

CFCA Volunteer Workforce Solutions



**Recruitment & Retention Seminar: Lessons Learned
October 28, 2016**

www.everydayheroct.org



Opening

- Welcome and Pledge of Allegiance





Introductions

- Facilitator: Mr. Jeff Morrissette
- Connecticut Fire Chiefs Association (CFCA)
 - Steering Committee: Chiefs Fred Dudek, Timothy Wall, and Chuck Flynn
- International Association of Fire Chiefs (IAFC)
- George Mason University (GMU)
 - Dr. Kevin Curtin





Seminar Goals

- Hear lessons learned from the FEMA SAFER recruitment & retention grant
- Share ideas and successful practices
- Bring fire service together with community leadership for a better understanding of joint priorities
- Network with others
- Leave with solutions to implement in your community



Agenda

- Summary of VWS SAFER Grant Accomplishments
- Panel of Recruitment/Retention Successes
- CFCA Recruitment Activity Analysis Report
- Networking Lunch
- Mommy Minute News Story/Juggling Parenting and Volunteer FF Duties
- Recruiting Your Replacement
- Phase 3
- Questions, Raffle and Closing Comments
- Adjourn



Connecticut Fire Service

- CT has **315** departments (*CSFA, 2014*).
- **26,650** firefighters in CT. **4,425 career** firefighters; **22,225 volunteer** firefighters (*CSFA, 2014*).
- **83%** of CT fire departments are volunteer or combination (*CSFA, 2014*).
- **U.S. volunteer firefighters** has dropped around **11%** since the 1980s (*NFPA*).
- Volunteers not only save lives but they save money. The average savings is about \$45,000 per FF (*NVFC*).



VWS Background

- Mission: To help fire departments recruit and retain volunteer firefighters
- The VWS program provides:
 - Marketing materials
 - GIS Tapestry Reports
 - Statewide media (billboards, radio, Pandora, news)
 - Leadership and R&R trainings
- Statewide survey George Mason University analyzes results
- Funded by FEMA Staffing for Adequate Fire & Emergency Response (SAFER) Grants



VWS Results

- Results for Phase 2 in the 15 departments as of October 15, 2016:
 - 531 applications received
 - 347 new members
 - 830 recruitment/retention events
 - Nearly 66,000 promotional materials distributed



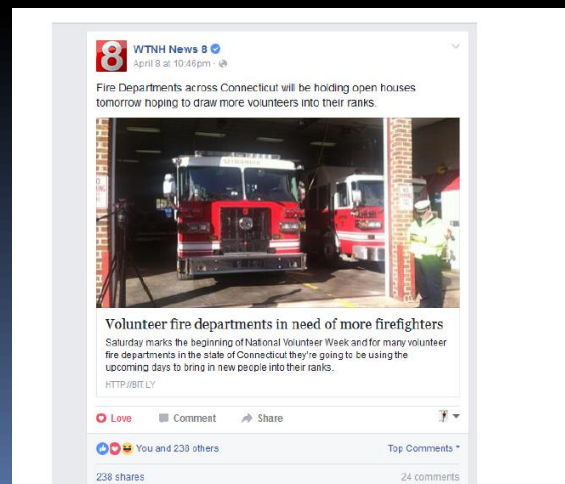
VWS Sponsored Trainings

- Two Beyond Hoses and Helmets classes
- One Fire Rescue Organizational Guidance for Volunteer Leaders class (vcos.org)
- The First Five Minutes of a Recruitment Interaction
- Solutions to Burning Issues in the Fire Service Summit
- [Cadet Program: Introduction to the Fire Service](#) (news story)



Volunteer Firefighter Day

- April 9, 2016: Volunteer Firefighter Day proclamation from Governor Malloy
- Social media tool kits
- Publicity value over \$800K
- Estimated reach of 115,000,000
- 68 participating departments in 90 locations
- [Sample news story](#)





Race Car

- Logo and volunteer information on #20 Max Zachem car
- Posters distributed at race car events
- Display at mall
- Press





Lessons Learned: Use Local Resources

- Colleges, high schools
 - Live in programs
 - Communications/Marketing departments
- Community focused organizations: Rotary, Civitans, etc.
- Faith based organizations
- Local businesses



Lessons Learned: Unique Recruitment Ideas

- Craigslist Ad
- Facebook and social media ads
- Pandora, iHeart radio internet ads
- Pizza Delivery Day
- Friday night football table at high school
- Statewide open house day
- Monthly press releases to media
- Monthly fitness class at the firehouse
- Referrals and making the ask



Lessons Learned: Retention Tips

- Seek administrative members
- Thank you notes to members
- Annual banquet
- Leadership training
- Monthly movie night for families (could invite others and use as a recruitment tool too)
- Babysitters at monthly meetings/trainings



Panel Discussion

- What have been your top recruitment/retention challenges and how have you addressed them?
- How are you reaching out to the younger generation to become members?
- What unique recruitment/retention strategies have you implemented?
- How has this SAFER grant benefited your department?
- Any ideas for future initiatives you'd like to see?



GMU Presentation

- Dr. Curtin



Networking Lunch

- Break for lunch



Mommy Minute: Moms juggle parenting & volunteer firefighting duties





Recruiting Your Replacement

- Mr. D'Alessandro



Phase 3

- Starts November 20 to implement statewide R&R efforts
- Training
 - Basic firefighter training
 - Leadership, recruitment, retention
 - Online training course
- NFPA 1582 compliant physicals
- Media campaign
- Enhanced www.everydayheroct.org website
- Conference scholarships



Questions, Raffle, Closing

- Questions from the audience?
- Two \$1,500 winners to help with recruitment and retention efforts
- Make sure to take home a USB drive with:
 - Today's Presentations
 - Sample PSAs
 - Other Resources
- Contact us anytime
- Thanks for attending!

THANK YOU!



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