



ombudsman

Expect Excellence in Your Care

The Importance of Volunteer Demographics for Recruitment and Retention Strategies

Presented by Laurinda Johnson, OPD, Ohio STLCOP

Advocating for People Receiving Home Care,
Assisted Living and Nursing Home Care

Purpose

- Marketing campaign
 - Community education
 - Volunteer recruitment
- Considerations
 - Diction
 - Representation
 - Imagery
- Tools
 - Volunteer application
 - Database
 - Volunteer management software

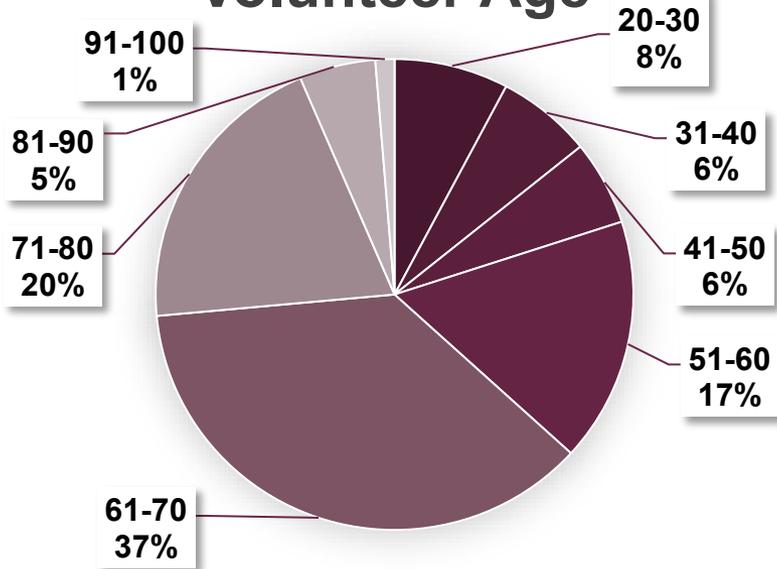


Data Collection

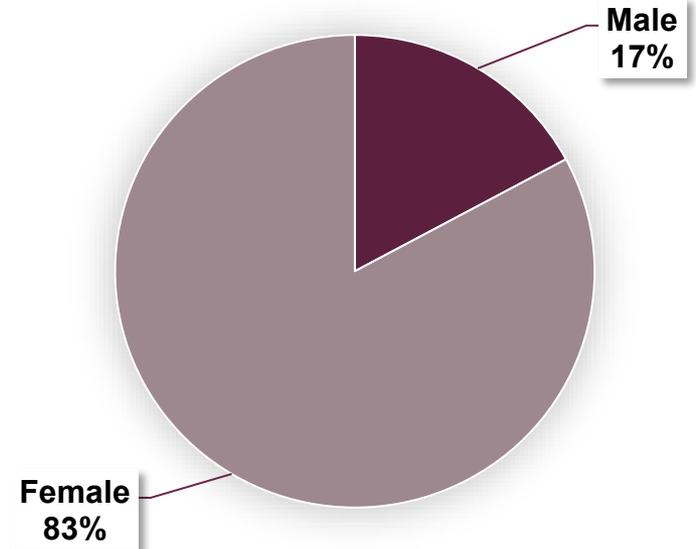
- **What do we have?**
 - Missing demographic info
 - Info updates
- **What do we want to know?**
 - Age/Birthday
 - Sex/Gender (preferred pronouns)
 - Race/Ethnicity
 - Highest level of education
 - Professional experience
- **When do we want to ask?**
 - Application
 - Interview
 - Conflict of Interest screening



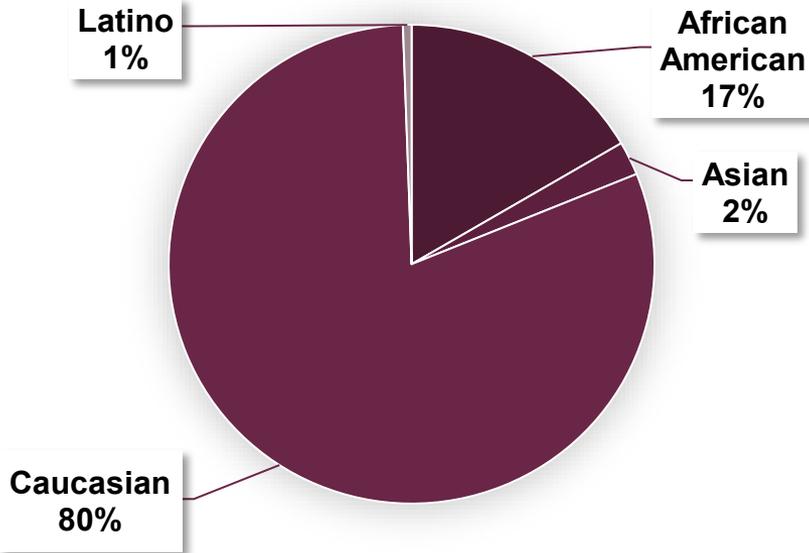
Volunteer Age



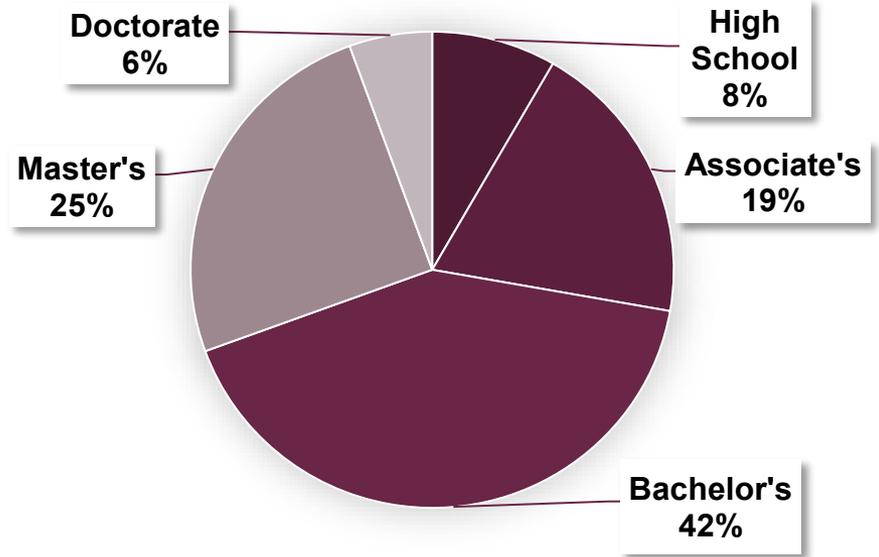
Volunteer Sex



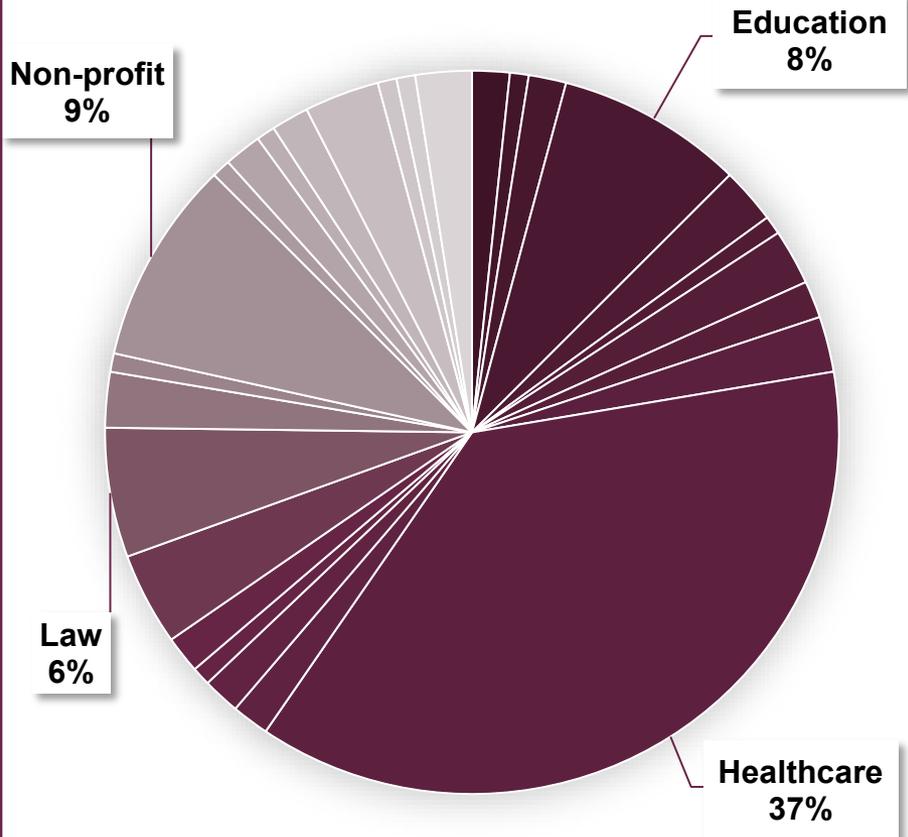
Volunteer Race



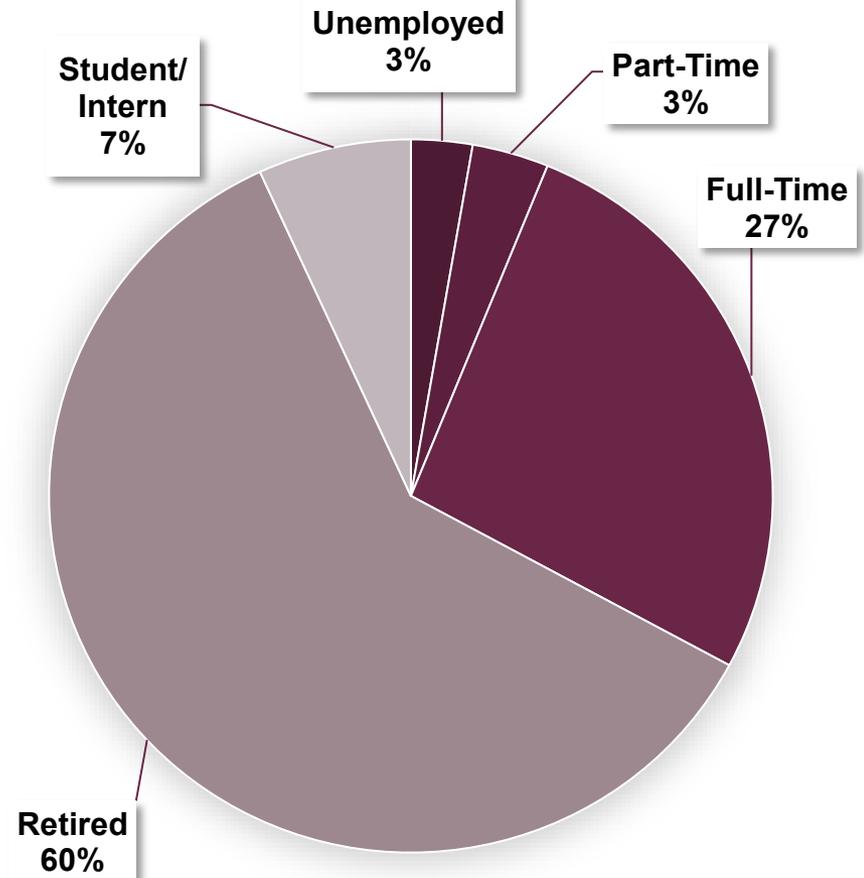
Volunteer Education



Volunteer Professional Experience



Volunteer Employment Status



Conclusion



Recruitment

- Who do we want?
 - More men
 - More diversity
 - Retired professionals
- How do we reach them?
 - Media
 - Social media
 - Volunteer recruitment sites
- Where do we find them?
 - Community outreach
 - Word of mouth



Retention

- Engagement
 - Utilize volunteer skills
 - Develop unique service opportunities
 - Regular communication
- Inclusion
 - Meetings/team building
 - Joint staff/volunteer projects
 - Survey/feedback



Contact Me

LJohnson@age.ohio.gov
OhioOmbudsman@age.ohio.gov
www.linkedin.com/in/laurinda-johnson

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