



2012 Strategic Recruitment Plan (SRP) Multi-Jurisdictional Coalitions (MJC) and WHEALTH Instructions

Overview

The purpose of the 2012 SRP is to assist an MJC and Network to strategically:

1. Determine specific geographic locations (cities or counties) within the MJC or Network to conduct strategies and activities
2. Identify priority individuals within selected geographic locations who are critical to achieving work plan activities
3. Recruit new members to engage them in the implementation of educational and advocacy efforts

The SRP includes specific actions for 2012 only and focuses on two TPCP priority areas. Each priority area has only one focus for activities.

1. Program sustainability (program funding)
2. OTP education (statewide policy)

Materials and Requirements

■ **Templates:**

The SRP templates include the power mapping chart and the strategic recruitment action plan. Required templates will be available in the Strategic Recruitment Planning Toolkit at <http://tobwis.org/strategic-recruitment>.

■ **Planning Process:**

Planning requires active member involvement in the process and includes:

- Discussion and decision-making on strategically selecting geographic areas to target for each priority area
 - It is recommended to plan for strategic recruitment in only one to two locations for each priority area within the Network or MJC.
- Engagement of key Network or MJC members and other stakeholders
 - There is no requirement that a specific number of individuals are involved from each MJC jurisdiction or Network partners.
- Identification of cross-over for potential volunteers who may have influence in more than one area
- Use of the power mapping chart
- Completion of the strategic recruitment action plan designating recruitment actions for members to conduct in 2012

- **Facilitation:**

Coordinators may facilitate the planning process or use TPCP funding to hire an outside consultant to serve as a facilitator. However, if an outside facilitator is utilized, it is required that the facilitator and the coordinator consult with the TPCP training and technical assistance staff for guidance and direction.

- **Training and Technical Assistance (TTA):**

The following TTA will be available to MJC's and Networks throughout the completion of the SRP:

- On-line instructional video
- PowerPoint presentation for local facilitation
- SRP step-by-step guide
- Blank power map chart
- Sample completed power map chart
- Sample invitations, agenda, etc.
- Technical assistance, by request. Contact [Lynn Hrabik](#) at the Tobacco Control Resource Center.

- **Submission:**

Networks and MJC's are required to submit a copy of the completed 2012 SRP power mapping charts and Strategic Recruitment Action Plan with documentation of member involvement and support to their TPCP contract administrator by December 31, 2011.