Volunteer Management – Recruitment, Retention & Deployment Strategies

Jeff Corder
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About Me

• I retired from the Brownsburg Fire Territory after 26 yrs in 2017, holding all roles from Lieutenant to Assistant Chief and retiring as a Captain. I have also been an Indiana Licensed Paramedic for 35 years. I have a Bachelors degree from IUPUI in Public Administration and a Masters Degree in Emergency Management from Columbia Southern University. I have been the Public Health Preparedness Coordinator for 5 1/2 years. I also coordinate the Hendricks County Medical Reserve Corps. I am married and have 1 grown son.
Hendricks County MRC 2019-2022

- MRC Unit was at 75
- Between Hospital Volunteers and MRC volunteers, numbers grew to over 2400 volunteers
- Starting in February 2022, numbers started to dwindle as vaccination clinics decreased
- Currently at 222 registered, background checked volunteers
What we did in 2021-2022

- 2021 Hours

- 2022 Hours
What we are doing 2023 and moving forward

• Have to keep volunteers engaged and interested
• Recruiting events at Public Safety Days, Fairs, Festivals
• Community Needs Assessment
• Indiana Governors Public Health Commission Initiatives
How do we Keep Volunteers engaged?

• Focus for 2023
  • Stop the Bleed (kits given)
  • CPR
Projects for the future

Future Projects

• CERT Training
• Law Enforcement Specific Stop the Bleed
• First Aid/Stop the Bleed for Service Animals
• First Aid kits/training for youth league coaches
Addressing Community Mental Health

- Crisis Response Team
- Sponsored National Organization of Victims Assistance (NOVA) training
- Critical Incident Stress Management (CISM) training
Volunteer Management Tool

• Better Impact
Contact Information

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The trigger
July 4th, 2022

Mass Shooting (Highland Park) Emergency crews on scene of a shooting with numerous victims during the July 4th Parade near Central Ave and Second St in downtown Highland Park. Reports of nine gunshot victims.
Planning for the Family Assistance Center

FBI sets up family assistance center, governor issues disaster proclamation after mass shooting in Highland Park

By Sara Berman  July 6, 2023  3:27 PM
Standing up a MARC

- Reclaim lost items
- FBI “counseling”
- Financial assistance
- Pastoral Care
- Family Counseling
- MARC Ambassadors
Needs not met in one week

- MARC to stay open for additional week
- LCHD charged with operation the Crisis Counseling Center
- Had to staff in 36 hours
- 2 shifts
- A minimum of 25 therapists per shift
Recruiting licensed therapists into the LCMRC

• Within 36 hours we need to fill:
  • Five days each with two 4-hour shifts
  • Each shift consisting of 25 licensed therapists
  • Required bi-lingual therapists or translators that had already received HIPPA training
  • Registration desk complete with translators
What we got:

• A total of 171 volunteers
• 939 hours
• 78 enrolled permanently into the Lake County MRC
• A new vision of what our MRC needs to look like
A year of development

• Continued Education in Crisis/Trauma Counseling at no cost
  • Provided 7 hours of Continuing Education for Licensed Therapists
  • Choice of 2 dates with a max of 40 per session with Dr. Harry Keener from PESI Institute

• Working towards the formation of “strike teams”
• Providing a team with hospital credentials for immediate deployment
What we were pre-pandemic:

• Active members: 25 – 30
• Response only members; 50 – 60

• Very few activities to keep volunteers engaged.
• No dedicated MRC Unit Leader
LCMRC as of 5/31/2023

209 VOLUNTEERS

31% MEDICAL: DOCTORS, NURSES, EMT

34% NON-MEDICAL

34% BEHAVIORAL HEALTH: SOCIAL WORKERS, PSYCHOLOGISTS, PSYCHIATRISTS
Additional activities

- CPR
- Stop the Bleed
- Choking/Heimlich Maneuver training
- Future training and development to include
  - NARCAN training
  - STB Train the Trainer for all Lake County school nurses
The future of the MRC

- Partnering with Red Cross for Ambassador training
- Additional funding for continuing education
- Development of MRC 101
Volunteering is at the very core of being a human. No one has made it through life without someone else's help.

Heather French Henry
WHO IS A VOLUNTEER

According to the Department of Labor, a volunteer is: an “individual who performs hours of service’ for civic, charitable, or humanitarian reasons, without promise, expectation or receipt of compensation for services rendered.
Examine ways to develop volunteer retention and recognition strategies.

1. **Recruitment** – Identify “Volunteers” to join the organization and support the community non-emergency activities.

2. **Retention** – Keep “Volunteers” engaged and improved their volunteer experience.

3. **Deployment Strategies** –
   - **Strategy 1** – Prioritized Community Outreach
   - **Strategy 2** – Know the community “Demographics and Issues”.
   - **Strategy 3** – Incorporated “Volunteers” from the community.
How volunteer activity shifted during COVID-19

Before COVID-19: 81%
- In person: 19%

During COVID-19: 65%
- Remote or virtual: 35%

Source: The Role of Volunteering in Philanthropy
How COVID-19 impacted the recruitment, retention and deployment of volunteers

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Survey: COVID-19 continues to impact service delivery

By: Emily Campbell

Blog, COVID-19, Data, Health, Ohio, Strengthening the HHS Safety Net

"How Have You Adjusted Your Service Model During COVID-19?"

- Delivering services by video chat service (Facetime, Zoom, Skype, telehealth platform etc.): 72% in September, 46% in April
- Delivering services by phone: 70% in September, 48% in April
- Building closed to clients: 43% in September, 33% in April
- Delivering services outside the home (porch/front door): 43% in September, 23% in April
- Building open and providing limited services within the facility: 34% in September, 21% in April
- Limiting services: 22% in September, 17% in April
- Delivering services inside the home: 8% in September, 7% in April
- No changes have been made: 6% in September, 2% in April
- Closed completely, no services being delivered: 3% in September, 2% in April
Nearly eight months after Ohio recorded its first COVID-19 case, the global pandemic continues to disrupt the health and social services system. Community Solutions surveyed agencies from across Ohio to collect real-time information on what service providers are seeing and how they are adapting. Our first survey results were collected in April 2020, during a time when the most restrictive Stay-at-Home Order was in place. The second round was from September 2020, when daily reported cases were much lower, some schools had resumed in-person instruction, and many nonprofits and businesses had reopened.
Roundtable conversation

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