MRC Recruitment, Training, And Retention: Strategies That WORK!

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Strategies

I. RECRUITMENT – Are you READY?
   Not just HOW, but WHEN and WHY

II. TRAINING – The sky’s the limit!

III. RETENTION – Care & feeding of volunteers

Ultimately, it’s all about DEPLOYMENTS!
I. Recruitment
Are you READY???

MRC Stages of Growth

- Newly Formed
- Staff and Mission
- Initial Members
- Full-scale Recruiting
FIRST: Establish Basic Policies

Central or Shared Mgt?
- Stakeholder buy-in?
- Structure?
- Coalition Reporting?
Establish Basic Policies

Member Requirements:
- Monthly meetings?
- Basic training and materials?
- Badges, uniforms, go-kits?
- How often to CORI/SORI?

Protocols for YOUR unit!
Specialize / Sub-Groups

- Veterinary
- Radiologic
- Behavioral Health
- Acupuncture
- Public Health *only*
- All-Hazards

Local needs → MRC cultivates its mission & goals
Focus Group

Test materials and approach

3-panel display board
PPT and handouts
Brochure
Video

Incorporate feedback
Staff ready
Mission (elevator pitch)
Staff and Mission in Place

Start fishing!
- Refine member intake, processing, “basics”
- Update orientation, promotion, goals
First Members

- Welcome (*asap!*) and orientation
- Badges, polo shirts, tokens group identity
- Have activities available: training, fairs,...
It’s About Deployments!

Immediate need for our members: flu vaccine shortage
Recruit With the End in Mind!

- Tap national resources:
  - New Leader Orientation
  - Web site (Factors for Success)
- Connect with MRC counterparts
  - Two-way ListServ!
  - What works for YOU?
- Engage response partners and stakeholders
Next Step: GROWTH!

Maintain core group
Launch recruitment push
The ‘how’ is the easy part!
- All-hazards or subset?
- Expected commitment?
- Success criteria?
Full-Scale Recruiting

Spread the word about the opportunities!
Keep new members engaged, active, appreciated!

Monitor early success, then oversee and cultivate skills…
“Once we finish with your blood pressure, we need to find out why your arm is purple.”
Transferrable Concepts

One-minute drill:

**RECRUIT:** Men’s Over-30 Softball League

**TIMEFRAME:** League plays May thru August

**FUNDING:** Members pay for uniform rental, use of equipment/fields

**OTHER** considerations?

Toss out ten ways to recruit!
Attitude: Are YOU Revved UP?

“Don’t blow a half-hearted trumpet!”
Continuous Recruiting

Maintain a presence:
Web postings, newspaper coverage, cable TV, radio
Member testimonials are the best!
Continuous Recruiting

• Reference MRC Quarterly Report
• Place ‘static promo’ in key locations
• Community bulletin boards – online, muni, outdoors
• Emphasize health / community support / preparedness

• **Brainstorm:** How to reach target groups?
Recruitment Summary

Mission First!

**STATUS:** Forming, Staffed, Growing, Stable

**NEEDED:** Med, BH, Admin, Other

**TIMEFRAME:** Ongoing but flexible

**FUNDING:** Via grants and other sources

**OTHER:** MRC as ‘staffing agency’

Then, take accurate snapshots of your unit!
Somehow you got photobombed during your X-rays!
II. Training

- Initial orientation, ‘basic curriculum’
- MRC Core Competencies
- CPR, First Aid, PFA, bloodborne paths
- Vulnerable Populations (all kinds!)
- Communications, Stop the Bleed,…
Shelter Skills For All!
Creative Education
Fast-Track Option

- Member must be cleared (CORI, SORI, credentials verified)
- Provide handbook, SOP, other protocols
- Team with seasoned member
- Acceptable for discrete public tasks: BPs, other
III. Retaining Volunteers
Members First!

Everyone’s favorite radio station:

**WIIFM:**

What’s In It For ME???

- Does NOT mean selfish!
- Note *layers* of application
- Factor this concept into

EVERYTHING!
Cultivate Commitment

- **Activities**: Training, fairs, community service
- **Acknowledge**: in web postings and newsletters
- **Appreciate**: Thank-you letters!
Deployment ➔ Retention

Flu Clinics
Deployment ➔ Retention

Storm Responses
Deployment → Retention

The Unprecedented!
Empower Team Leaders!
Slogans

- People don’t care how much you KNOW, until they know how much you CARE!

- Nobody is “Just a Number.” Templates are ok, but no form letters!
Slogans

- Don’t assume you *know* what they’ll want to do.
Slogans

- Any reason to call on a customer is goodness.

- The moment you start treating volunteers like staff, you’re dead.

- Easier to KEEP current members than RECRUIT new ones!
Staying Motivated

Does MRC leadership ever make you feel like THIS?

Ways to regroup:
- Revisit your mission
- Swap ideas w/ counterparts
- General self-care
- Think ‘Big Picture’
Recruitment, Training and Retention are ONGOING.

Happy Trails!

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