

VISTA RECRUITMENT: A Survey of Recent Applicants

ACTION

This instrument was developed for the Analyses of VISTA Marketing and Recruitment Activities. This project was conducted by ACTION under interagency agreement #92-046-1032 for the Department of Health and Human Services' Office of Disability, Aging and Long-Term Care Policy (DALTCP). For additional information about this project, visit the DALTCP home page at http://aspe.hhs.gov/_/office_specific/daltcp.cfm or contact the office at HHS/ASPE/DALTCP, Room 424E, H.H. Humphrey Building, 200 Independence Avenue, S.W., Washington, D.C. 20201. The e-mail address is: webmaster.DALTCP@hhs.gov. The Project Officer was Robert Clark.



A PART OF ACTION

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VISTA RECRUITMENT: A SURVEY OF RECENT APPLICANTS

This survey is part of a large research effort to help ACTION, the Federal domestic volunteer agency, better understand factors affecting VISTA recruitment. Please answer all the questions. Your answers are strictly confidential. All reporting will deal with summary data and contain no information that could identify you.

The information you furnish is voluntary. None of the information you provide will be used to evaluate your application for VISTA service.

You will note that a number appears in the bottom, right-hand corner on the back of the questionnaire. This number will be used to match your completed survey with your name on the sample roster. We are following this procedure for one reason only, to identify non-respondents, to whom follow-up letters will be sent.

If you wish to comment on any questions or qualify your answers, please use the space in the margins. We will read your comments and take them into account.

Thank you for applying to VISTA and for your help in completing our research.

Privacy Act Statement

This study is authorized under PL 101-204. While you are not required to respond, your answers are needed to make our reports comprehensive and accurate. Your responses will be kept confidential to the extent permissible under the law, and you will not be identified in any report resulting from this study. These questions should take about 20 minutes to complete.

Office of Policy Research and Evaluation
ACTION
Washington, DC 20525

OMB No. 3001-0127

Q-1 How have you acquainted yourself with the VISTA program? Read through the following list and circle the number in front of every item that identifies a way you have learned about VISTA. (Circle all that apply)

NEWSPAPERS AND MAGAZINES: In which publication(s) have you seen information on VISTA?

- 1 CAMPUS NEWSPAPER
- 2 LOCAL NEWSPAPER
- 3 NEWSWEEK
- 4 PEOPLE
- 5 TIME
- 6 U. THE NATIONAL COLLEGE NEWSPAPER
- 7 U.S. NEWS & WORLD REPORT
- 8 CAMPUS OUTREACH NEWSLETTER
- 9 OTHER: _____

PERSON-TO-PERSON: Who has talked with you about VISTA?

- 28 VISTA RECRUITER
- 29 AGENCY WHERE YOU PLAN TO VOLUNTEER
- 30 FRIEND
- 31 FAMILY MEMBER
- 32 PLACEMENT OFFICER
- 33 CAMPUS MINISTER
- 34 FINANCIAL AID OFFICER
- 35 FACULTY ADVISOR
- 36 OTHER FACULTY, NOT ADVISOR
- 37 FORMER VISTA VOLUNTEER
- 38 CURRENT VISTA VOLUNTEER
- 39 OTHER: _____

ELECTRONIC MEDIA: What have you seen or heard about VISTA?

- 10 RADIO ADVERTISEMENT
- 11 RADIO NEWS REPORT
- 12 TELEVISION ADVERTISEMENT
- 13 TELEVISION NEWS REPORT
- 14 VIDEO TAPE
- 15 OTHER: _____

VISTA POSTERS: Where have you seen posters located?

- 16 STUDENT UNION
- 17 DORM AREA
- 18 CLASS AREA
- 19 BULLETIN BOARD ON CAMPUS
- 20 RECRUITMENT OFFICE
- 21 PLACEMENT OFFICE
- 22 VOLUNTEER OFFICE
- 23 CAMPUS MINISTRY
- 24 FINANCIAL AID OFFICE
- 25 AGENCY WHERE YOU PLAN TO VOLUNTEER
- 26 ACTION OFFICE
- 27 OTHER: _____

BROCHURES ABOUT VISTA: Where have you obtained brochures?

- 40 STUDENT UNION
- 41 DORM AREA
- 42 CLASS AREA
- 43 BULLETIN BOARD ON CAMPUS
- 44 RECRUITMENT OFFICE
- 45 PLACEMENT OFFICE
- 46 VOLUNTEER OFFICE
- 47 FINANCIAL AID OFFICE
- 48 CAMPUS MINISTRY
- 49 AGENCY WHERE YOU PLAN TO VOLUNTEER
- 50 ACTION OFFICE
- 51 OTHER: _____

Q-2 Can you remember how you first learned about VISTA? (Circle one answer)

- 1 NO
- 2 YES

Q-2A Identify from the above list how you first learned about VISTA and write its number in this box

CODE NUMBER FOR FIRST SOURCE OF INFORMATION ABOUT VISTA

Q-3 We want to know which sources had the most influence on your decision to apply to VISTA. Who or what was most, second, and third influential in your decision to apply to VISTA? (Put the appropriate number from the above list in each box)

- MOST INFLUENTIAL SOURCE OF INFORMATION ABOUT VISTA**
- SECOND MOST INFLUENTIAL SOURCE OF INFORMATION**
- THIRD MOST INFLUENTIAL SOURCE OF INFORMATION**

CONTINUE TO NEXT PAGE

Q6B Who did you ask for more information and did they provide the information?

(Circle all that apply in each column)

Who did you ask?	Who Sent the Info?	
1	1	AGENCY WHERE I PLAN TO VOLUNTEER
2	2	ACTION/VISTA STATE OFFICE
3	3	ACTION/VISTA IN WASHINGTON, DC
4	4	VISTA RECRUITER
5	5	OTHER: _____
6	6	DON'T KNOW

Q-6C What did you receive in response to your request for more information? (Circle all that apply)

- 1 "BUILDING A COMMUNITY ONE BLOCK AT A TIME" -- THE ONE PAGE FOLDOUT BROCHURE WITH ILLUSTRATIONS
- 2 "BUILDING A COMMUNITY ONE BLOCK AT A TIME" -- BROCHURE WITH PHOTO ON COVER AND 12 LOOSE INFORMATION SHEETS ENCLOSED
- 3 "SHAPE A COMMUNITY, SHARE A VISION" -- BLUE AND WHITE, SINGLE SHEET FLYER, FOLDS OUT TO FOUR PANELS
- 4 "SHAPE A COMMUNITY, SHARE A VISION" -- 12-PAGE BOOKLET
- 5 "SERVE IN THE USA. . . ADVENTURE BEGINS AT HOME" -- WITH INSERT CARDS ON DIFFERENT VISTA TOPICS
- 6 OTHER: _____

Q-6D Did you read the VISTA literature? (Circle one)

- 1 NO
- 2 YES

Q-6E (If yes) Did the information in the literature answer your questions about VISTA? (Circle one)

- 1 NO, ANSWERED NONE OF MY QUESTIONS
- 2 YES, ANSWERED SOME OF MY QUESTIONS
- 3 YES, ANSWERED MOST OF MY QUESTIONS
- 4 YES, ANSWERED ALL OF MY QUESTIONS

Q-6F Do you remember anything you particularly liked or disliked about the information you received from VISTA? Its clarity, message, theme, layout?

- 1 YES
- 2 NO → GO TO Q-7 ON NEXT PAGE

Q-6G What was it? (Record your answer in the space below)

LIKES AND/OR DISLIKES:

CONTINUE TO NEXT PAGE

Q-7 What reasons or information convinced you to apply to VISTA? (Circle all that apply)

- 1 THE SPECIFIC VOLUNTEER ASSIGNMENT OFFERED TO ME
- 2 THE FINANCIAL BENEFITS
- 3 THE HELP VISTA WOULD GIVE MY CAREER
- 4 THE OPPORTUNITY TO HELP OTHERS
- 5 MY INTEREST IN VOLUNTEERING
- 6 PERSONAL, PRIVATE REASONS
- 7 HEALTH BENEFITS
- 8 OTHER: _____

We are now going to list some facts about VISTA. After each one, please tell us whether or not you already knew that about VISTA.

Q-8 Did you know that volunteers receive a stipend of about \$7,000 per year? (Circle your answer)

- 1 YES
- 2 NO

Q-9 Did you know that volunteers only need to make a one-year commitment to VISTA? (Circle your answer)

- 1 YES
- 2 NO

Q-10 Did you know that volunteer opportunities are with local sponsors, not national ones? (Circle your answer)

- 1 YES
- 2 NO

Q-11 Did you know that volunteer opportunities exist throughout the country? (Circle your answer)

- 1 YES
- 2 NO

Q-12 Did you know that serving as a VISTA Volunteer would allow you to defer payment on some student loans? (Circle your answer)

- 1 YES
- 2 NO

Q-13 Did you know that volunteers receive training for their assignment? (Circle your answer)

- 1 YES
- 2 NO

We now would like to learn about your direct experiences with VISTA.

Q-14 Did a VISTA recruiter visit your campus in the last six months? (Circle one)

- 1 DON'T KNOW
- 2 NO
- 3 YES

Q-14A (If yes) Did you talk with the VISTA recruiter? (Circle one)

- 1 NO
- 2 YES

Q-14B (If yes) Did the VISTA recruiter answer your questions about VISTA?

- 1 NO, ANSWERED NONE OF MY QUESTIONS
- 2 YES, ANSWERED SOME OF MY QUESTIONS
- 3 YES, ANSWERED MOST OF MY QUESTIONS
- 4 YES, ANSWERED ALL OF MY QUESTIONS

Q-15 Have you been notified by VISTA that they have approved your application to become a VISTA Volunteer?

- 1 NO
- 2 YES

Q-15A (If yes) Are you currently serving as a VISTA Volunteer?

- 1 NO
- 2 YES

Q-16 Did you apply to any other organizations offering full-time, volunteer or community service opportunities? (Circle one)

Q-16A (If yes) Which organizations did you apply to? (Circle all that apply)

- 1 CHRISTIAN SERVICE CORPS
- 2 COALITION FOR THE HOMELESS
- 3 HABITAT FOR HUMANITY
- 4 HEIFER PROJECT INTERNATIONAL
- 5 JESUIT VOLUNTEER CORPS
- 6 MENNONITE VOLUNTARY SERVICE
- 7 OPERATION CROSS ROADS AFRICA
- 8 PARTNERS OF THE AMERICAS
- 9 PEACE CORPS
- 10 TEACH FOR AMERICA
- 11 YMCA OF THE USA
- 12 OTHER: _____

CONTINUE TO NEXT PAGE

BACKGROUND

We would like to know a little more about those applicants to VISTA responding to our survey. Your answers to the following questions will help us better recruit a variety of persons to VISTA.

Q-17 What is your race? (Circle one)

- 1 AMERICAN INDIAN OR ALASKAN NATIVE
- 2 ASIAN OR PACIFIC ISLANDER
- 3 BLACK
- 4 WHITE

Q-18 Are you of Hispanic origin? (Circle one)

- 1 YES
- 2 NO

Q-19 What is your sex? (Circle one)

- 1 FEMALE
- 2 MALE

Q-20 How old are you?

_____ YEARS

Q-21 What college or university do you (or did you most recently) attend?

_____ NAME OF INSTITUTION

Q-22 What is (or was) your major?

_____ MAJOR

Q-23 Were you a college graduate at the time you submitted your application to VISTA?

- 1 YES
- 2 NO

Q-23A What was your class status at the time you applied to VISTA? (Circle one)

- 1 JUNIOR
- 2 SENIOR

Q-24 In what year did (or will) you graduate from college?

_____ YEAR OF GRADUATION

Q-25 In an average week during the past school year, how many hours did you spend volunteering for a non-profit organization? This could have been either on your own, through a campus organization or through a national program?

_____ NUMBER OF HOURS PER WEEK

CONTINUE TO NEXT PAGE

Is there anything else you would like to tell us about the factors that influenced your decision to apply to VISTA? If so, please use this space for that purpose.

Also, we would appreciate any comments you wish to make that you think may help us in future efforts to recruit recent college graduates to VISTA. You write them here or in a separate letter.

Thank you for completing this questionnaire. Please return the completed questionnaire in the stamped, addressed envelope provided for this purpose.

ANALYSES OF VISTA MARKETING AND RECRUITMENT ACTIVITIES

Report Available

ACTION's 1991-92 VISTA Marketing Campaign: An Analysis

HTML

<http://aspe.hhs.gov/daltcp/reports/1993/action.htm>

PDF

<http://aspe.hhs.gov/daltcp/reports/1993/action.pdf>

Instrument Available

VISTA Recruitment: A Survey of Recent Applicants

HTML

<http://aspe.hhs.gov/daltcp/instruments/VISTArec.htm>

PDF

<http://aspe.hhs.gov/daltcp/instruments/VISTArec.pdf>