



Virginia Volunteer Workforce Solutions



2013 Volunteer Recruitment Assistance Available

The Virginia Fire Chiefs Association (VFCA) is pleased to announce 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.

The program is seeking twenty 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

Please note: if your department currently has its own SAFER Recruitment and Retention award from FEMA, you still may be eligible to participate. For more information on Phase II of the Volunteer Workforce Solutions program, please contact:

Kelly Ameen
IAFC Program Manager
kameen@iafc.org
703-273-9735

Nick Caputo
VFCA Program Manager
njcaputo@aol.com
814-404-3282

www.everydayherova.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,
Phase I*

(see page 2)

Volunteer Workforce Solutions Participant Requirements

- | | |
|------------------------------------|--|
| Eligibility | <ul style="list-style-type: none">• Department must have at least 50 active members. |
| Duration | <ul style="list-style-type: none">• Department must participate in the VWS program for two years. |
| Leadership | <ul style="list-style-type: none">• Stakeholders on all levels (city/county/town/department manager; city/county/town/department fire chief; and company level chiefs/officers, elected official) must agree to participant requirements and sign a memorandum of understanding (MOU).• Identify a program leader or volunteer coordinator within your city/county/town/department who will manage and oversee the responsibilities associated with the VWS program. You may also select coordinator(s) at the company level, if applicable. |
| Required Attendance | <ul style="list-style-type: none">• Key staff must attend and fully participate in the VWS Orientation (March/April) and Kick-Off Meetings (June/July). Key staff includes: fire chief(s), chief officers, program leader, volunteer coordinator and at least one representative each from the elected governing body and the city/county/town administrator's office.• Key staff (fire chief, chief officers, program leader, volunteer coordinator(s), departmental leadership, company officers, etc.) must attend one fire service leadership workshop. Several opportunities will be offered throughout Virginia free of charge. |
| Expectations And Activities | <ul style="list-style-type: none">• Submit home addresses of all members (career and volunteer, if combination department) in order to produce a customized GIS Tapestry Report. Names are not needed and all addresses will remain confidential and proprietary information.• Provide images and contact information for marketing materials.• Create and submit a list and timeline of recruitment/retention activities that you will carry out based on the GIS Tapestry Report outlining your specific target areas/groups.• Monitor, track, evaluate and provide data related to the results of the recruitment campaign to the VWS Program Team.• Submit monthly tracking forms and fill out all required information, including recruitment AND retention data.• Respond to email, phone and written inquiries from the VWS Program Team in a prompt manner.• Participate in meetings and/or phone calls with the VWS Program Team. |

VWS Information and History

The Virginia Fire Chiefs Association was awarded a 2009 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. Twenty departments participated in Phase I of the VWS program; and the VFCA is currently seeking and will soon be selecting 20 additional departments to participate in Phase II of the program. The VWS program also is operating in the state of Connecticut through the Connecticut Fire Chiefs Association.