

Recruiting Your Replacement (And Keeping Them There)

EMERGENCY

911



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First Responders Summit
July 27, 2023



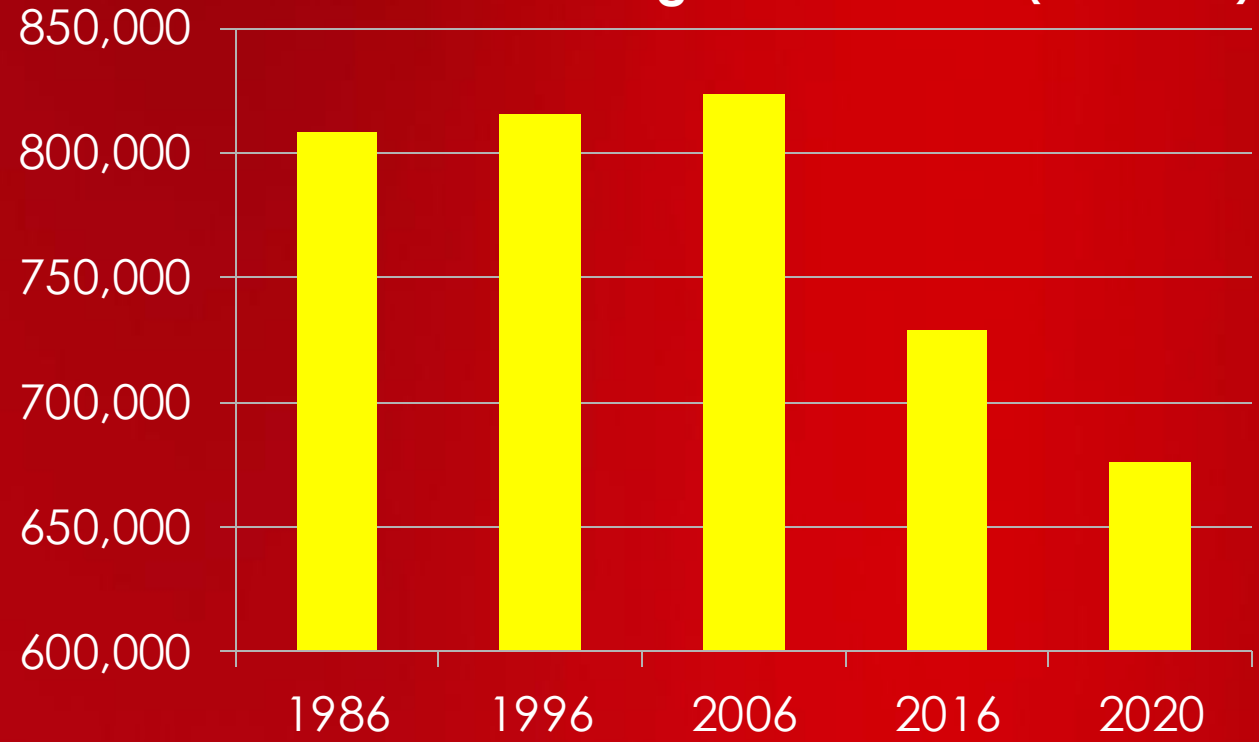
Recruiting Your Replacement

- 1 Establish A Starting Point
- 2 Define The Problem
- 3 Identify Potential Causes
- 4 Propose Some Solutions



Volunteer Fire Service: A National Problem

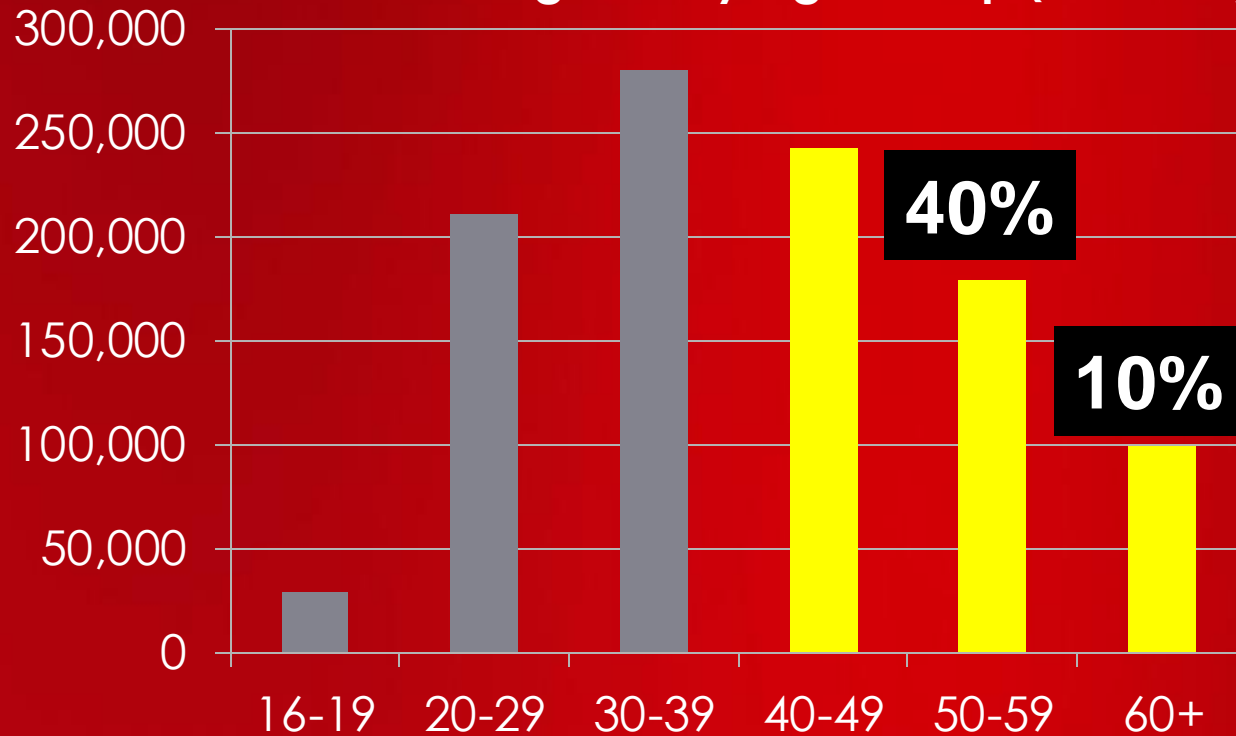
Volunteer Firefighters In The US (NFPA 2022)





US Fire Service: The Bigger Problem (?)

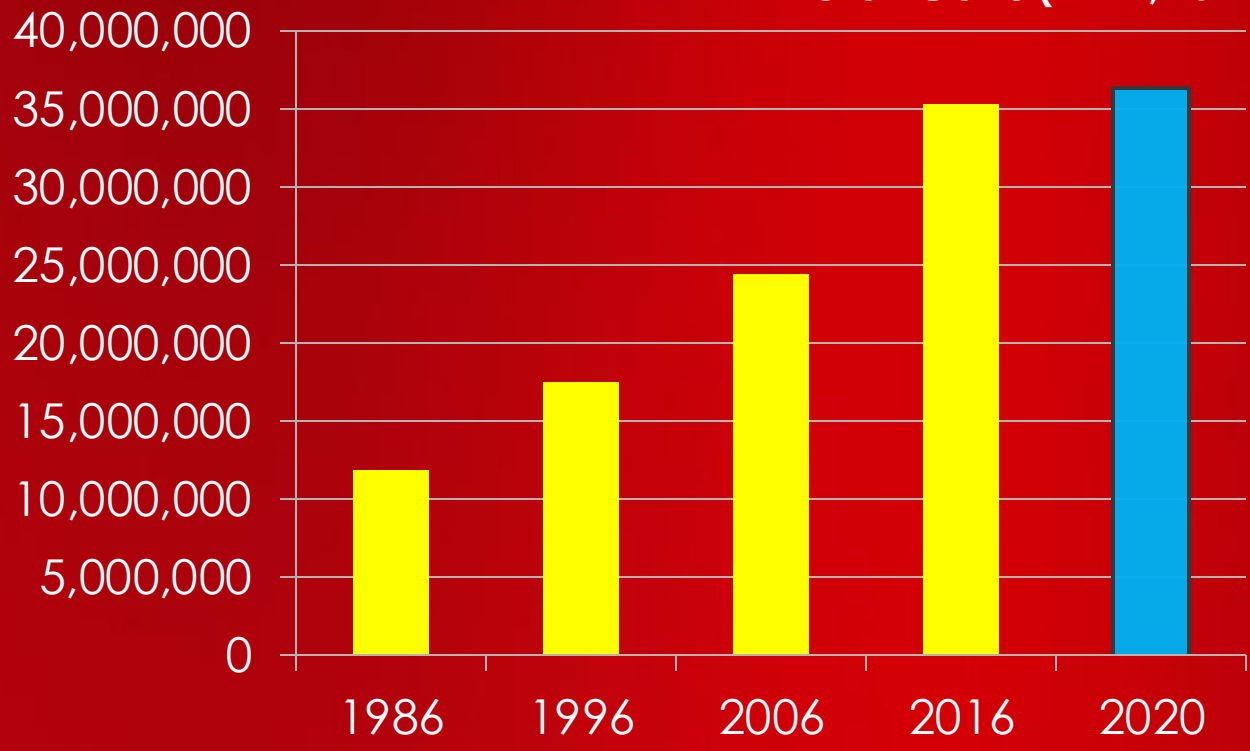
Firefighters By Age Group (NFPA 2022)





US Fire Service: The Mission

Total Calls (NFPA, 2022)





Volunteer Fire Service: The Problem In NY

1

1998: Approximately 110,000 Volunteers

2

2010: Approximately 84,000 Volunteers

3

2014: Approximately 105,000 Volunteers

4

2022: + / - 75,000 Volunteers



Recruitment Success: Societal Barriers

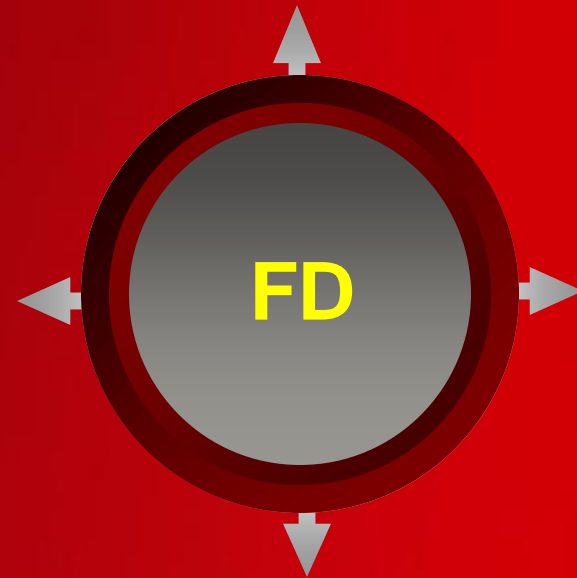




Recruitment Success: Departmental Barriers

Dependence On Legacy Affect

**No Plan And / Or
Point of Contact**



**Recruits Will
Always Come**

An Annoyance



Recruitment Success: Individual Barriers



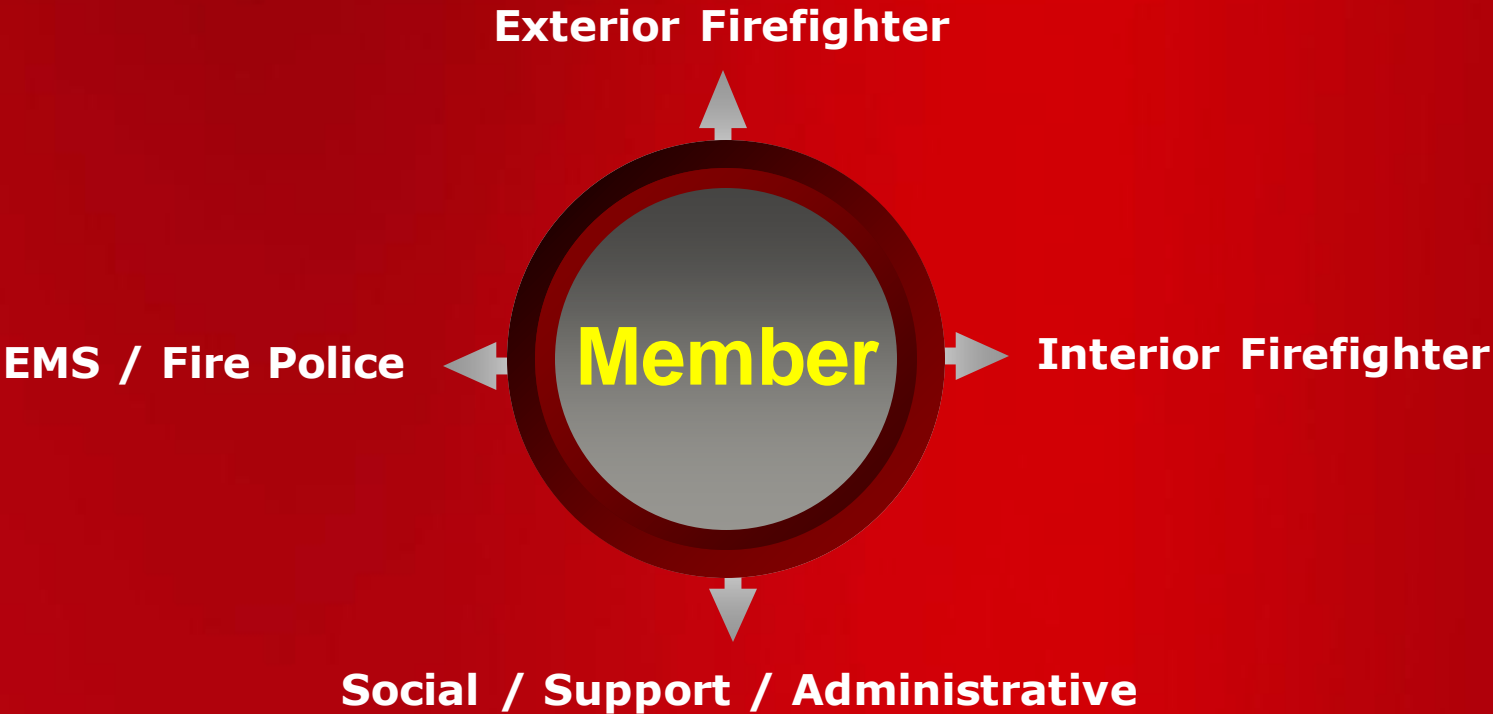


Recruitment Success: Pre-Plan Your Response

- 1 Department needs assessment.
- 2 Department resource assessment.
- 3 Community assessment.
- 4 Have a written plan / establish a process.

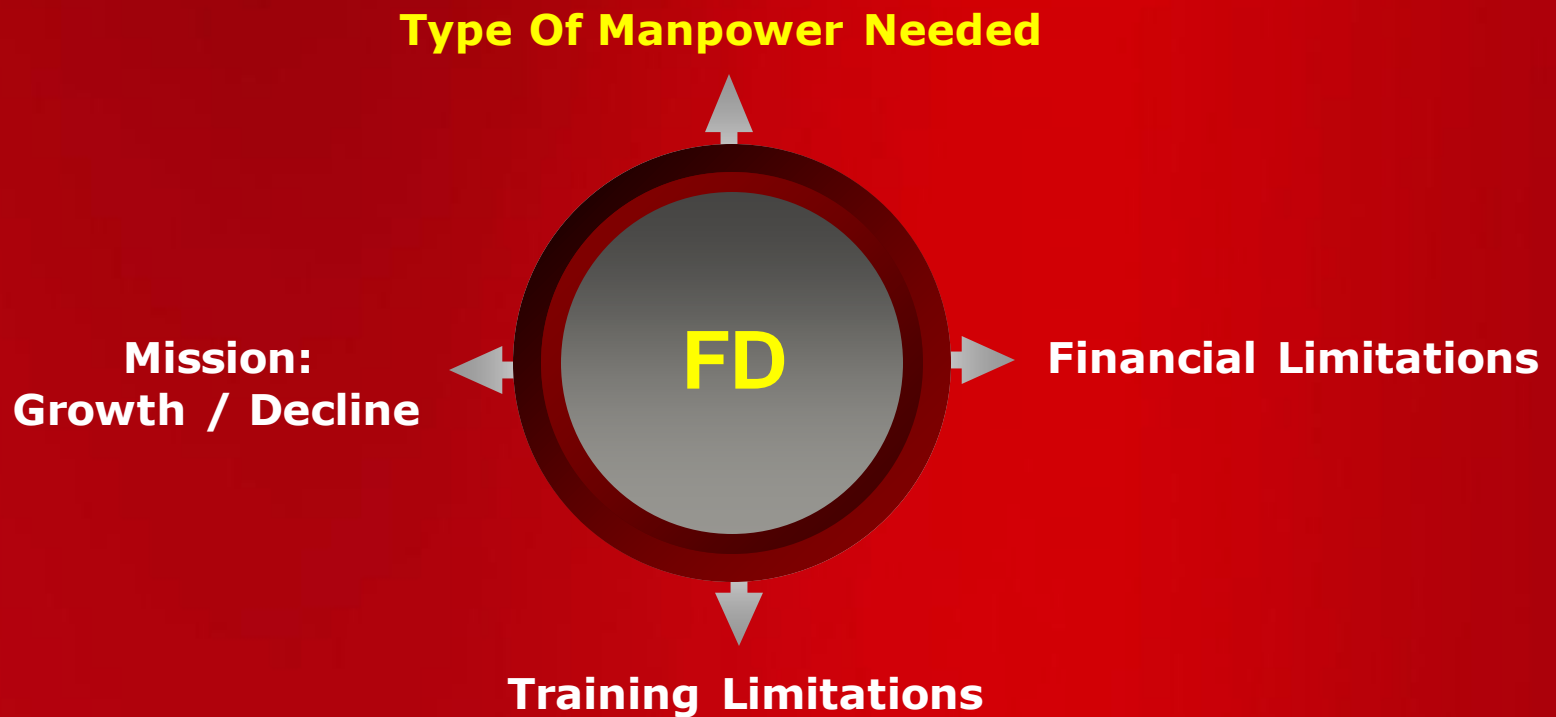


Recruitment Success: Department Needs



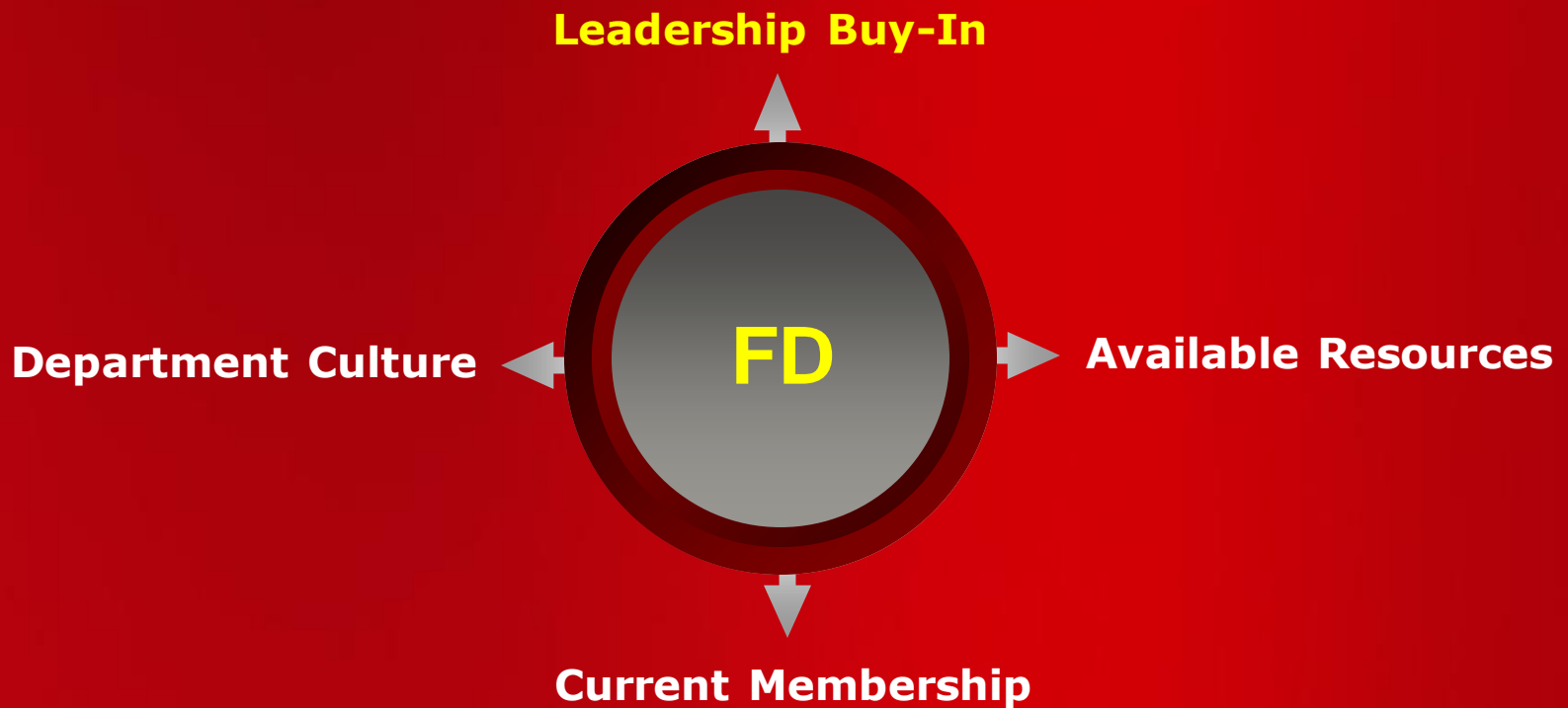


Recruitment Success: Department Resources





Recruitment Success: Recruitment Resources





Recruitment Success: Develop A Plan

Implement A Membership Process





Recruitment Success: Pre-Application

Quick Response To Inquiries

Set-up An Information Meeting

Explain Benefits And Expectations

Arrange A "Ride Along"

Assign A Mentor: Before And After



Recruitment Success: Establish A Process

Straightforward

Timely Decision

Reply Verbal / Written

Keep Accurate Records

MID-COUNTY FIRE PROTECTION DISTRICT
188 N. BUSINESS ROUTE 5 - CAMDENTON, MD 21613
(410) 346-2549 (410) 346-2000 - www.mcfpd.org

PERSONAL INFORMATION

Name: _____ Date of Birth: _____

Address: _____
(Street) (City) (State) (Zip)

Years at present address? _____ if less than 2 years at present address, list previous address: _____

Phone: _____ Cell: _____ A Mail: _____ (City) (State) (Zip)

Single Married Spouse Name: _____

Spouse Employer: _____

Driver's License Number: _____ (Name) (Phone) State: _____ Date of Expiration: _____

Have you ever received a moving violation? Yes No

If so, please explain: _____

Have you every been convicted of a criminal offense? _____

If so, please explain: _____

Do you own a vehicle? Yes No (Year) (Make) (Model) (Condition)

Automobile Insurance Carrier: _____ (Company) (Agent) (Coverage/Levels of liability)

EDUCATION

High School: _____
Name: _____ City/State: _____ Year Graduated: _____

Vocational/Trade School: _____
Name: _____ City/State: _____ Year Graduated: _____

College/University: _____
Name: _____ City/State: _____ Year Graduated: _____

Name: _____ City/State: _____ Year Graduated: _____

EMPLOYMENT

Branch: _____ Highest Rank: _____ Dates: _____

Occupation: _____ Type of Discharge: _____

2



Recruitment Resources: Target Audiences

Age Distribution Of US Firefighters (NFPA 2022)



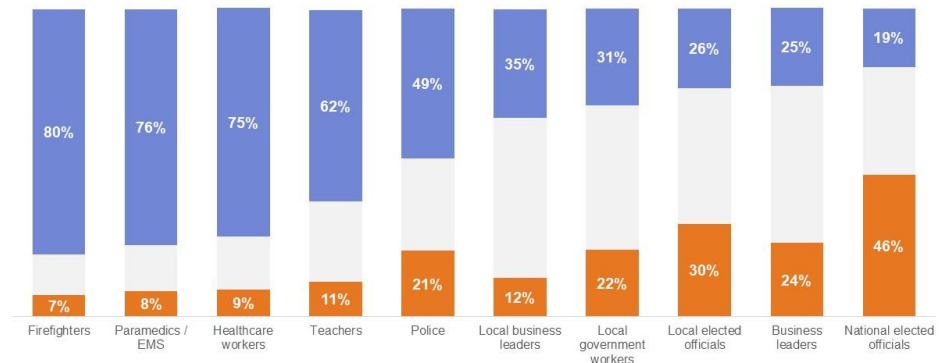


Recruitment Resources: Respected Brand



Most trusted professions

■ Trustworthy
■ Not trustworthy



Source: Ipsos survey of 1,000 Americans, conducted May 4-5, 2021. Q. Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in the United States?





Recruitment Success: Promote Options





Recruitment Success: Fire In You Campaign

Consistent Statewide Theme

Targets The Barriers / Audiences

Delivery Methods Are Adaptable

Networking / Existing Channels

Resources Available Locally



Retention

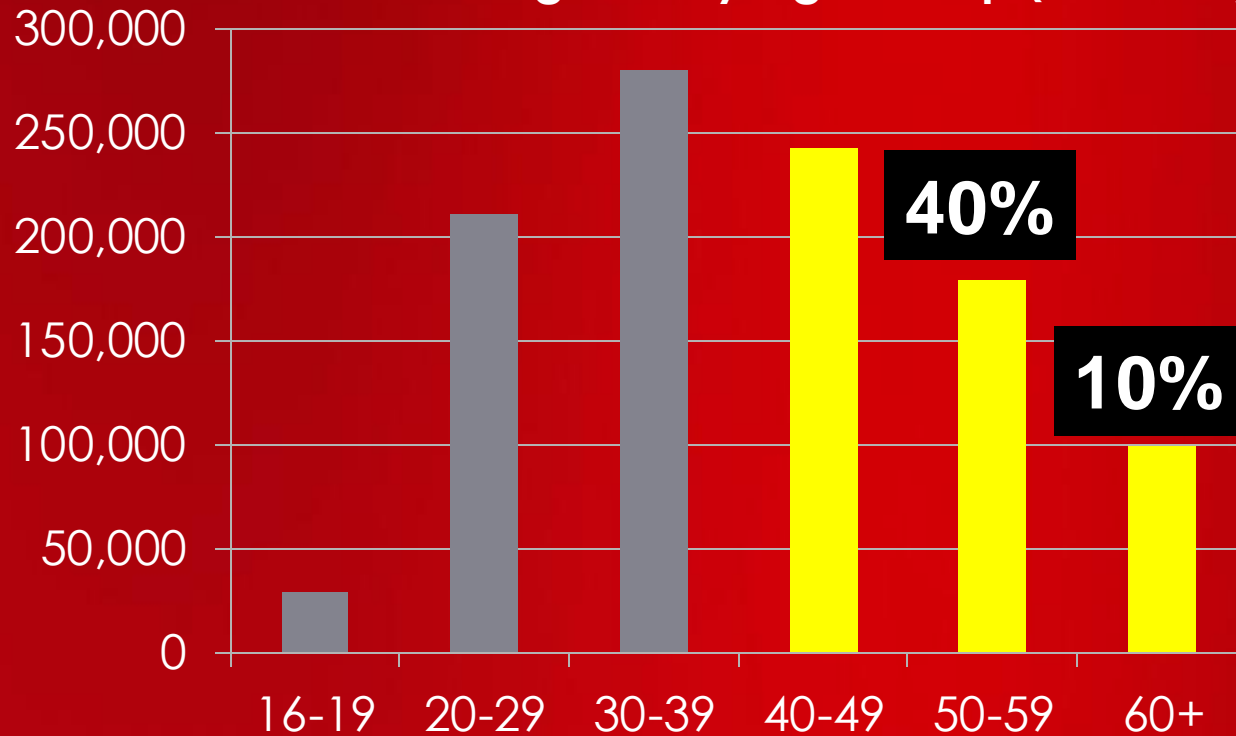
Recruitment Success:

***Recruitment without retention
is a losing proposition.***



US Fire Service: The Bigger Problem (?)

Firefighters By Age Group (NFPA 2022)





Retention Failure: Identifying Catalysts

Sense Of Being Pushed Out



Lack Of Advancement



Member



**Lack Of Direction /
Focus**



Lack Of Fairness / Appreciation



Retention Success: Identifying Solutions

Balance / Integrate Groups

Informed / Involved

Leaders

**Equal
Rewards / Discipline**

Clear / Understood Processes



Recruitment: Lessons From The Fireground

- **Admit that you have a problem**
- **Secure department commitment**
 - Make it part of your "A" list agenda, include in the strategic plan
- **Assess needs, resources and the community**
 - Make sure the community knows there is a need
- **Have a single point of contact**
 - Individual or committee
- **Develop a strategy, a message and then a written plan**
 - Straightforward application and decision-making process
- **Recruit like you fight fire**
 - Plan, needs, process, resources, audiences
 - Review everything regularly / make changes / quantify results



Retention: Lessons From The Fireground

- **Admit that you have a problem**
 - Retaining members is as important as recruiting new ones
- **Keep your membership informed and involved**
 - Recruiters, mentors, social events, family events
- **Monitor and integrate your membership**
 - “Chief People Officer”
- **Actively establish and maintain a positive environment**
 - Have a rallying point: certification, training hours, recognition
- **Knowing why people leave is critical to keeping people there**
 - Conduct exit conversations
 - Develop a referral mechanism
- **Administer rules and discipline fairly and evenly**
 - Seniority does not mean the rules don't apply
 - Newness does not mean the rules don't apply