



Recruiting Long-Term Care Ombudsman Volunteers in Oregon

YMMV

- Success factors in place for us
 - Knowledge that it would take time – not immediate results but over time would pay off
 - Coordinator of Volunteers specifically tasked with recruitment and outreach
 - Background not in LTC, but Volunteer Management
 - We had a previous low profile, it was easy to gain attention
 - Support from community partners, such as RSVP, AARP, SHIP, etc.
 - Our State Ombudsman, Mary Jaeger, gave a clear and direct message everywhere:
 - We need more volunteers!

Recruitment Plan Overview

- Identify needs in specific areas
- Community knowledge and contacts
- Working with staff
- Earned and paid media
- Exploring social media
- Strong Volunteer Management practices
- Getting staff prepared to streamline some policies and procedures

Where and how many?

- Identify needs in specific areas
 - Executive level volunteer created a spreadsheet of beds and volunteers needed per 100 beds
 - Input from staff for needs – urban and rural quite different
 - Reviewed monthly
 - Recruiting around training dates

It's not about what you know, its...

- Community knowledge and contacts
 - Utilized staff contacts and connections
 - Invite yourself in!
 - RSVP – statewide network of directors
 - AARP – utilized tools and resources
 - Travel website for outreach events
 - Chambers, Senior Centers, networks
 - Oregon Blue book
 - Statewide almanac and fact book
 - Legislator newsletters
 - Staff and volunteer knowledge
 - Contacts, groups, history

Networking, networking, networking

- Community knowledge and contacts
 - Local volunteer management associations
 - Hands on network
 - Chambers, Rotary, Senior Centers
 - United Way or RSVP
 - Local AAA and disease groups



A definite team effort

- Working with staff
 - Who they knew
 - Current or past volunteers and their connections
 - Local volunteer recruitment and screening committees in some areas
 - Any particulars about facilities or community support about LTC issues

Our volunteers read!

- Earned and paid media
 - Press releases about upcoming trainings
 - Specific date, time, location
 - Some paid ads in smaller cities
 - Five articles in larger cities
 - All garnered interest calls
 - Front page in state's largest paper on New Year's day
 - Over the course of 30 days, nearly 200 contacts via phone, email and in person



Bringing it into this century

- Exploring social media

- Website

- Expanding information



- Craig's list

- Different areas, different message

- Facebook

- Our page is only outreach and information to start
- **Long-Term Care Ombudsman Oregon**

A dedicated, sustained effort

- Strong Volunteer Management practices
 - Responding to interest within 48 hours
 - Saving interest letters for follow up
 - Revised and updated applications, position descriptions
 - Some areas had local volunteers to help with screening
 - Created FAQ
 - Customer service practices
 - Ability to send out online
 - Working on fillable application

Above all, keep moving forward

- Getting staff prepared and streamlining policies and procedures
 - Saving steps and time to get back to the potential volunteer
 - Updating policies & procedures
 - Work in progress!

A look at the 'numbers'

Volunteer applications received:

FFY 2009 107

FFY 2010 79

FFY 2011 188

Volunteers trained:

FFY 2009 - 55

FFY 2010 - 63

FFY 2011 - 156

Volunteers Certified:

FFY 2009 - 41

FFY 2010 - 52

FFY 2011 - 109

Good luck!

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