



FIRST[®] Student Recruitment Strategies Tip Sheet

This tip sheet is designed to provide helpful strategies for recruitment of all students for FIRST[®] teams.

Step 1: Understand

Do your research to understand the community you serve. Take the time to get to know the members and the needs of the students that your programs are situated in. Understand the historical aspects, demographics, languages, cultures, and challenges of the community. [Watch this video](#) on inclusive recruitment and enrollment strategies. If your community primarily speaks Spanish, FIRST has some materials translated. Please [click here](#) to access them.

Step 2: Inform

Spread the word of the [mission of FIRST](#). FIRST is a robotics community that prepares young people for the future. When students and their parents understand who FIRST is and what our goals are, it is the first step to encouraging participation. [Show](#) students what FIRST is all about and our commitment to [Equity, Diversity, and Inclusion](#) through impact.

Step 3: Connect

Form connections with community-serving organizations that focus on connecting to youth. Connect with other teachers in your school and schools in your district to form a coalition of like-minded STEM leaders who are excited to create teams of students to engage in STEM. Remember that building trust with community leaders takes time, so allow for that as you begin to build relationships.

Step 4: Think Outside of the STEM Box

Reach out to local chapters of equity-driven organizations, fraternities, sororities, and community businesses including barbershops and beauty salons. Making connections in the community can help raise awareness of FIRST programs, connect with parents/guardians/families, and recruit students for FIRST teams. Market your recruitment efforts through hosting a virtual or community event.

Step 5: Empower

Recruit all students to join your team. Recruit in clusters/cohorts so that new team recruits in groups of two or more start their FIRST experience together. Ensure that the students that you recruit have a sense of belonging on their new FIRST team. Engage your current team members to support in recruitment and welcoming new student recruits to the team. Utilize these tip sheets to get to know your team members and their families: [Five Questions to Ask Team Members](#) and [Five Questions to Ask Families](#). Provide support and incentives for your team: transportation support and providing snacks and meals. Encourage your team to participate in [FIRST Equity, Diversity, and Inclusion Youth Training](#).

FIRST[®] EQUITY, DIVERSITY, AND INCLUSION STATEMENT

FIRST is committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion. We embrace and encourage differences in race, ethnicity, national origin, sex, gender, gender identity, gender expression, sexual orientation, disability, age, religion, income, language, learning difference, or any other characteristics that make our adult-force and students unique.

🔗 Questions, contact us directly diversity@firstinspires.org 🌐 Learn more about FIRST at www.firstinspires.org