nps.gov</a>
Pacific West Region	Pauline Jue* Denise Domian	<a href="mailto:pauline_jue@nps.gov">pauline_jue@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	Vacant	
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>
Denver Service Center	Marie Eilander*	<a href="mailto:marie_eilander@nps.gov">marie_eilander@nps.gov</a>
Washington D.C. Office	Lynne Murdock*	<a href="mailto:lynne_murdock@nps.gov">lynne_murdock@nps.gov</a>

\*Indicates regional lead

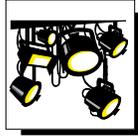
Write the name of your RFIT representative below:

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The following employees are your regional contacts for employment information.

<b>Regional Contacts for Job Information</b>		
<b>Region or Center</b>	<b>Representative*</b>	<b>Email Address</b>
National Capital Region	Jeanette Organ	<a href="mailto:jeanette_organ@nps.gov">jeanette_organ@nps.gov</a>
Northeast Region	Sharon Johnson	<a href="mailto:sharon_johnson@nps.gov">sharon_johnson@nps.gov</a>
Alaska Region	Sandie Wallace	<a href="mailto:sandie_wallace@nps.gov">sandie_wallace@nps.gov</a>
Pacific West Region	Maria Davila Christine Murdock	<a href="mailto:maria_davila@nps.gov">maria_davila@nps.gov</a> <a href="mailto:christine_murdock@nps.gov">christine_murdock@nps.gov</a>
Intermountain Region	Bernadean Trujillo, Terra Bush	<a href="mailto:bernadean_trujillo@nps.gov">bernadean_trujillo@nps.gov</a> <a href="mailto:terra_bush@nps.gov">terra_bush@nps.gov</a>
Midwest Region		<a href="mailto:mwr_application_questions@nps.gov">mwr_application_questions@nps.gov</a>
Southeast Region	Betty Clark Darlene Reynolds Terri Dotson	<a href="mailto:betty_clark@nps.gov">betty_clark@nps.gov</a> <a href="mailto:darlene_reynolds@nps.gov">darlene_reynolds@nps.gov</a> <a href="mailto:terri_dotson@nps.gov">terri_dotson@nps.gov</a>
Harpers Ferry Center	Magaly Green	<a href="mailto:magaly_green@nps.gov">magaly_green@nps.gov</a>
Denver Service Center	Vacant	
Washington D.C. Office		<a href="mailto:angela_hargrove@nps.gov">angela_hargrove@nps.gov</a> , <a href="mailto:adele_singer@nps.gov">adele_singer@nps.gov</a>

If you anticipate talking with applicants about ways to be hired other than applying to a particular vacancy announcement, we encourage you to take the March 19, 2008 TEL course 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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# Standardized Recruitment Materials

## Web Address for InsideNPS:

<http://inside.nps.gov/>

or

[https://ea.nps.gov/WhaleComF0D11A6DDBFA780DCC485A60BF91/  
WhaleCom0/](https://ea.nps.gov/WhaleComF0D11A6DDBFA780DCC485A60BF91/WhaleCom0/)

The following standardized recruitment materials items are available on [inside.nps.gov](http://inside.nps.gov) under Hot Topics via the *NPS Recruitment Resources* link. The complete web links are provided below.

### Standardized Recruitment Materials on Inside NPS

#### Brochures

[https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E5934116  
5652F/WhaleCom0/waso/custommenu.cfm?lv=3&prg=40&id=4184](https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E59341165652F/WhaleCom0/waso/custommenu.cfm?lv=3&prg=40&id=4184)

*Employment Opportunities with the NPS*

*Special Hiring Authorities*

*Preparing an Application for Federal Employment*

*Student Educational Employment Program*

#### Employee Statistics

[https://amoeba.nps.gov/AMOEBANPS\\_WORKFORCE.NSF](https://amoeba.nps.gov/AMOEBANPS_WORKFORCE.NSF)

#### National Recruitment Calendar

[https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E5934116  
5652F/WhaleCom0/index.cfm?handler=viewnpsnewsarticle&type=E  
vents&id=591](https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E59341165652F/WhaleCom0/index.cfm?handler=viewnpsnewsarticle&type=Events&id=591)

#### NPS National Recruitment Messages

<http://classicinside.nps.gov/documents/ACF350%2Epdf>

#### Strategic Recruitment Plan

[https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E5934116  
5652F/WhaleCom0/waso/custommenu.cfm?lv=3&prg=40&id=4184](https://ea.nps.gov/WhaleComFDDA1F6DD1EC3F07DC473E59341165652F/WhaleCom0/waso/custommenu.cfm?lv=3&prg=40&id=4184)

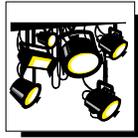












# Special Hiring Authorities

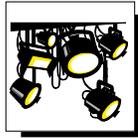
## Hiring Option

## General Eligibility

Action	see your Human Resources staff for specifics
Volunteers	
Disabled Veteran	disabled veterans with a disability rating of 30% or more
Disabled Persons	physical and/or mental impairment that limits a major life activity certified by VA or state vocational rehab; psychiatric disabilities; mental retardation
Peace Corps Volunteers	completed no less than 12 continuous months of Corps service; 1-year eligibility after separation from the Corps
SCEP	degree- or certificate-seeking student enrolled at least HALF time; job MUST be related to studies; eligible to be converted to permanent or term
STEP	degree- or certificate-seeking student enrolled at least HALF time; job does not have to be related to studies
VRA	disabled veterans, veterans with preference and veterans separated from active duty within the past 3 years; eligible to be converted to permanent
Luevano Consent Decree	Effective November 21, 2007, the two special hiring authorities covered under the Luevano Consent Decree (the Outstanding Scholar and Bilingual/Bicultural Hiring Authorities) have been permanently discontinued for use in hiring. This came about as the result of recent MSPB rulings, in which it was determined that their use is not in compliance with current MSPB guidance regarding Title 5 law concerning veteran's preference in hiring.

## KEY:

SCEP	Student Career Experience Program
STEP	Student Temporary Employment Program
VA	Veterans Administration
VRA	Veterans Recruitment Appointment Authority
MSPB	Merit Systems Protection Board



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# NPS National Recruitment Messages

## Web Address for National Recruitment Messages

<http://classicinside.nps.gov/documents/ACF350%2Epdf>

The National Recruitment Messages are:

- DOI
- Purpose
- Mission
- Careers
- Uniforms
- Location & Geography
- Lifelong Learning

### Recruitment Message 1. DOI

The NPS is a bureau of the U.S. Department of the Interior.

The Department has the responsibility to protect and provide access to our Nation's natural and cultural heritage and honor the Nation's trust responsibilities to Indian Tribes and commitments to island communities.

## **Recruitment Message 2. Purpose**

The purpose of the NPS is

"...to promote and regulate the use of the national parks which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

## **Recruitment Message 3. Mission**

Created by Congress on August 25, 1916, the NPS preserves, unimpaired, the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations.

The National Park System of the United States comprises nearly 400 areas covering more than 84.4 million acres in 49 States, the District of Columbia, American Samoa, Guam, Puerto Rico, Saipan, and the Virgin Islands.

These areas are of such national significance as to justify special recognition and protection in accordance with various acts of Congress.

NPS Organic Act, 16 U.S. Code

## **Recruitment Message 4. Careers**

Whether you are interested in working a three-month summer season or a thirty year career, you can work in the National Parks and make it your life's work if you choose.

The NPS has a varied and experienced staff of national stature--rangers, natural resource managers, archeologists, historians, interpreters, architects, landscape architects, engineers, and planners, who protect our land and legacy, conduct research, and educate the public.

Our personnel, including facility managers, building trade craft workers, and vital administrative and support staff, take care of the

parks and are available to outside clients whose projects dovetail with our own.

As a part of the Federal Government, the NPS hires U.S. citizens who meet the academic and experiential qualifications for positions through the USAJOBS website and through a limited number of other official hiring authorities.

### **Recruitment Message 5. Uniforms**

The NPS employs many people in a wide variety of jobs. Since so many of these positions help the public enjoy, understand, and appreciate the national parks, many of our employees wear the NPS uniform in their daily work.

### **Recruitment Message 6. Location and Geography**

- There are currently 388 national park areas across the nation in locations from Virginia to the Virgin Islands, and from Yellowstone to Yosemite. The parks are organized into seven regions for administrative purposes.
- The NPS includes natural wonders, historical areas, and outdoor recreational areas.

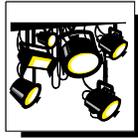
Park duty stations are located in places wide and far, and include many remote locations in rural America.

### **Recruitment Message 7. Lifelong Learning**

If you love learning, the skills, knowledge, and abilities that are required by the NPS make it an excellent organization in which to work.

The employees of the NPS care for the special places that are the heritage of all Americans. This work requires a wide range of skills in a variety of disciplines.

Training and development activities are designed to help employees fulfill our mission through education, performance improvement and knowledge management.



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# Preparing for Recruiting Activities

## Preparing for Recruiting Events

- Know about the vacancies for which you are recruiting. Also visit the USAJOBS website
- Be familiar with the NPS Recruitment Messages and the OF-612 (Federal Job Application)
- 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 Agency Brochures, Blank Tablets, Pens
- Current GS & WG Pay Chart for Geographic Areas/Occupations
- Camera





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# Additional Training Opportunities and Class Credit

## Additional Training Opportunities

### Past TEL Courses:

*21st Century Relevance: Increasing Visitor & Partner Participation by Reflecting the Diversity of America*, which was broadcast on March 6, 2006 is highly recommended for recruiters. Please visit the TEL website at [http://www.nps.gov/training/tel/participant\\_guides.htm](http://www.nps.gov/training/tel/participant_guides.htm) to download the participant guide and related articles of interest. You may also request a DVD copy of the broadcast from RFIT members.

### Upcoming Related TEL Courses:

- March 19, 2008 *Avoid Pitfalls in Hiring: Navigating Through the Hiring Process*
- March 20, 2008, *Interview Skills for Supervisors: Finding the Best Match*

### Other:

Also, there will soon be a **Director's Order** on Recruiting that will direct all NPS employees who conduct recruiting activities to take appropriate training at one of **three levels**, which are described below.

**1. Basic Recruiting for the NPS:** This online training is for NPS employees who are asked to do recruiting once or twice a year. (This is currently under construction. As soon as it is available, a link will be provided.)

**2. Recruiting for the NPS:** This TELNPS course, taught on January 10, 2008, which you are taking, is designed for supervisors, human

resources staff, and others who are responsible for conducting recruitment for the NPS but do not do so on a full-time basis. The course focuses on the development of practical recruiting skills.

**3. Advanced Recruiting for the NPS:** This course curriculum is based on a manual for Recruiters. The course can be modified to suit the specific audience. This course can be made available with a previous contractor/instructor. This on-the-ground training is designed for full-time NPS recruiters, Recruitment Futures Implementation Team members, NPS CESU employees and other partners engaged in recruiting. Parks or central offices interested in the course should contact Marie Eilander ([marie\\_eilander@nps.gov](mailto:marie_eilander@nps.gov)) or Bill Gwaltney ([bill\\_gwaltney@nps.gov](mailto:bill_gwaltney@nps.gov)).

**4. Park Training Website: [www.parktraining.org](http://www.parktraining.org)** You may want to become familiar with this website, which can help applicants learn about the history and mission of the NPS. This website can be used as a tool to help applicants build their resumes.

### **To Receive Credit for *Recruiting for the National Park Service***

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 *Recruiting for the National Park Service*
- Please complete the evaluation within 2 weeks of the course, by **January 24.**

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