

# Volunteer Management – Recruitment, Retention & Deployment Strategies



**Jeff Corder**  
**Patti Corn**  
**Eddie Johnson**

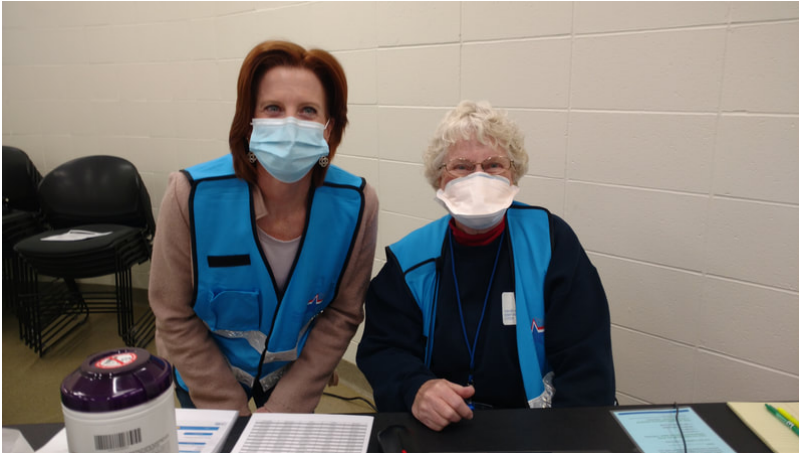
**NACCHO**  
National Association of County & City Health Officials

# 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



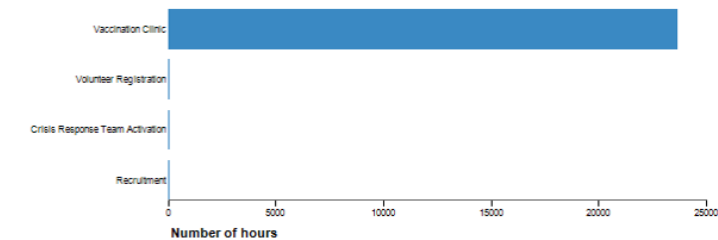
# What we did in 2021-2022

## • 2021 Hours

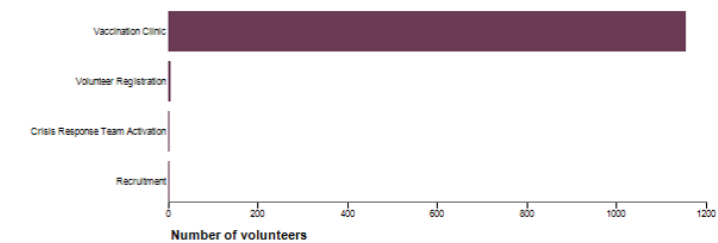
### Hendricks County MRC

Activity Category Totals: 1/1/2021 - 12/31/2021

#### Logged Hours By Activity Category



#### Number Of Volunteers By Activity Category



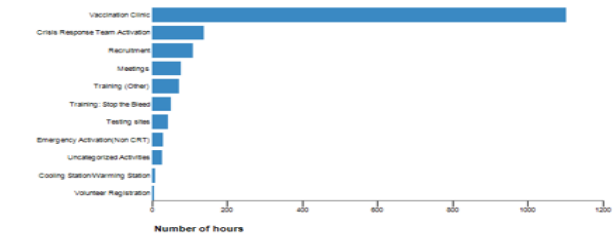
Activity Category	Hours	Volunteers	Average
Vaccination Clinic	23705	1154	21
Volunteer Registration	79	5	16
Crisis Response Team Activation	17	4	4
Recruitment	12	3	4
Total Hours	23813		

## 2022 Hours

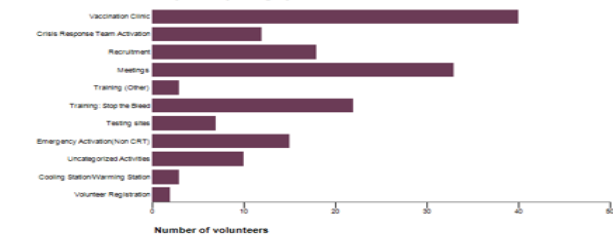
### Hendricks County MRC

Activity Category Totals: 1/1/2022 - 12/31/2022

#### Logged Hours By Activity Category



#### Number Of Volunteers By Activity Category



Activity Category	Hours	Volunteers	Average
Vaccination Clinic	1101	25	
Crisis Response Team Activation	140	12	
Recruitment	111	18	
Meetings	78	33	
Training (Other)	72	3	
Training: Stop the Bleed	52	22	
Testing sites	44	7	
Emergency Activation(Non CRT)	31	15	
Uncategorized Activities	28	10	
Cooling Station/Warming Station	9	3	
Volunteer Registration	5	2	
Total Hours	1672		

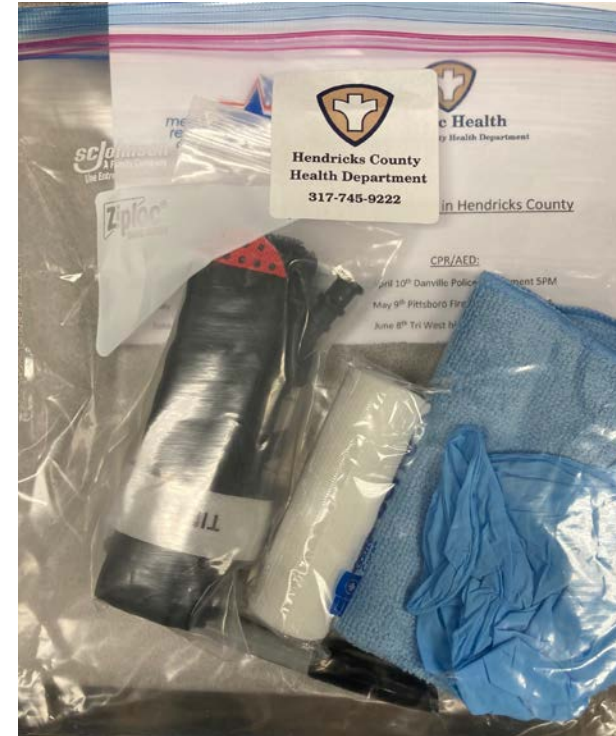
# What we are doing 2023 and moving forward

- **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

Jeff Corder

Public Health Preparedness Coordinator  
Hendricks County IN Health Department

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# Patti Corn

- Emergency Response Coordinator At Lake County Health Department
- Environmental Health background
- UIC graduate
- Contact information:
  - [Pcorn@lakecountyil.gov](mailto:Pcorn@lakecountyil.gov)





# LCMRC Unit Leader



Tiffany Etzel

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# Lake County MRC: The Year of the Great Transformation

## The trigger July 4<sup>th</sup>, 2022



Lake & McHenry County Scanner

July 4 · 🌐



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.



# DAY 2

## Planning for the Family Assistance Center



LOCAL NEWS

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

LMCS By Sam Bercla July 6, 2022 3:27 PM





# Standing up a MARC

- Reclaim lost items
- FBI “counseling”
- Financial assistance
- Pastoral Care
- Family Counseling
- MARC Ambassadors



**Whiteboard Content:**

**Flowchart:**

- JIL (Joint Information Line) - First Responder Counseling Services
- NIL (Neighborhood Information Line) - FAL (First Responder Counseling Services)
- FAL - Resource Center
- Resource Center - OWNERSHIP/SUBORDINATION
- SVENT (Severe Weather Emergency Network)
- MOSBY/LHD (Mossy/Lake Health District)
- MASS (Mass Casualty Response)
- MST (Mass Triage)
- MARC (Mass Casualty Response)
- MARC TRUSTED LOCATION ALTERNATE

**PROBLEMS:**

- Health Care Conditions NEED FIXED
- RFR PROCESS
- LIABILITIES
- SLS

**SRSST Process:**

- License
- Training
- MRC processing

**DRIVE:**

- Daily/Weekly Roll up of CRIS NEEDS QUESTIONS

**RESOURCES:**

- Post Appt. Resource Center
- Client Followup 2-3 post +

**TECHNOLOGY:**

- Gaps of Population

**IL HELPS:**

- Long Term Recovery

**Other Notes:**

- MASS FAL -> FAL -> RC
- Long Term Recovery
- IL HELPS

- 

# 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





# Eddie Johnson III, Unit Coordinator Englewood MRC MRCIL Region 5 Northern Co-Chair



# 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.

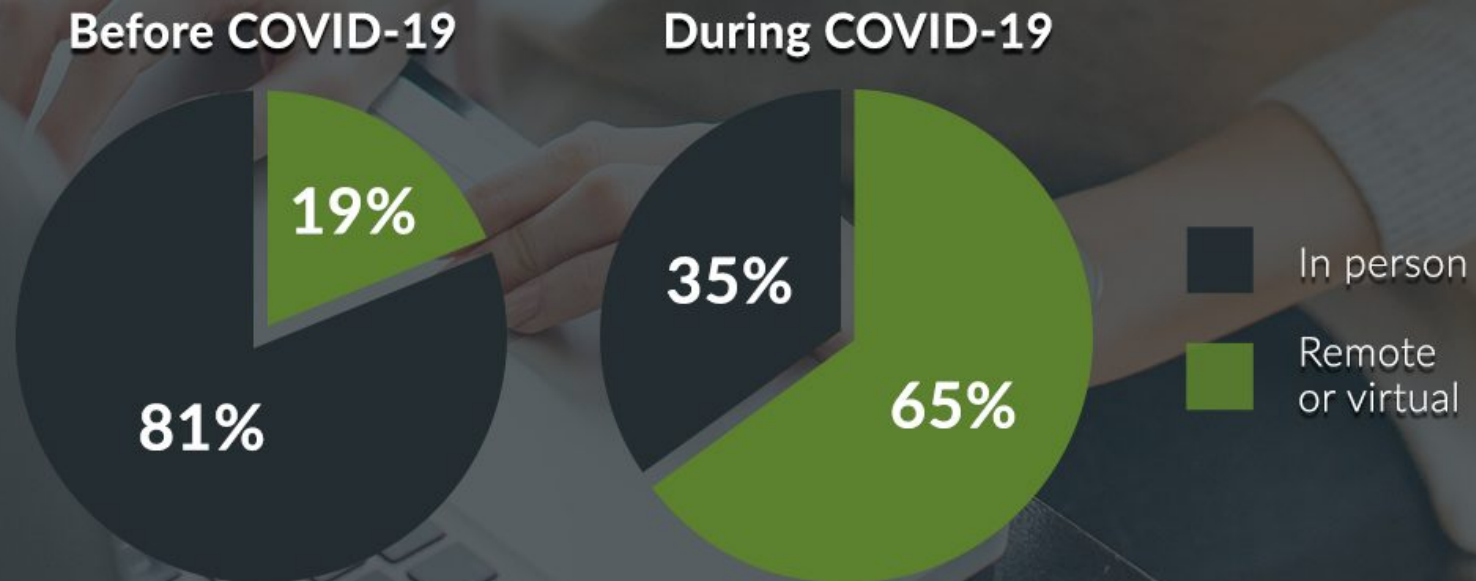
3

- **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



Source: *The Role of Volunteering in Philanthropy*

# How COVID-19 impacted the recruitment, retention and deployment of volunteers

1

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

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

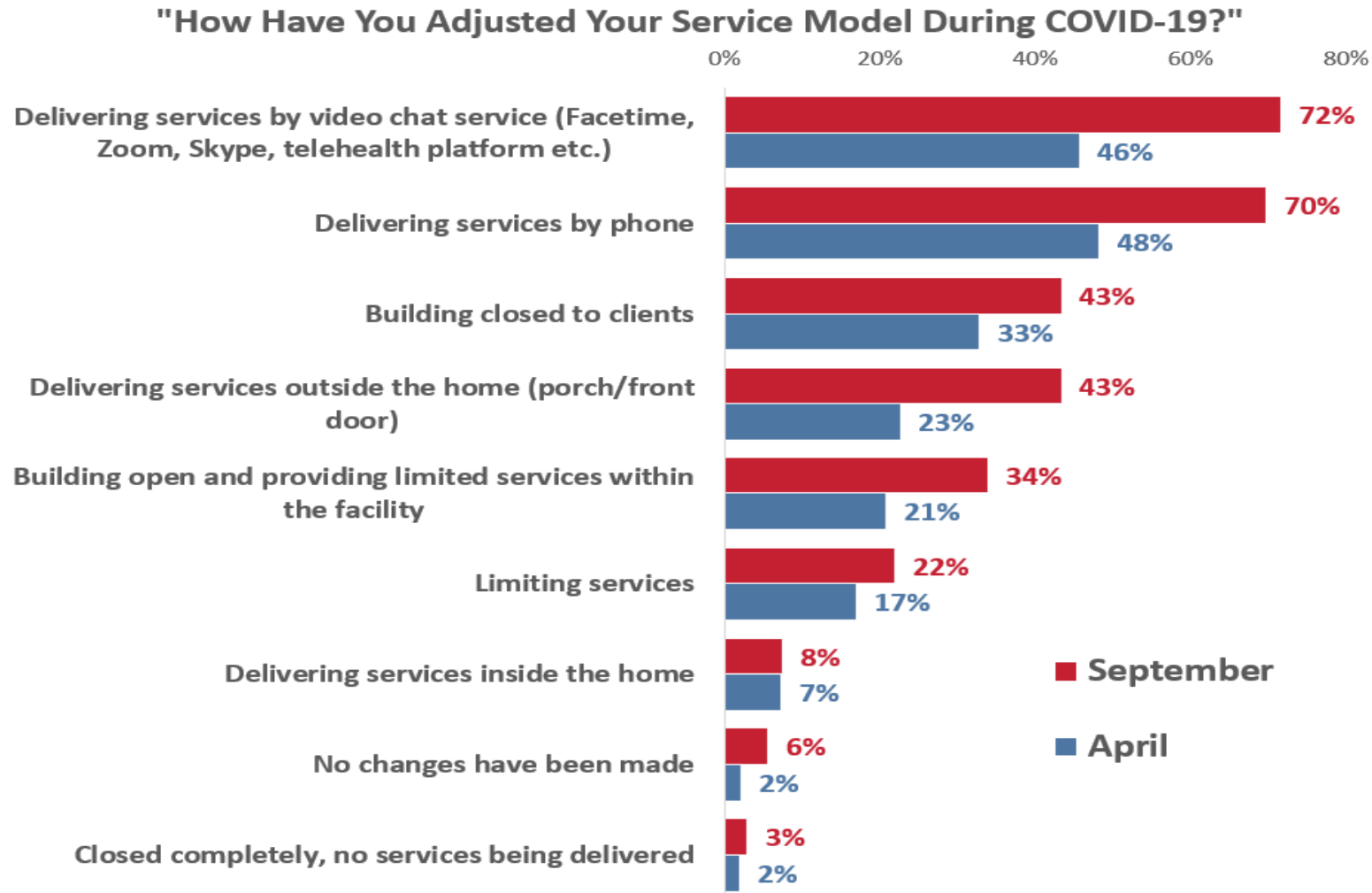
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# Survey: COVID-19 continues to impact service delivery

By: [Emily Campbell](#) [Blog](#), [COVID-19](#), [Data](#), [Health](#), [Ohio](#), [Strengthening the HHS Safety Net](#)





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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

## *Presenter Contact Info*

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