



KY Humanitarian Assistance Scholarship - Community of Practice

Recruitment Tactics & Networks Guide

Did you know...

- Kentucky is #4 in refugee resettlement?
- There are 1100+ potentially eligible students* in Kentucky?
- Many candidates are likely already on your campus!

How might you reach potentially eligible students who are already on campus?

- ✓ Start by investigating whether any students have **self-identified** as refugees (e.g., through the Common App) or have **applied for the FAFSA** as eligible non-citizens.
- ✓ Check [which countries](#) are eligible for **Temporary Protected Status (TPS)**. Work with your Office of Enrollment to see which students came from these countries.
- ✓ **Engage as many departments, staff, faculty, and students as possible! Make sure all potential champions *know* about the opportunity and understand *who* this opportunity is for.**
 - Deans' offices, Student Affairs, Offices for Scholarships and Financial Aid can advertise this scholarship in their newsletters and outreach to students.
 - Student advisors and counselors have personal relationships with students, and can pass along information about the scholarship to potential candidates.
- ✓ Place **flyers strategically in places where students frequent** (e.g., student clubs, affinity groups, gyms, cafeteria).
- ✓ Craft **messaging** that speaks directly to students you are looking for - e.g., *“Are you an individual who came to Kentucky in the last five years as a refugee?”* **Be specific** to help students understand that this is an opportunity meant for them.
- ✓ **Enlist currently identified students as champions!** Ask for their help with refining the messaging - what spoke to them when they heard about the scholarship? Are they willing to tap their own networks and spread the word through their communities (friends, family, places of worship, ethnic groups)?

How might you recruit students from the community?

- ✓ Connect with the refugee resettlement agency and other immigrant-serving organizations in your area.
- ✓ Share information in spaces off-campus (faith groups, ethnic groups, friends and family, etc.)
- ✓ Cast a wide net! Seek out ethnic-based organizations, faith-based groups, legal services, employers, and adult ESL classes that are in your area, including at community colleges.
- ✓ Connect to local libraries offering citizenship, ESL, and other classes for immigrants.

How might you support transfer students or prospective transfer students from displaced backgrounds?

- ✓ Partner with community colleges, especially those with career pathway programs that build a four-year degree as a pathway option.
- ✓ To ensure inclusive messaging around transfer, check out the Presidents' Alliance's [Transfer Guide for Undocumented and Refugee Students](#).

How might those in rural communities reach prospective students?

- ✓ In addition to ideas above, extend outreach efforts to other regions of Kentucky and nationally; for example:
 - We at IIE, the Presidents' Alliance, NASH, and CSH can make announcements through our newsletters, social media, and online databases such as IIE's [Platform for Education in Emergencies Response](#) (IIE PEER).
 - Reach out to [USAHello](#) to advertise your scholarship on their [website](#).
 - Ask your local resettlement offices to share with their headquarters and networks; for example, Church World Service and Refugee Welcome Collective could include announcements in their newsletters.
 - Spread the word through well-networked organizations like [Every Campus A Refuge](#) or the [University Alliance for Refugees and At-Risk Migrants](#).
- ✓ Look to youth mentorship and college readiness programs around the country, such as the Office of Refugee Resettlement's (ORR) [Youth Mentoring](#) program, [Girl Forward](#), and [PAIR](#).

Who can I reach out to if I need additional support with recruitment and outreach?

Please reach out to KYHASCoP@iie.org if you'd like further assistance.

** This estimate includes resettled refugees, parolees, and asylees, not TPS or asylum seekers.*

