



Recruitment and Outreach Roundtable Discussion Questions

- 1) How do most people who apply to live in the coop hear about you?

- 2) Is your coop aware of your obligations under your local housing discrimination laws, and have a recruitment strategy that complies?

- 3) Does your coop have policies on how you decide whether to accept an applicant or not? Does the coop have any demographic goals for your membership process?

- 4) Do the demographics of your membership more-or-less match the demographics of your community?

- 5) Do the demographics of the people who apply to live in the coop match those of your community? What about the people who respond to your ads?

- 6) Are there demographics in your community that do not apply to live in the coop? Is this an issue your coop has talked about?

- 7) If there are groups in your community that are not applying to live in the coop, do you think this is because they don't know about the coop? Is it because the coop doesn't meet their needs? Is it because there are barriers to entry that your members may not notice?