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](http://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!

Fred Dudek
Program Manager, CFCA
dudekaf@gmail.com

Abena Bonso-Bruce
Program Manager, IAFC
abonsobruce@iafc.org

Kayla Duff
Program Coordinator, IAFC
kduff@iafc.org

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