

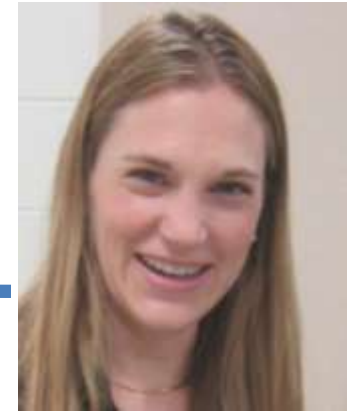
2012 Strategic Recruitment Planning – Key roles

FOCUS

INFLUENCER

CONNECTOR

MEMBER



Who or what you are trying to influence

Individuals who have direct influence over the focus

Individuals who can educate or recruit the influencers on behalf of the MJC/Network members; *Not necessary if a member already has a connection with the influencer*

Individuals who are engaged in MJC/Network efforts and can educate or recruit the connectors