Recruiting Long-Term Care Ombudsman Volunteers in Oregon
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, it’s…

- 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!

- www.oregon.gov/ltco

- Gretchen Jordan, CVA
  - Gretchen.jordan@ltco.state.or.us
  - 503-983-3920 cell phone