



# Connecticut Volunteer Workforce Solutions



The Connecticut Fire Chiefs Association (CFCA) is pleased to be in the second phase of its Volunteer Workforce Solutions (VWS) program, which partners with national, state, and local organizations to support initiatives focused on the recruitment and retention of volunteer firefighters. Phase II is funded through a 2013 FEMA SAFER grant.

The program has selected fifteen departments interested in taking advantage of research related to their own jurisdiction and leveraging turnkey marketing solutions for enhancing their volunteer recruitment strategies and efforts. VWS benefits include:

- Leadership support through the development and/or delivery of training and tools focused on the needs of volunteer and combination departments
- Recruitment and retention support, including development of unique recruitment strategies based on the features and characteristics of the community
- Department review to identify issues and challenges influencing the recruitment and retention of volunteer firefighters
- Strategic planning to increase department's visibility, viability and community support
- Customized printed recruitment materials and multimedia support
- GIS Tapestry reports to enhance the marketing and recruiting strategies of your department

## VWS Background and History

The Connecticut Fire Chiefs Association was awarded a 2010 SAFER recruitment and retention grant to study traditional recruiting methodologies as compared to Geographic Information system (GIS) based methodologies. The GIS-based community-level profile is an analysis of existing firefighters that identifies the types of people who could be future firefighter candidates, and discusses the methods to best communicate with and recruit them. Thirty departments participated in Phase I of the VWS program and 15 departments are participating in Phase II of the program. During Phase I, 493 recruitment events were held, 198 applications were received, and 163 new members joined the participating departments. The VWS program is also operating in Virginia through the Virginia Fire Chiefs Association.

[www.everydayheroct.org](http://www.everydayheroct.org)

**Learning from best practices in other departments, we established a centralized recruiting process. We realized the pool of possible volunteers was not what we expected.**

*-VWS Participant*

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