

Volunteer Coordination

Presented to:

Currituck Fire and EMS Advisory
Board

17 July 2008

John Bianco, MS

Division Chief, Administration

Department of EMS

City of Virginia Beach

Commonwealth of Virginia

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VA BEACH EMS

EMERGENCY MEDICAL SERVICES

10 VOLUNTEER RESCUE SQUADS 1 MISSION



Join a Rescue Squad and Make a Difference

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Public Safety

- Requirements are changing (increasing) at the federal, state and local levels
- Public's expectations are changing
- Provider's motivations are changing

Are You Ready for the Future?

- Growth of the prime age 24-54 of the workforce over the past 20 years was 44%
- Projected to drastically decline
- Our pool of potential new public safety workers is drying up
- 76 Million baby boomers are within striking distance of retirement

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What is Your Goal?

- What do you wish to accomplish?
- How does this fit within your strategic plan?
- Are you prepared for the successes & failures?
- Where do you see your Department in 10 years?

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Public safety leaders need to take responsibility for recruiting and retaining talent and focus those efforts systematically.

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Concepts or Terms? Opportunities or Threats?

- Standardization
- Optimization
- Centralization
- Integration
- Coordination
- Cooperation
- Adaptation
- Assimilation

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Where do you want to go?

What do you want it to look like?

Who do you want to include?

How do you get there?

What Can (Volunteer) Coordination Do?

- City of Virginia Beach
 - Volunteer Coordinator, Office of Volunteer Resources
 - City Support/recognition
 - Force Multiplier
 - Department of EMS
 - Administration (Risk management, SOPs, insurance, medical direction, utilities, reports)
 - Human Resources
 - » Application
 - » Background checks
 - » Personnel files, Credentialing, IDs
 - Recruitment and Public Awareness
 - » Public information
 - Retention
 - » Resource sharing (personnel and equipment)
 - Training
 - Certification
 - Protocols
 - Regulation and Enforcement
 - Quality improvement
 - Grants
 - Operations
 - Scheduling and staffing
 - Logistics
 - Major medical supply contract

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Concepts and Opportunities

- Standardization
- Optimization
- Centralization
- Integration
- Coordination
- Cooperation
- Adaptation

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How Do You Get There?

- Remove Barriers
- Change Cultures
- Build, Repair, Enhance Relationships
- Cultivate Partnerships
- Market, Sell, Educate
 - Resources?
 - Build it?
 - Grow it?
 - Outsource it?
- Synergies of scale

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What Does Your Community Know About You?

- **Branding**
- **Marketing**
 - Community involvement
 - Partnerships
 - External organizations
 - Internal organizations
- **Resources**
 - Reports (list needs also)
 - Communications

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Data

1. Plan
2. Implement
3. Collect data
 - Evaluate trends
4. Share results
 1. Include interim results
5. Change/strengthen approach based on results
6. Continue to 1 again

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Example

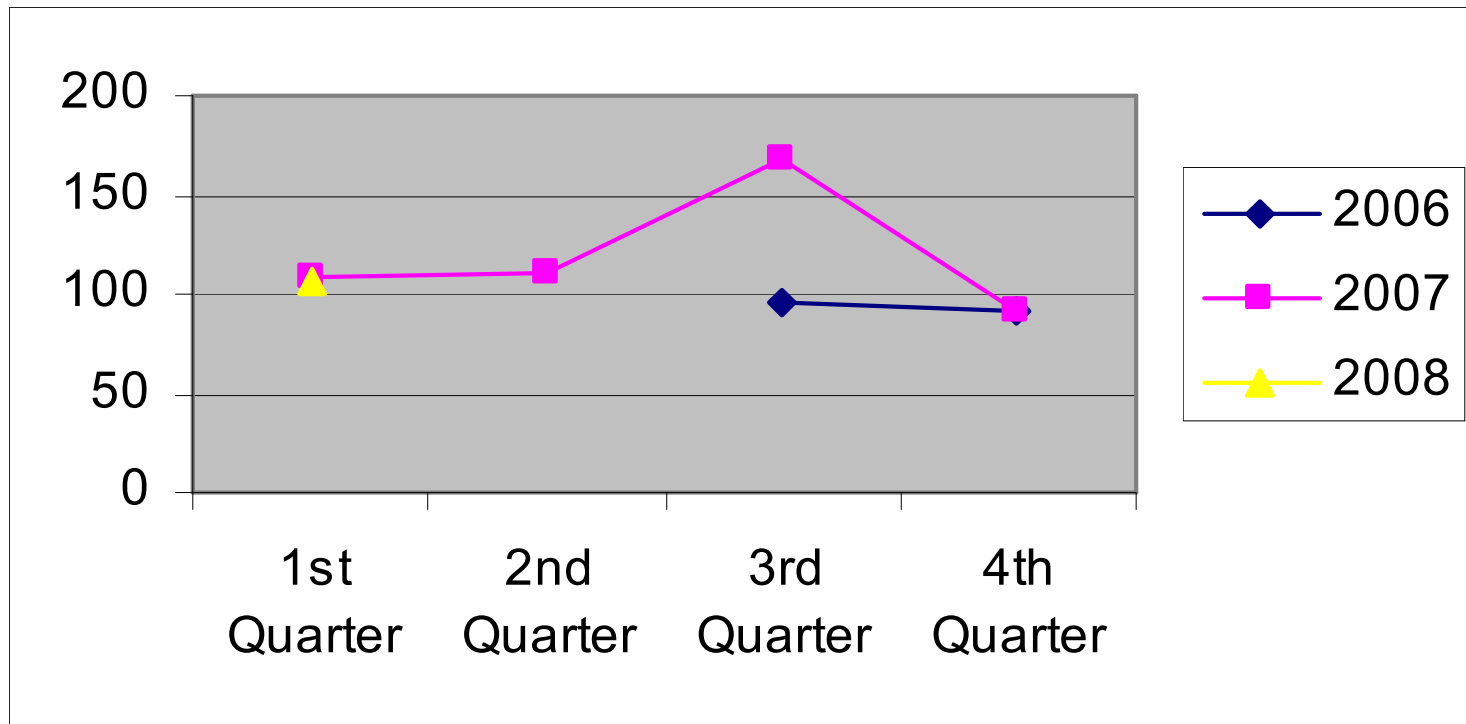
Interest to Involvement

- How do we hedge our bets?
- Review every step in the timeline and process to become an active operational member
- Continued emphasis on recruitment and retention
- Effect data on recruitment and retention efforts

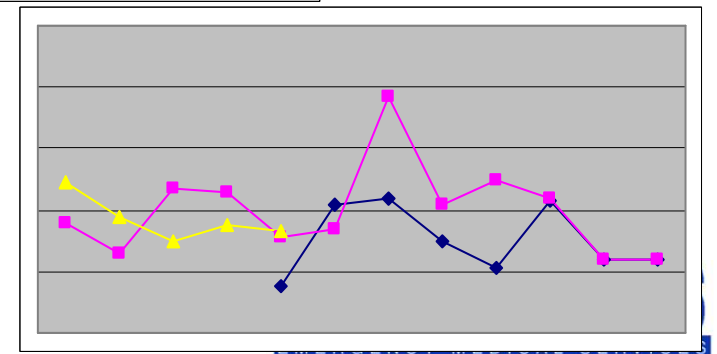
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Recruitment

Total Orientation Attendance

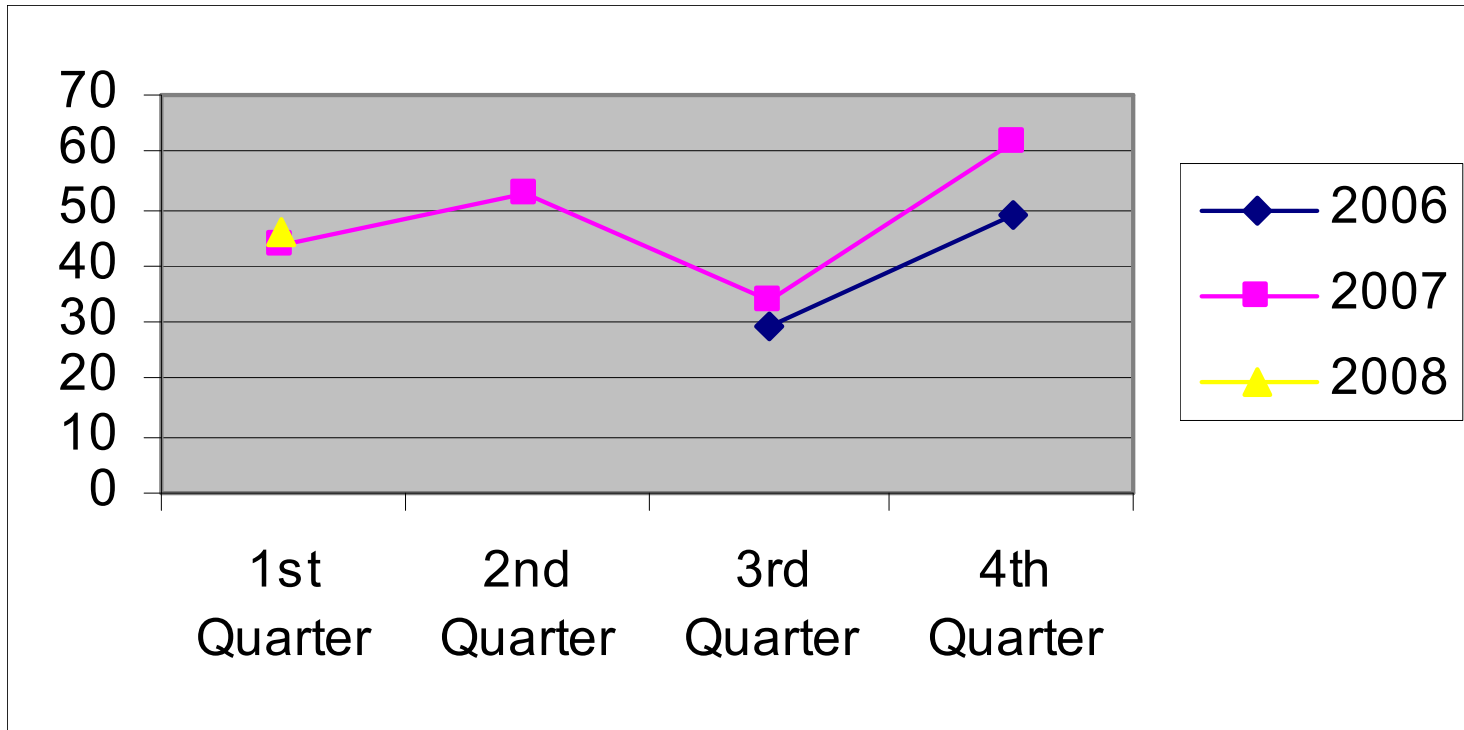


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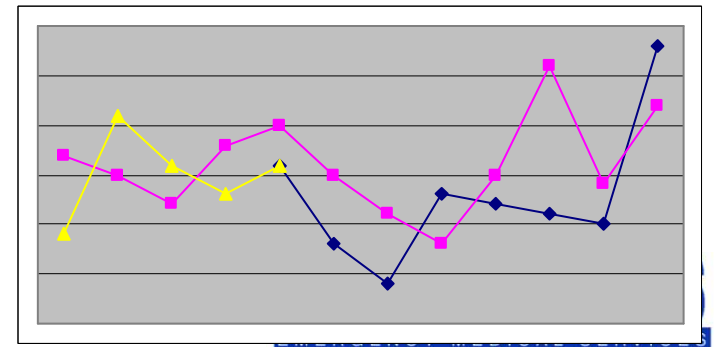


Volunteer Human Resources

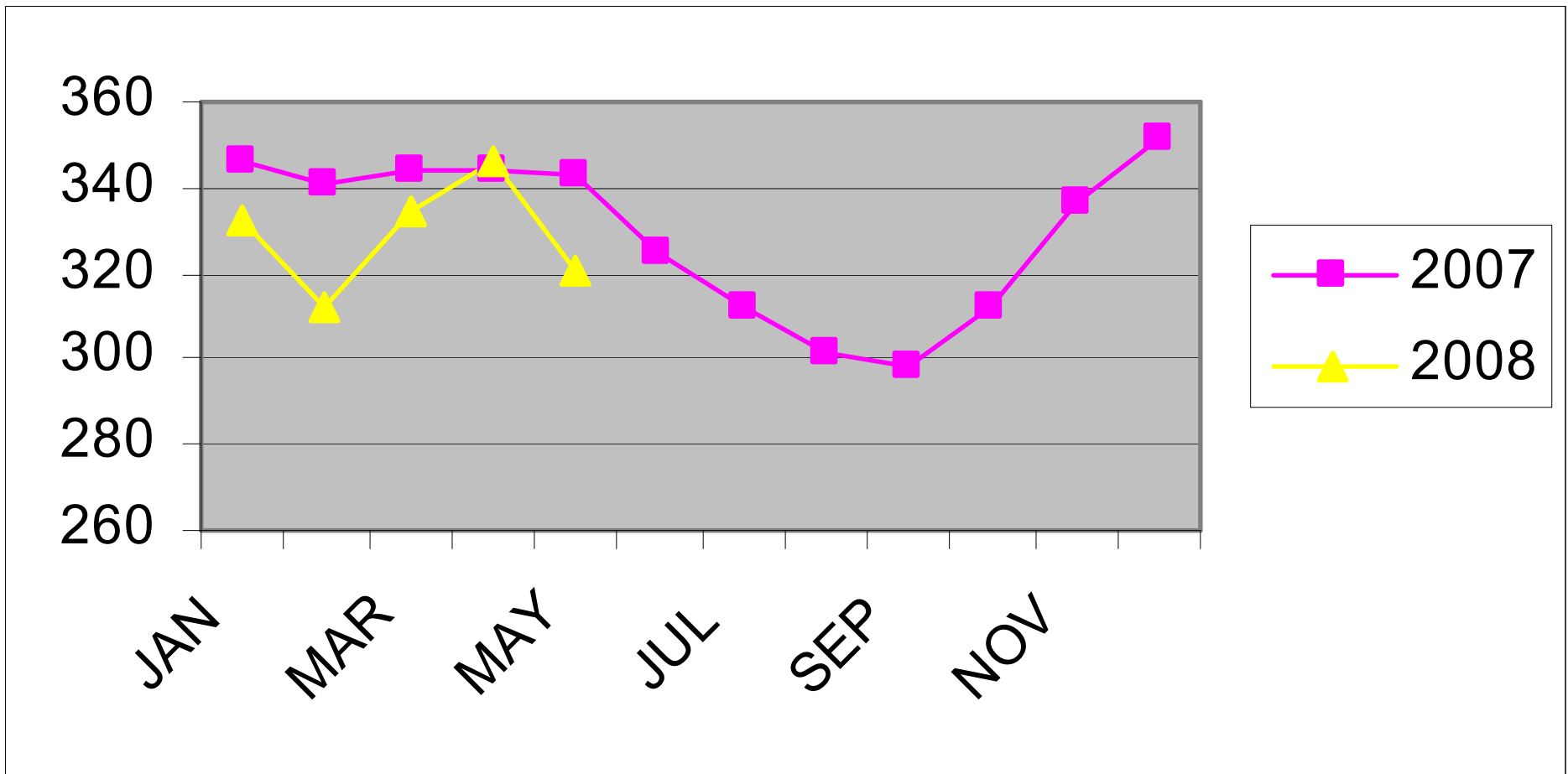
Total Approved Applications



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Operations Active Members



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Lessons Learned

- Sustainability
- Capital Campaigns
- Recruitment Campaigns
- Volunteer to career conversions
- Current Research
- Current Data
- Staffing
- Right people: on, off and in seats

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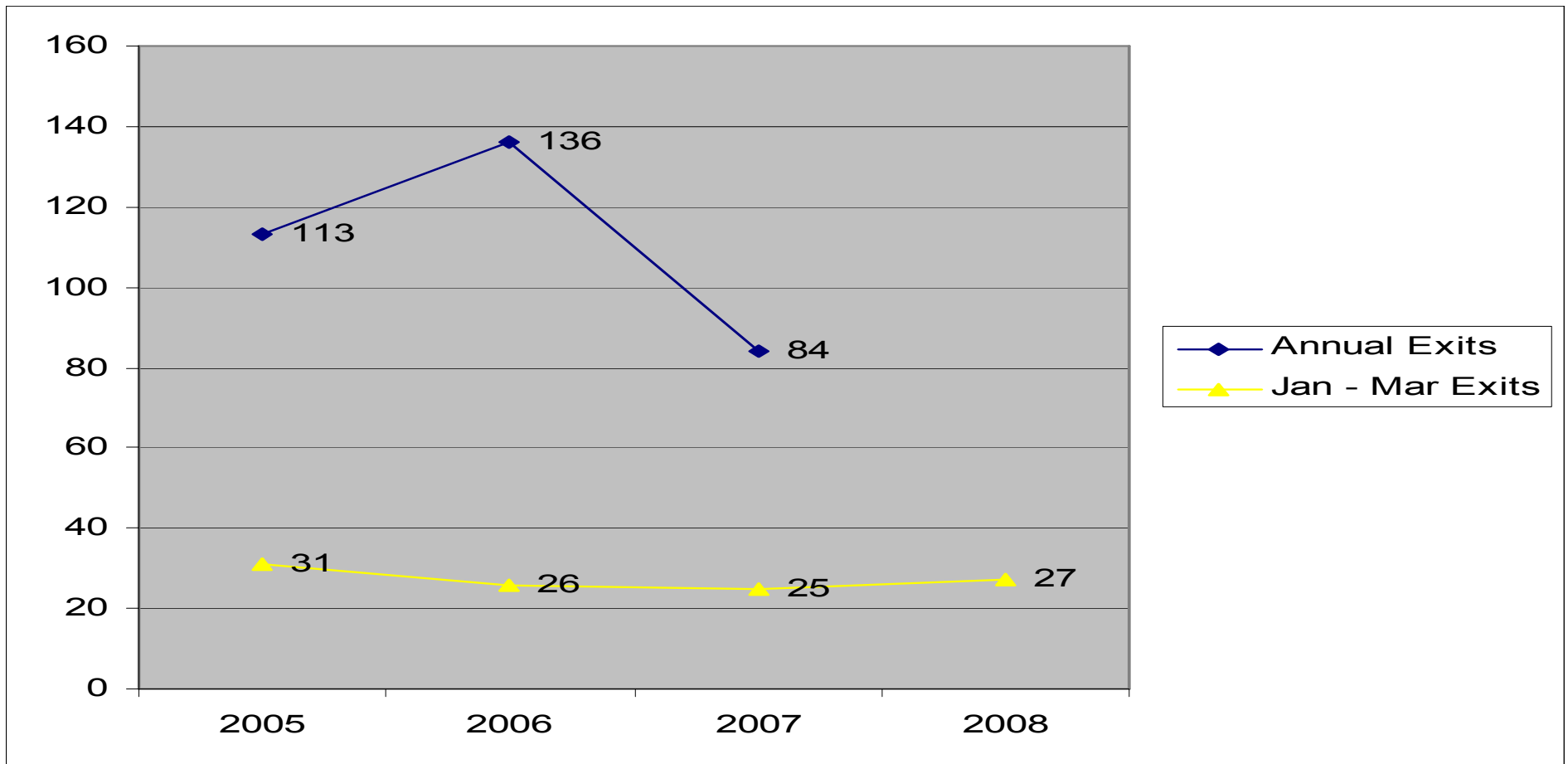
How do we get em and keep em?



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Retention

System Exits-Operations Members



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Thank You

jbianco@vbgov.com

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