



**2012 Strategic Recruitment Plan (SRP)
Multi-Jurisdictional Coalitions (MJC) and WHEALTH
Frequently Asked Questions (FAQ)
Updated 9-29-11**

1. Can Networks and MJCs subcontract out the Strategic Recruitment Planning Process?

Yes. It is allowable to subcontract for planning and facilitation of the SRP. However, prior approval from your contract administrator is required. In addition, the facilitator must contact Lynn Hrabik before facilitating the meetings to ensure that she/he understands the intent and instructions of the SRP process.

2. Can stipends be provided to community, MJC or Network members for their time while attending SRP meetings?

No. The provision of stipends for a community, MJC or Network member's time is not allowable. However, mileage reimbursement and the provision of refreshments/meals at SRP meetings are allowable.

3. How much time will it take to complete the entire process?

The overall amount of time depends on the number of communities included and how many power maps will be completed. The following is an approximate time frame:

- Selection of communities: 1-3 hours
- Arranging logistics for each meeting: 1 hour
- Gathering information for each meeting: 2-4 hours
- Selecting and inviting members: 1-2 hours
- Conducting each power map session: 2-3 hours
- Completing each recruitment action plan: 1-2 hours

4. Why aren't youth or disparities included as priority areas?

The areas for the SRP are the TPCP policy-linked priorities. Youth involvement and efforts to eliminate tobacco-related disparities should be integrated into the 2012 Network and MJC work plan. Youth, community members and individuals who work with or are involved in efforts to eliminate tobacco-related disparities should be involved in completing the SRP process.

5. Does the priority area “OTP education” mean that we can do youth prevention education in the schools?

No. OTP education refers to conducting educational and awareness activities in the community for the purpose of MJC and Network recruitment and supporting policy change.

6. How are the geographic locations for the power maps selected?

Refer to the SRP video 2 for a discussion of options. See the following link:
<http://www.youtube.com/watch?v=jTWCMBiH4Nk>

7. Who should select the geographic locations for the power maps?

Prior input regarding the selection of communities should be gathered from Network or MJC members. This will assure member involvement and buy-in.

8. How do coordinators explain the SRP to communities that were not selected to be represented by a power map?

Representatives from MJC jurisdictions and Network partners should be involved in the selection of communities. It may be helpful to share with members, stakeholders and others a written explanation describing:

- the priority criteria the SRP is based on
- the direction the SRP and power mapping provide to prioritize Network or MJC staff time and resources
- additional work that will be completed in 2012 that is not included in the SRP

9. Can a power map include more than one county or community?

No. A power map should be created for each selected county or community addressing the specific priority area.

10. Can MJCs and Networks build off of 2011 OTP and Program Sustainability power maps or do new power maps have to be created for 2012?

MJCs and Networks can utilize their 2011 OTP and Program Sustainability power maps to create their 2012 maps. During the SRP process, coordinators should share with their members any progress made in 2011 as well as lessons learned. This information can serve as the basis to identify additional community targets and potential new members.

11. Should coordinators invite new members to the power mapping meeting?

If new members are invited to a power mapping meeting, an orientation about the MJC or Network and its activities should be provided prior to the meeting.

12. Where in the Network and MJC 2011 work plan is the SRP requirement?

The SRP requirement is a strategy in the MJC and Network Coalition Development and Maintenance objective that includes:

- Implementation of the 2011 recruitment action plan
- Development of 2012 power maps and recruitment action plans

13. How will the SRP bring in new members?

The overall purpose of the SRP is to engage new members in specific 2012 activities. The SRP is based upon a philosophy of member recruitment and retention that recognizes that most individuals will not be long-term members. They will take a limited number of actions (3-6) and then move on to another cause. The challenge for the coordinator is to find the best fit of actions for members and supporters.

14. What recruitment actions can Network or MJC members get excited about?

Individuals volunteer for different reasons as well as for specific interests. Matching interests to activities is a key step in recruiting new members and in actively engaging them in the work of the Network and MJC. The following is a list of examples.

- An individual who loves working with new technology may be interested in developing a social media tool to educate and engage a large base of young adults.
- A charismatic, retired community member may be great at being the MJC or Network spokesperson, but just needs some training, confidence and motivation to do so.
- An individual who was very involved in local tobacco control efforts, before program funding cuts, now sees a gap in what is occurring in his community. He/she may be very interested in sharing his/her perspectives or story with state policy makers.
- A youth, young adult, parent or grandparent, who is very concerned about the targeting of youth by Big Tobacco with new flavors and types of tobacco products, may want to educate other groups about what the products are and what individuals can do to prevent initiation of these products.

If you have a question about the SRP that is not addressed in this list, please contact Lynn Hrabik at Hrabik@wisc.edu or 920-833-0051.