

SUCCESSUPLIFE.COM  
AND FIRERECRUITER.COM PRESENT

# THE BATTLE OF THE BELTWAY

50

RETENTION AND  
RECRUITMENT

TIPS IN 50

MINUTES

WITH: Dr. Candice McDonald  
& Chief Tiger Schmittendorf

LIVE MATCH



★ ★ ★ ★ DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF ★ ★ ★ ★

**5**  **RETENTION AND RECRUITMENT TIPS** IN **5**  **MINUTES**

# DR. CANDICE "RETENTION" MCDONALD

WWW.SUCCESSUPLIFE.COM

★ @KSUCandice



★ ★ ★ ★ DR. CANDICE MCDONALD | CHIEF TIGER SCHMITTENDORF

5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES

# "ALL RECRUITMENT-ALL THE TIME" TIGER ↓ SCHMITTENDORF



- @Tiger15032
- @RuntotheCurb
- @FireRECRUITER
- @TYReplacement
- @SoldierFFcom

# RECRUITMENT VS RETENTION



The battle between good and better

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**5**  **RETENTION AND RECRUITMENT TIPS** IN **5**  **MINUTES**

# INTERDEPENDENCY

- ❖ Retaining existing volunteers can be more challenging than recruiting new ones
- ❖ Effective retention positively impacts opportunities to recruit
- ❖ Successful retention can reduce the need for constant recruitment
- ❖ Retention is directly affected by recruitment efforts

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**5**  **RETENTION AND RECRUITMENT TIPS** IN **5**  **MINUTES**

# RECRUITMENT AND RETENTION CHALLENGES ARE LIKE ANY OTHER EMERGENCY:



They all start and end locally.

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**5**  **RETENTION AND RECRUITMENT TIPS** IN **5**  **MINUTES**

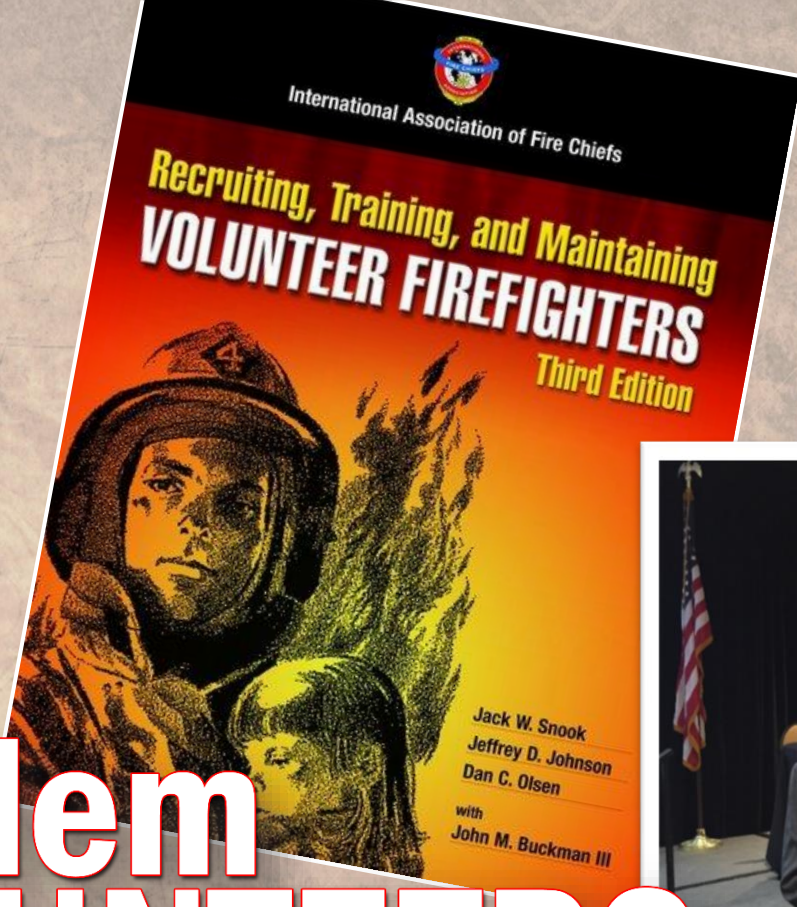
LET THE GAMES BEGIN



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5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES





THE  
problem  
with VOLUNTEERS

is that they're  
VOLUNTEERS

CHIEF JACK SNOOK - "A Breed Apart" - 1989



TIP  
#1

# IDENTIFY BARRIERS TO RETENTION

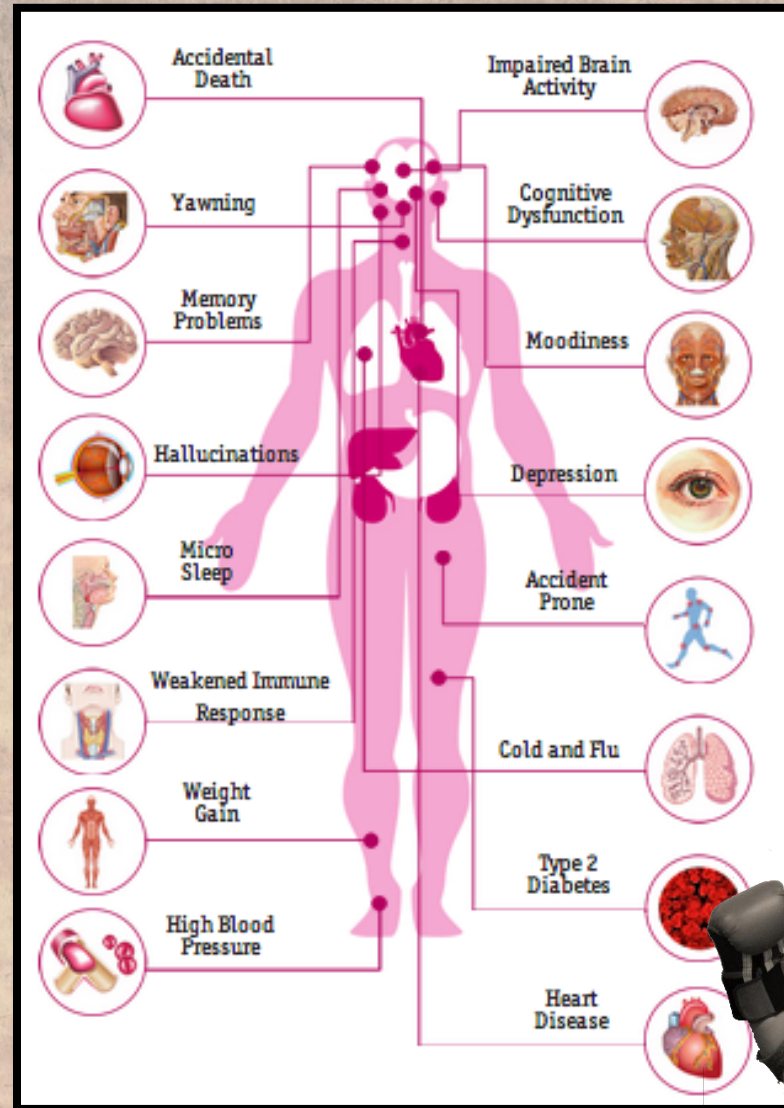
- Sleep Deprivation
- Gender specific issues
- Mental health
- Work-Life Balance
- Generational Factors
- Organizational Climate



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**5** RETENTION AND RECRUITMENT TIPS **IN** **5** MINUTES

# SLEEP DEPRIVATION



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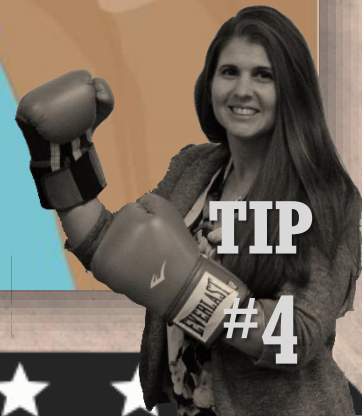
5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES

# WORK-LIFE BALANCE

HOW TO CREATE

Work Life

BALANCE IN AN INDUSTRY  
THAT NEVER SLEEPS



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**GENDER  
SPECIFIC  
ISSUES**

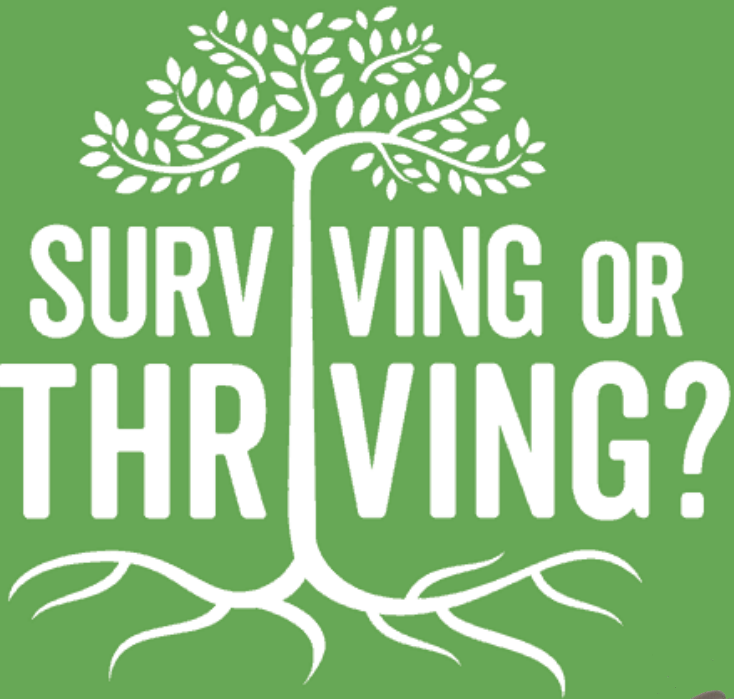
# Gender Differences



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**5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES**

**MENTAL HEALTH**



**SURVIVING OR  
THRIVING?**






















**TIP  
#6**

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# GENERATIONAL FACTORS

Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Corbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

\*Percentages are approximate at the time of publication.



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# ORGANIZATIONAL CLIMATE



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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES



# Burning Question:

95% of the Fires  
We Fight are:

A. On the Fireground

B. Back at the Firehouse



TIP  
#9

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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES [TIGERSCHMITTENDORF.COM](http://TIGERSCHMITTENDORF.COM)

# IT STARTS WITH AN ATTITUDE!

Treat every public interaction  
as a public service, public education,  
public relations and recruitment opportunity.

©2014



TIP

#10



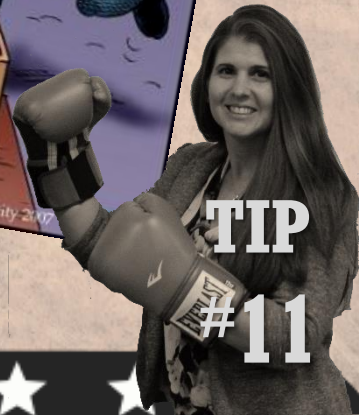
DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF



# 5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# RESEARCH QUESTION: WHAT STRATEGIES DO VOLUNTEER FIRE SERVICE LEADERS USE TO RETAIN VOLUNTEER FIREFIGHTERS?

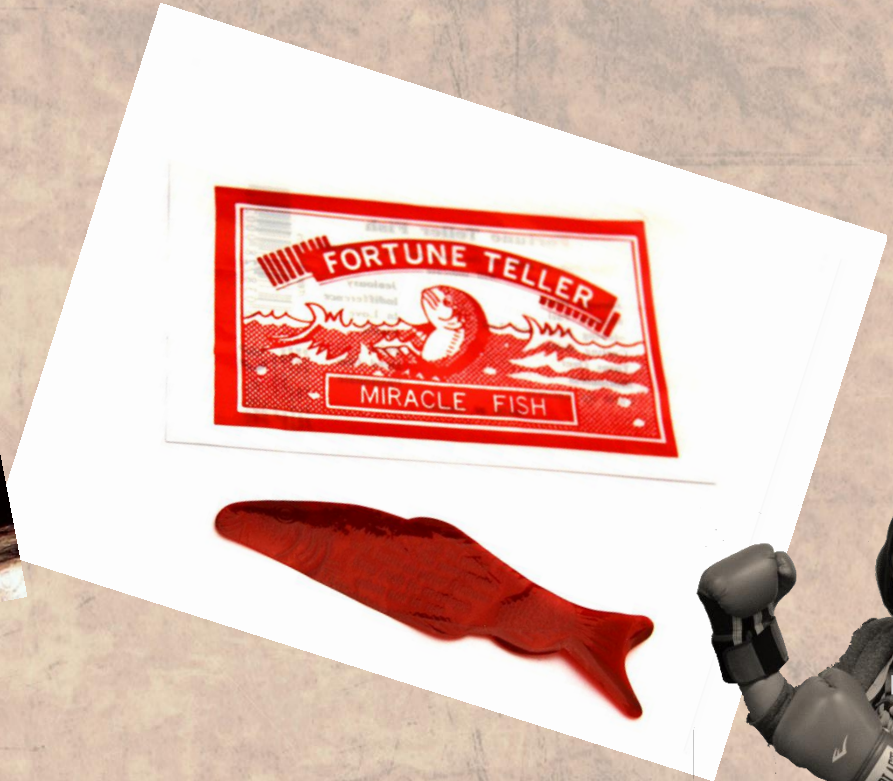
- **Themes:** (a) schedule accommodations, (b) non-wage benefits, (c) opportunities for employee success, (d) recognition, (e) family, and (f) recruitment
- **Freeman's Stakeholder Theory**



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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# THE KEY TO RETENTION IS: STAKEHOLDER INVESTMENT



TIP  
#12

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5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES

# THE KEY TO RECRUITMENT IS A THREE TIER APPROACH:

- Clearinghouse
- Tools & Education
- Trenchwork



TIP

#13



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**5** RETENTION AND RECRUITMENT TIPS IN **5** MINUTES

# FOCUS ON THE FIRST 90 DAYS



TIP  
#14

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## DO THE MATH!

- Think of your recruitment challenge in **simple** terms.

TIP  
#15

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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# BE CAREFUL WHAT YOU WISH FOR!

- More members equal more help, more people to manage and more people issues to deal with.
- **Plan for volunteers.**



**TIP**

**#16**



## Recruitment & Retention Action Plan

### ASSESS

Your need for volunteers, your current delivery system, establish attainable goals and benchmarks for measuring success

### PLAN

For new volunteers

### IDENTIFY

Opportunities for change

### TRAIN

Existing volunteers to recruit and retain

### CREATE

Messages and media that challenge the prospect to get involved

### DEMONSTRATE

The needs of and for volunteers

### IMPLEMENT

Innovative Solutions

### MEASURE

Progress and modify program to meet changing needs and conditions

### FOLLOW-UP

And Follow-Through



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**5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES**



# ACCOMMODATE SCHEDULES



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**NEED VS.  
WANT**



**TIP  
#18**

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# ACCOMMODATE LIFE



TIP  
#19

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# TARGET THE RIGHT AUDIENCE WITH YOUR INCENTIVES

- Peace at home  
= Peace at the firehouse



**TIP  
#20**

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# INCLUDE THE FAMILY



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**5**  **RETENTION AND RECRUITMENT TIPS** **IN** **5**  **MINUTES**

**RECRUIT 'EM  
EARLY & OFTEN!**



**NVFC NATIONAL JUNIOR  
FIREFIGHTER**

[www.nvfc.org/juniors](http://www.nvfc.org/juniors)



**YOUTH IN THE  
FIRE SERVICE**

Firemen's Association of  
the State of New York



**TIP  
#22**

**Investing in Your Youth is  
Investing in Your Future!**

# ENGAGE THE FAMILY



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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

FIRST

# FAMILY

FIRST

“There’s no greater family tradition than community service.”

Join Our Second Family.

## LEVERAGE POWER OF FAMILY

TIP #24



## FIRST FAMILY FIRST



Son: GREG - Serving since 2008

Daughter: KELLY - Serving since 2009

Mom: HOLLY - Serving since 2012

We affectionately refer to the people we work so closely with in the fire station as our “Second Family.”

Many firehouses across Erie County are full of groups of volunteer firefighters who are also “first FAMILY first.”

We welcome you to visit your local firehouse and explore all of the great ways to serve when you join our second family. After all, there’s no greater family tradition than community service.

And we all know it takes *family* to truly make a [fire]house a home!

Visit [iVolunteerFIRE.org](http://iVolunteerFIRE.org) to learn the story behind this family of **ERIE COUNTY VOLUNTEER FIREFIGHTERS**: Greg Smith, Kelly Smith and Holly Schiferle VFD, Williamsville TOWN: Amherst NY

Fight Fires. Save Lives. Volunteer Today!

**iVolunteerFIRE.org**

[iVolunteer@erie.gov](mailto:iVolunteer@erie.gov)  
716.601.3021

[Twitter](#) [YouTube](#) [Facebook](#)

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**KIDS = PARENTS**

**PARENTS = PROSPECTS**



**TIP #25**



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**5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES**

# ALLOW LIFE TO HAPPEN

A "REQUEST FOR LEAVE OF ABSENCE" form is shown on a wooden desk. A woman wearing boxing gloves and a headband is pointing at the form with a pen. The form includes a section for "Personal Information" with fields for Name (Last), (First), (Middle Initial), Home Telephone, (City), (State), (Zip), and Other Telephone. There is also a field for (Mailing Address).

Personal Information		(First)	(Middle Initial)	Home Telephone
Name (Last)				
(Mailing Address)	(City)	(State)	(Zip)	Other Telephone

TIP  
#26

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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

WHAT'S YOUR

# ELEVATOR PITCH?



**ALWAYS CARRY  
A STORY IN  
YOUR POCKET**

**TIP  
#27**



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**5**  **RETENTION AND RECRUITMENT TIPS** **IN** **5**  **MINUTES**

# OFFER NON-WAGE BENEFITS



...  
paid by emp  
non-cash compens  
**employee benefits**  
non-wage compe  
their normal wa  
... by in



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**5** RETENTION AND RECRUITMENT TIPS IN **5** MINUTES

Think you lead an active lifestyle? Can't find time to volunteer?

# DEFINE: Active.

Meet: **Michelle** Age: 37  
**HAPEMAN**

- #Wife. Mother of six (6) children.
- #Licensed Practical Nurse: Pediatrics/Adolescents (Part-Time)
- #ECC Dual Major College Student: Emergency Management/Nursing (RN)
- #Charity Runner/Obstacle Course Fanatic
- #Volunteer Firefighter/EMT: Snyder Fire Department-Amherst

GOOD MOMS HAVE STICKY FLOORS, DIRTY OVENS, AND HAPPY KIDS.

**TRIPLE F**

Put some **REAL** Action into your "Active" Lifestyle!  
Fight Fires. Save Lives. Volunteer Today!

LEARN MORE ABOUT THIS ERIE COUNTY VOLUNTEER FIREFIGHTER AT:  
**iVolunteerFIRE.org**

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Think you lead an active lifestyle? Can't find the time to volunteer?

# DEFINE: Active.

Meet: **Sean** Age: 39  
**CROTTY**

- #Husband. Father of (2) active kids.
- #Public Safety Dispatcher-Town of Hamburg
- #Town of Hamburg Emergency Manager
- #Erie County SMART Volunteer Coordinator
- #ECC Associate Professor-Paramedicine
- #Erie County ESU Fire Instructor
- #Founder: Lake Effect Firefighters Ski Race to benefit Kids Escaping Drugs
- #HoliMont Ski Safety Team Member
- #HoliMont Freestyle FLITE Team Manager
- #Volunteer Firefighter/Paramedic: North Boston Volunteer Fire Co. Boston Emergency Squad

Put some **REAL** Action into your "Active" Lifestyle!  
Fight Fires. Save Lives. Volunteer Today!

LEARN MORE ABOUT THIS ERIE COUNTY VOLUNTEER FIREFIGHTER AT:  
**iVolunteerFIRE.org**

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**TIP**  
**#29**

**LEVERAGE POWER OF CHALLENGE**

# LEVERAGE POWER OF VETERANS

# SOLDIER FIREFIGHTER

Connecting Veterans & the Volunteer Fire Service **com**

Welcome Home Soldier!  
Let us help you make the transition.



Citizen Soldier Firefighter

COMING HOME CAN BE A CHALLENGE.

Many returning Veterans share that they have trouble adjusting to civilian life, they struggle to reintegrate -- to find their place in their hometowns.

Whether an Airman, Coast Guard, Sailor or Soldier, we can help you make the transition back to your community -- as a contributing Citizen -- with your community.

The Volunteer Fire Service offers many of the things you miss about active duty. And more. You share the same values we're looking for in today's volunteer firefighters. Welcome home. Now you can enjoy the benefits of serving your community with people who appreciate your sacrifice. Continue your legacy of service by joining forces with:

**Your Local Volunteer Fire Department!**

Let us help you make the SoldierFirefighter connection. **Click or Call Today!**

**TIP #30**

**CITIZEN SOLDIER (FIREFIGHTER)**  
Don Keuck is a Sergeant with the NY National Guard & a Volunteer Firefighter with the Doyle Hose Co. 1 in Cheektowaga NY

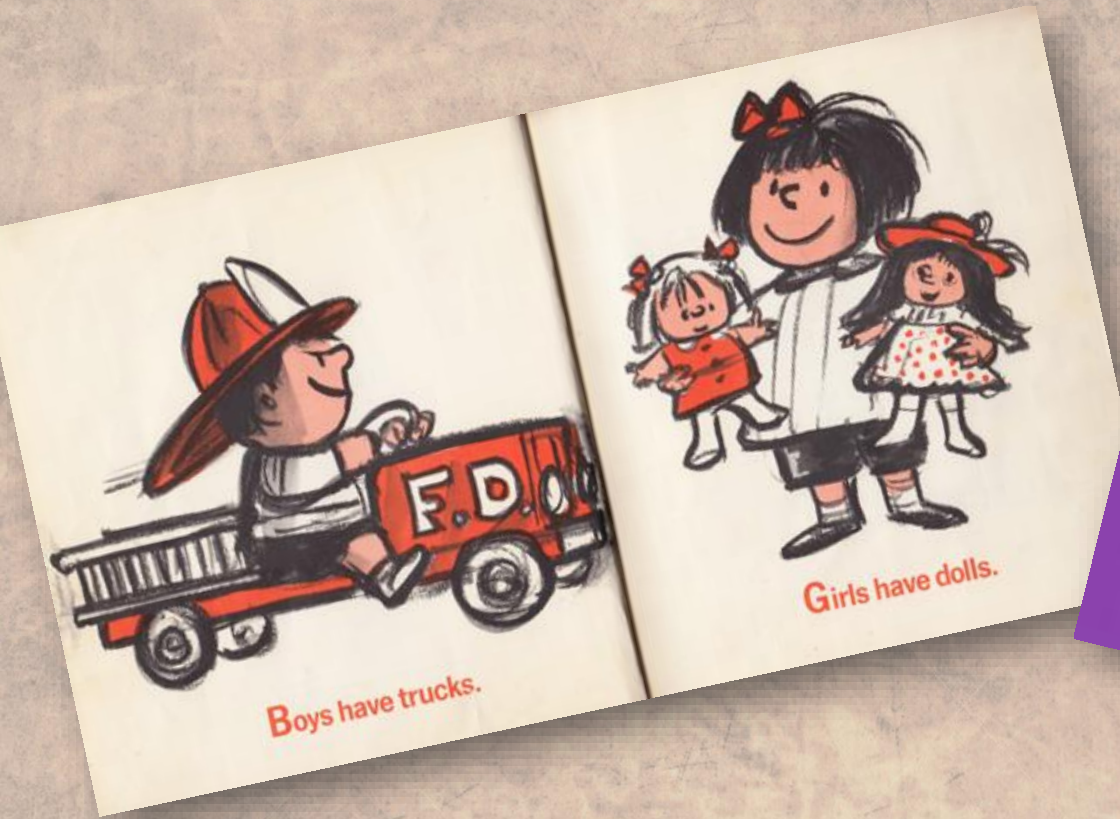
Find us on Facebook RecruitmentHQ 716.601.6021  
Follow us on twitter

**ER FIREFIGHTER com**  
ANS & THE VOLUNTEER FIRE SERVICE!

**EN-SOLDIER-FIREFIGHTER DON KEUCK**  
Sgt.: NY National Guard  
Firefighter: Doyle 1 Hose Co. - Cheektowaga NY



# MAINTAIN AN INCLUSIVE ENVIRONMENT



TIP  
#31

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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# LEVERAGE POWER OF REFERRAL



**iVolunteer FIRE**  
because the Firehouse IS A great place for MY KIDS! to Grow Up!

Firefighter  
**NATHAN CANNA SNYDER**  
Volunteer Fire Dept.  
Amherst NY  
Serving Since: 2011  
Age: 33

**FIRE DEPARTMENT**  
Fight Fires. Save Lives.  
ERIE COUNTY TODAY!

2012 ErieCountyFIRE.com and FireRECRUITER.com



We are **ERIE COUNTY VOLUNTEER FIREFIGHTERS** more than **5,000 STRONG** With You We Can Be **STRONGER**



Join a **VOLUNTEER FIRE DEPARTMENT** IN ERIE COUNTY TODAY!

**iVolunteer FIRE**  
.org

**VISIT FD OPEN HOUSES: SAT. APRIL 27<sup>TH</sup> & SUN. APRIL 28<sup>TH</sup>**

Facebook twitter

**TIP #32**



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**5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES**



# REDEFINE Yourself **3F**

You're wired for this.

Multi-tasking, caring, compassionate, adaptable and the ability to bring calm to chaos are all attributes we're looking for in our volunteer fire and emergency services professionals.

We offer the challenge to train, learn, and lead –and the kind of personal satisfaction that only comes from performing as a member of a life-saving team.

You'll make connections that will last a lifetime. You'll feel the appreciation of serving as a role model for women of all ages.

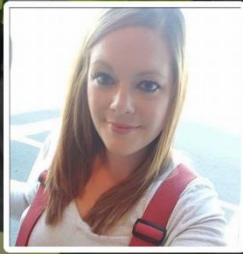
Explore and excel at rewarding opportunities that turn into life-changing experiences. Exceed even your expectations. Crush everyone else's.

**REDEFINE Yourself**  
Fight Fires. Save Lives. Volunteer Today!

ERIE COUNTY VOLUNTEER FIREFIGHTER

*Renee*  
MURRAY

VFD: Woodlawn  
TOWN: Hamburg NY  
AGE: 30 SERVING SINCE: 2015  
OCCUPATION: Corporate Trainer



# REDEFINE Yourself

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Fight Fires. Save Lives. Volunteer Today!

ERIE COUNTY VOLUNTEER FIREFIGHTER

*COURTNEY*  
JASINSKI

VFD: Winchester  
TOWN: West Seneca NY  
OCCUPATION: Postal Carrier  
AGE: 27 | SERVING SINCE: 2012



## REDEFINE Yourself **3F**

You're wired for this.

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**REDEFINE Yourself**  
Fight Fires. Save Lives. Volunteer Today!

ERIE COUNTY VOLUNTEER FIREFIGHTER

VFD: Getzville  
TOWN: Amherst NY  
AGE: 31 SERVING SINCE: 1999  
OCCUPATION: Airport Firefighter/Instructor

*Jessica*  
STROM



TIP  
#33

LEVERAGE POWER  
OF FEMALES



# FOCUS ON MENTAL WELL BEING



MAKE THE CALL TO  
MAKE THINGS BETTER

 **SHARE THE LOAD**  
A SUPPORT PROGRAM FOR FIREFIGHTERS AND EMTs

[www.nvfc.org/help](http://www.nvfc.org/help)

CALL 1-888-731-FIRE (3473)



Hello my name is

Grief

Anxiety

Phobia

POST-TRAUMATIC STRESS

STRESS

Shame

DEPRESSION

PANIC



TIP  
#34

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5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES

# Nothing Breeds Success like Success Itself.

## Evans Center Welcomes Four New Members

These four individuals join the 14 other volunteers who have entered membership in the Evans Center Volunteer Fire Company in the past year.

TIP

#35



### **Evans Center Fire Company**

[Fire - Rescue - Emergency Medical Services]  
HEADQUARTERS - 8298 ERIE ROAD - PO BOX 193 - TOWN OF EVANS NY 14006  
www.ecvfc.org - 716/549-1221 - FAX/549-2290 - info@ecvfc.org

**PRESS RELEASE:**  
December 10, 2006

**CONTACT:**  
Tiger Schmittendorf  
Chief of Training/PIO  
716.432.3915  
tiger5@firehousezone.com

#### **Evans Center Welcomes Four More Members**

TOWN OF EVANS NY --- The Evans Center Volunteer Fire Company has four new members - and two of them don't have a thing to do with firefighting.  
Cindy Friebs and Bruce Rust joined the fire company's FIREcorps division on December 5, 2006.

Friebs resides in Angola and is an administrative assistant with plenty of successful volunteering experience with the Make-a-Wish Foundation, the Roswell Park Alliance and Camp Good Days.

Bruce Rust is retired from National Grid Corporation and brings many years of experience with the Hy-View and Eggertsville Fire Companies. He resides in Evans and is an avid photographer and woodworker, among other talents.

"FIREcorps members perform non-emergency duties and are an integral part of our organization. They actively serve on a committee and/or hold an elected administrative office at all times," said Geordie Sinclair, fire department president.

Through FIREcorps, Evans Center offers opportunities for people to get involved in fire company activities by promoting fire prevention; maintaining web sites; taking photos; writing grants; mentoring youth; providing administrative and clerical support, public relations, equipment and apparatus maintenance; fund-raising; canteen services; typing reports; answering phone calls; managing records; landscaping and facilities maintenance - to name a few. FIREcorps is designed for people who can't or don't want to serve in an emergency capacity.



**Nothing Breeds Success like Success Itself**

**EXEMPLIFY PHYSICAL FITNESS**



# FIREFIGHTER FUNCTIONAL FITNESS



*The Essential Guide to Optimal  
Firefighter Performance and Longevity*

Dan Kerrigan  Jim Moss



**TIP  
#36**

★ ★ ★ ★ **DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF** ★ ★

**5**  **RETENTION AND RECRUITMENT TIPS** **IN** **5**  **MINUTES**

# Know Your:

- ▶ Market
- ▶ Place
- ▶ Product
- ▶ Brand/Image
- ▶ Message



## Burtonsville VOLUNTEERS

**FIGHT FIRES** Here. **GO** Anywhere.



Many of our Live-in firefighters go on to even greater places and make their career in fire and emergency services. But they all have one thing in common: they started out earning free room and board, and other awesome benefits in exchange for running calls, staffing duty crews and training as members of our Burtonsville family of Volunteer Firefighters and EMS Responders.

Check us out online and schedule a visit to our busy firehouse on your path to becoming a live-in firefighter at BVFD.

### FD CAREER OPPORTUNITIES:

Anne Arundel County VA

Arlington County VA

Baltimore City

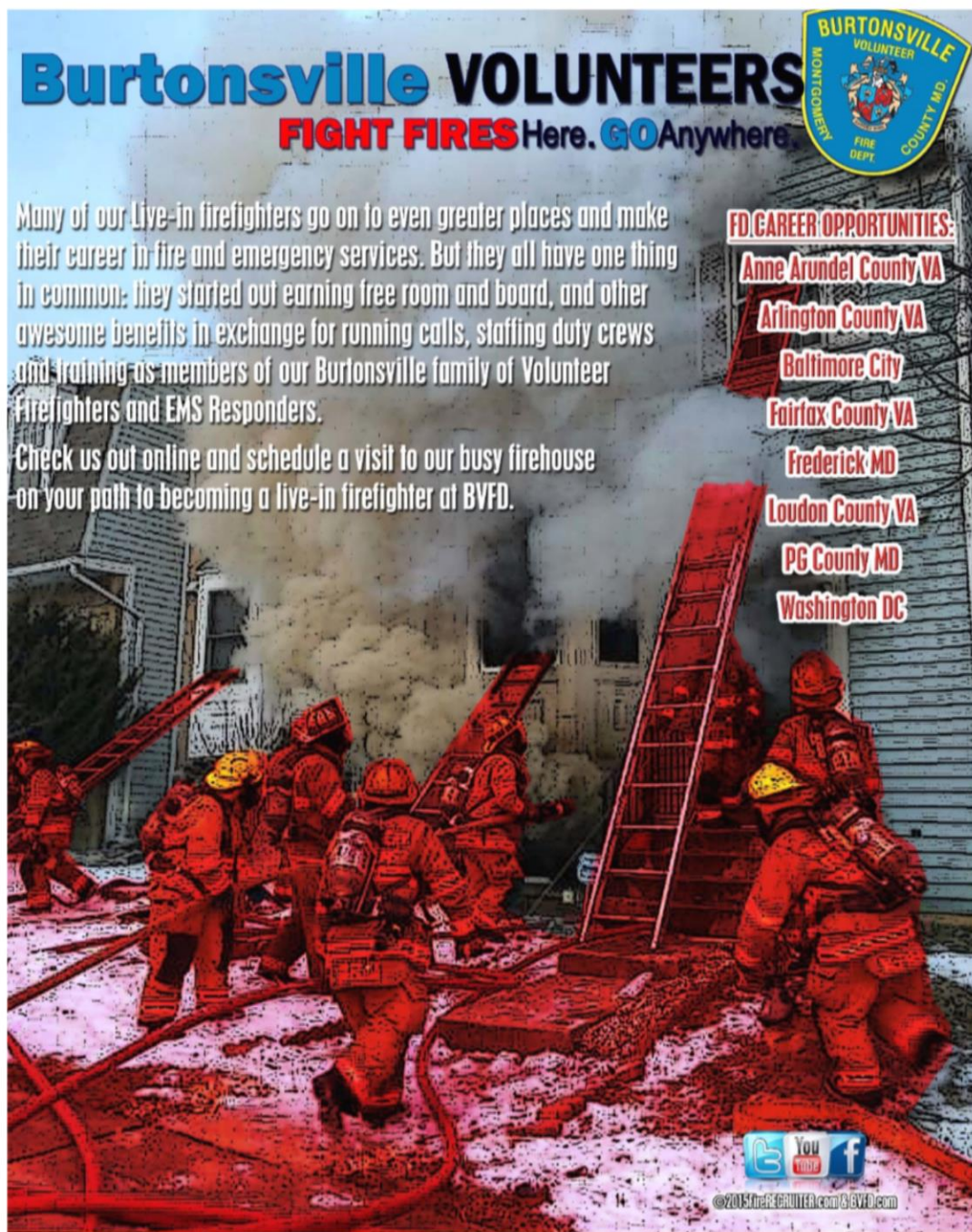
Fairfax County VA

Frederick MD

Loudon County VA

PG County MD

Washington DC



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**PROVIDE &  
RECEIVE  
FEEDBACK**



**TIP  
#38**

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**5**  **RETENTION AND RECRUITMENT TIPS** **IN** **5**  **MINUTES**

# KEEP IT POSITIVE

- Why do people Join?
  - *Why did you Join?*
- Why do people Stay?
  - *Why do you Stay?*
- *What keeps you going every day?*



TIP

#39



- **What are the benefits/rewards?**



DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF



**5**  **RETENTION AND RECRUITMENT TIPS** **IN** **5**  **MINUTES**



# NEGATE THE NEGATIVES

- Endangered
- Desperate
- Pandemic
- Dispair
- Crisis
- Dire

TIP

#40



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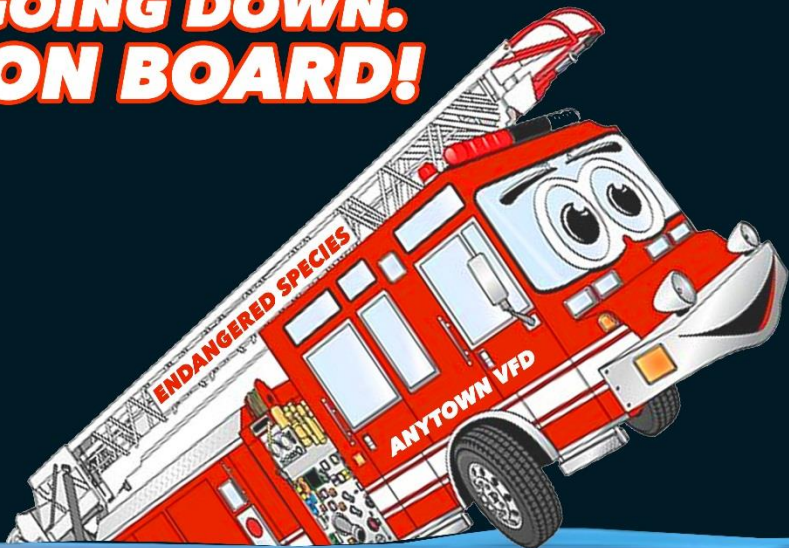
5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES



# TITANIC

DESPERATE FOR VOLUNTEERS FIRE DEPARTMENT

**WE'RE GOING DOWN.  
JUMP ON BOARD!**



### THE CRUX OF THE VOLUNTEER CRISIS:

- G.O.B. CLUB
- FAILURE TO ADAPT
- NORMAL ATTRITION
- LACK OF AWARENESS
- FAILURE TO DIVERSIFY

EPIDEMIC?

FEAR MONGERING

LACK OF RECRUITMENT

NEGATIVE PRESS

UNSUSTAINABLE FINANCIAL MODEL

FLEETING HOPE

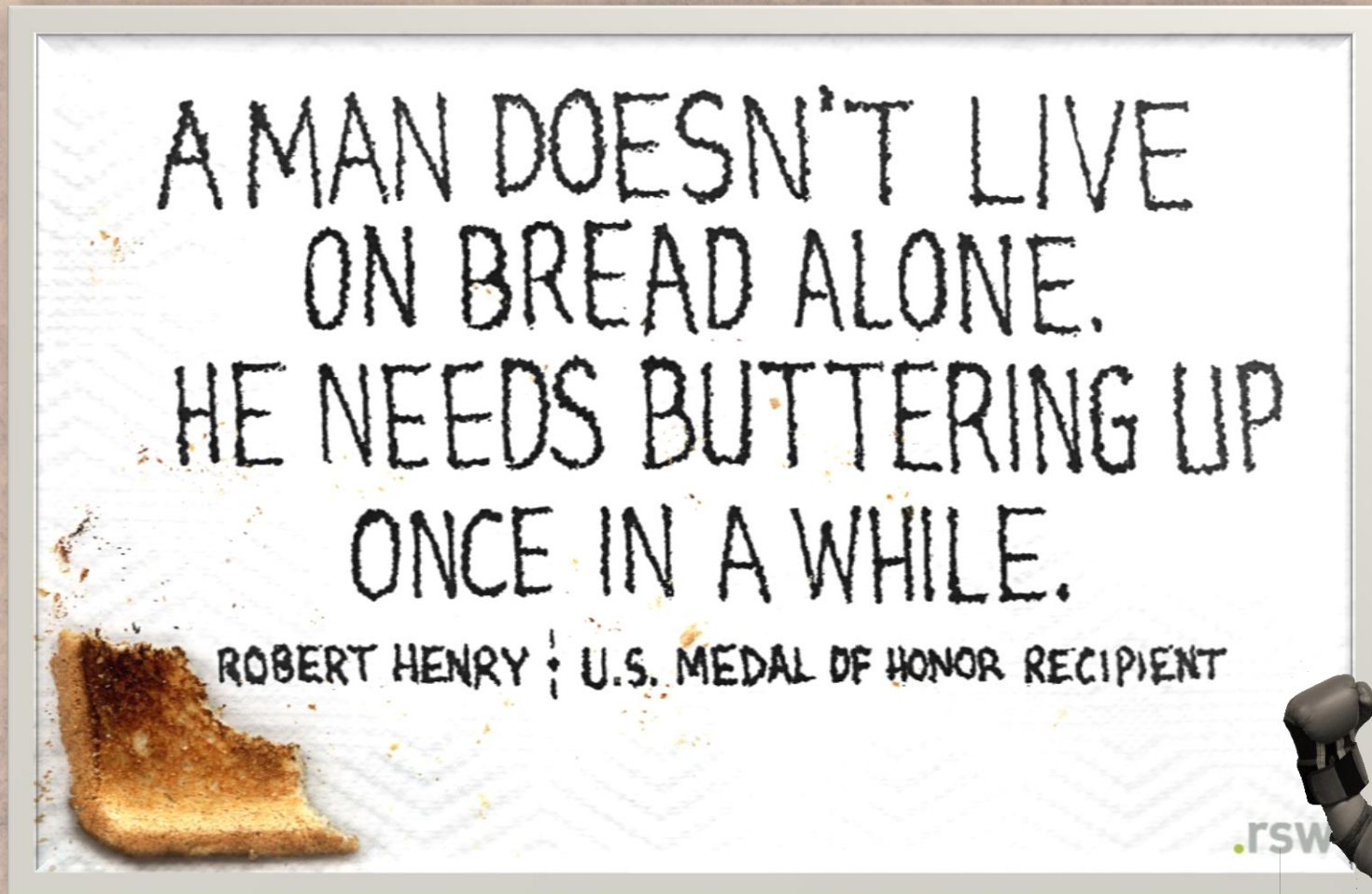
APATHY

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**5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES**

TIGERSCHMITTENDORF.COM

# PROVIDE FREQUENT & APPROPRIATE RECOGNITION



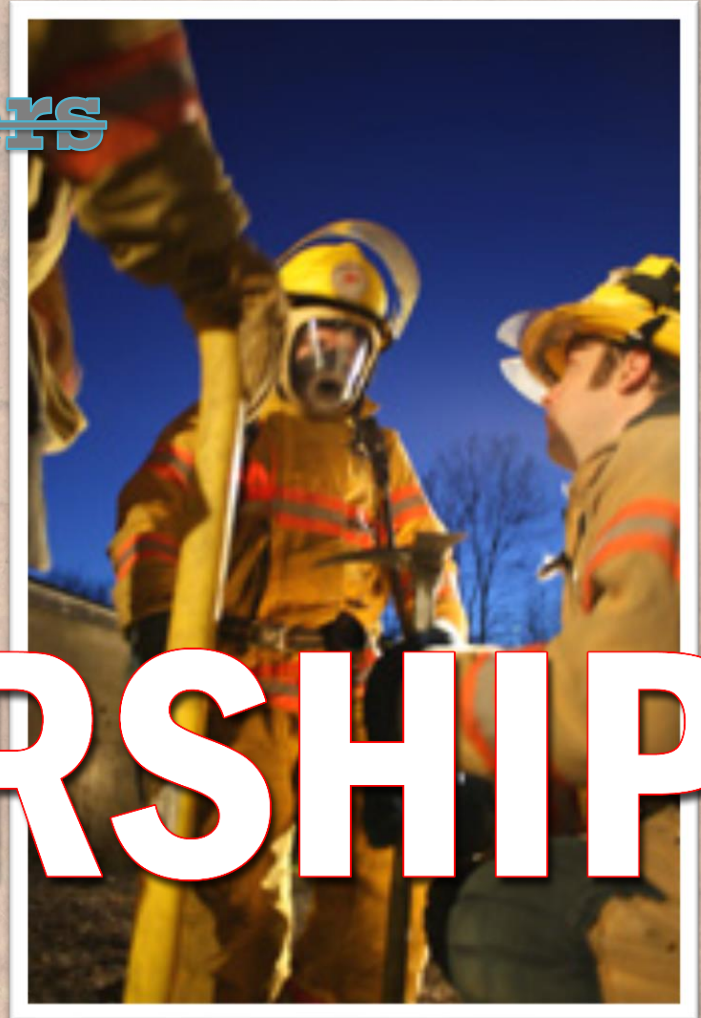
TIP  
#41

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# REALITY: The Xbox Generation

~~Unmotivated Slackers~~

Starved  
for **STRONG**  
EFFECTIVE  
**LEADERSHIP**



TIP  
#42

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**5** RETENTION AND RECRUITMENT TIPS IN **5** MINUTES



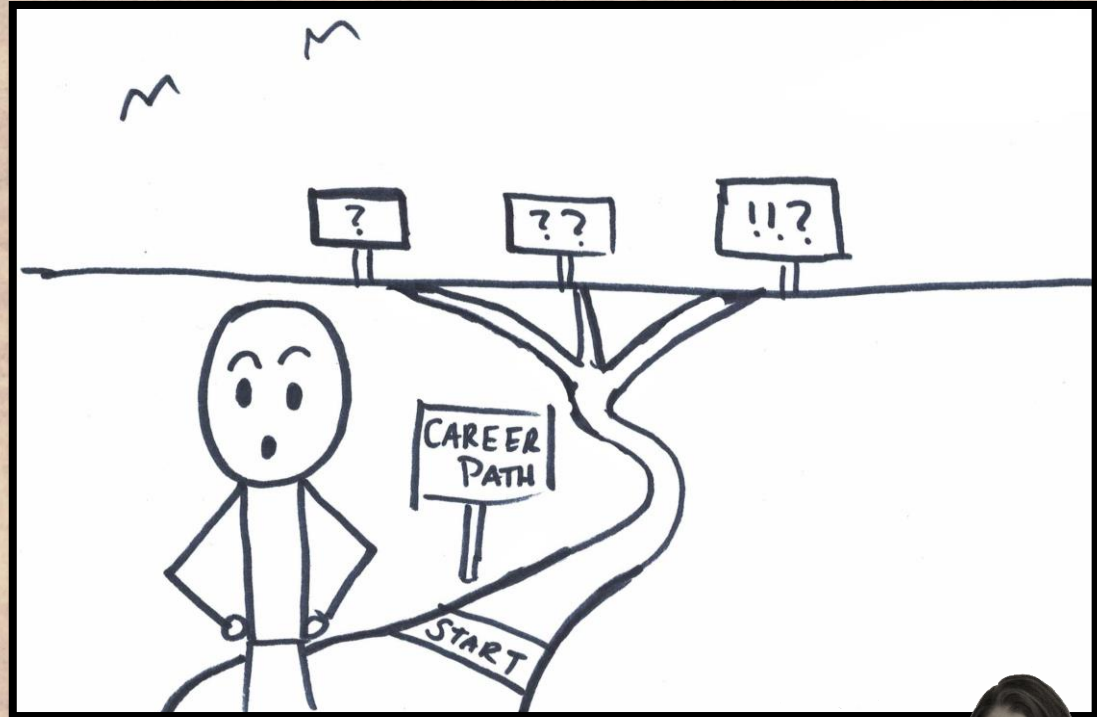
**HARSH REALITY:**

**“There is no alternate generation hanging out in a parallel universe waiting to swoop down and save the fire service...”**

**They are it. They're already here – and they have many of the answers to the challenges we face in connecting with them. We need to get on with the business of Training Our Replacements!**

**“From the Xbox to the Box Alarm: Understanding & Engaging Today's Firefighters**

# OUTLINE A PATH TO SUCCESS

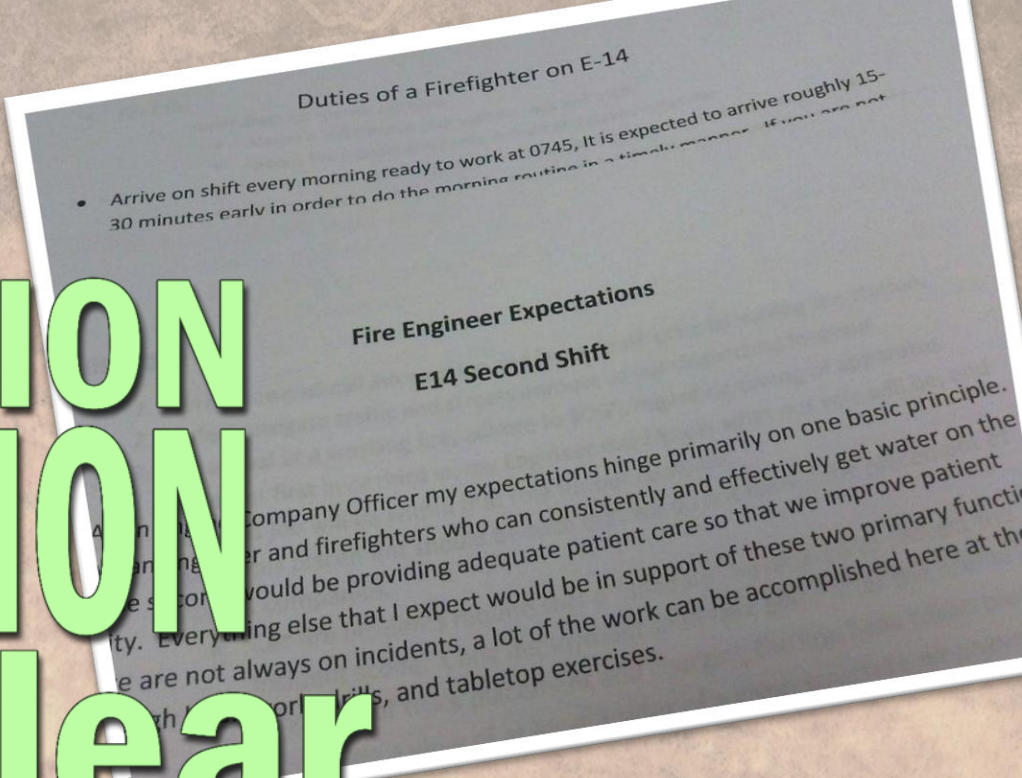


TIP  
#43

★ ★ ★ ★ DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF ★ ★

5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# THE greatest EXPECTATION of this GENERATION is to be given Clear EXPECTATIONS



TIP

#44



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5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES

# REALITY: The Xbox Generation

- Diverse and inclusive
- Taught to collaborate and work in teams
- Full of fresh insight on how best to reach their peers

E2 > R



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5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES



# CREATE OPPORTUNITIES FOR EMPLOYEE SUCCESS



TIP  
#45

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5 ⚡ RETENTION AND RECRUITMENT TIPS IN 5 ⚡ MINUTES

# FORECAST:

*The Survival and Success of the  
Volunteer Fire Service  
Depends Upon Our Ability to  
Create MORE Opportunities  
For MORE People  
To Volunteer  
LESS Time...*



A New Pyramid Scheme for your  
Volunteer Fire Department a discussion about  
diversifying your workforce with:  
**TIGER SCHMITTENDORF**

**TIP  
#46**



★ ★ ★ **DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF** ★ ★ ★

**5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES**



**HELLO  
MY NAME IS:**

**RECRUITER**



# RECRUITMENT IS A TEAM SPORT!

- **Work as a team to build a bigger, better team.**

**TIP  
#47**

★ ★ ★ **DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF** ★ ★ ★



All Seminole County Residents are invited to join the  
**SEMINOLE COUNTY EMS/FIRE/RESCUE**  
**CITIZENS' FIRE ACADEMY**



**A NINE WEEK COURSE**  
 GET AN INSIDE LOOK AT WHAT THE FIRE DEPARTMENT DOES.

**When:** Wednesdays from March 2 through April 27, 2016

**Time:** 6 p.m. - 9 p.m.

**Where:** Classes will be held at either of two locations:  
 Fire Training Center  
 201 Valentine Way • Longwood, FL 32750 or  
 Department of Public Safety Building  
 150 Bush Blvd • Sanford, FL 32773

**SEATING IS LIMITED - RESERVE YOUR SPOT NOW!**

To register, please send your contact information by e-mail to:  
[scfdcitizensacademy@seminolecountyfl.gov](mailto:scfdcitizensacademy@seminolecountyfl.gov) or call 407-665-5126.



**MAKE IT  
 INTERACTIVE**

**TIP  
 #48**

2013  
**OPEN HOUSE**  
 10am-2pm April 27th, 2013

**VOLUNTEER NY**  
 See how you can help!

**Doyle Hose Co. 1**  
 2199 William St. • Cheektowaga NY • 716.200.0879 • [DoyleFire.org](http://DoyleFire.org)

**FIREFIGHTER  
 TRY-OUTS**

- +FREE Refreshments
- +Games for the Kids
- +Prizes for Try-Out Participants



**Try-Out Your Skills  
 at Becoming a  
 Volunteer Firefighter:**

- \*Crush steel with the Jaws-of-Life
- \*Gear-up to be a Firefighter
- \*Test-Drive the Latest Firefighting Technologies
- \*Extinguish a Real Fire

No Obligation  
 Try-Out



START YOUR  
 NEXT ADVENTURE  
 @DOYLE 1  
 FIRE/RESCUE/EMS

**iVolunteerFIRE**  
 .org

Erie County Volunteer Fire RecruitmentHQ: 716.801.3021  
 JOIN YOUR LOCAL VOLUNTEER FIRE DEPARTMENT TODAY!  
 Images | Design Courtesy of: FASNY.com | [FireRECRUITER.com](http://FireRECRUITER.com)

POSITIVE  
CHANGE  
STARTS  
WITH YOU!



**LOOK IN THE  
MIRROR**

**Go out  
and  
get  
'em.**

**TIP**

**#49**



**DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF**



**5 RETENTION AND RECRUITMENT TIPS IN 5 MINUTES**

# **FIREFIGHTER**

**Desire** **Accountable** **Able** **Integrity** **Self-Compassionate** **Self-Motivated** **Passionate** **Consistent** **Honest** **Friendly** **Reliable** **Willing** **Teachable** **Respectful** **Trustworthy** **Selfless** **Reliable** **Serve** **Adaptable** **Resilient** **Creative** **Physically** **Work Ethical** **Professional** **Team** **Open** **Empathetic** **Ethic** **Attitude** **Good** **Learn** **Teach**

**CHARACTERISTICS  
TRAITS & ATTRIBUTES**

# CELEBRATE LIFE



★ ★ ★ ★ DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF ★ ★

**5** RETENTION AND RECRUITMENT TIPS IN **5** MINUTES

★ ★ ★ ★ DR. CANDICE McDONALD | CHIEF TIGER SCHMITTENDORF ★ ★ ★ ★

**5**  **RETENTION AND RECRUITMENT TIPS** IN **5**  **MINUTES**



THE INCIDENT **IC** COMMANDER  
OF **RECRUITMENT**

**50** RETENTION AND RECRUITMENT TIPS IN **50** MINUTES

Chief Tiger Schmittendorf Dr. Candice McDonald

**CHIEF TIGER SCHMITTENDORF**



THE INCIDENT **IC** COMMANDER  
OF **RETENTION**

**50** RETENTION AND RECRUITMENT TIPS IN **50** MINUTES

Chief Tiger Schmittendorf Dr. Candice McDonald

**DR. CANDICE McDONALD**



NOT AVAILABLE ON TV

OR PAY-PER-VIEW



**TIGER "RECRUITMENT"  
SCHMITTENDORF**



**CANDICE "RETENTION"  
MCDONALD**

● **12 - 12:50 PM**


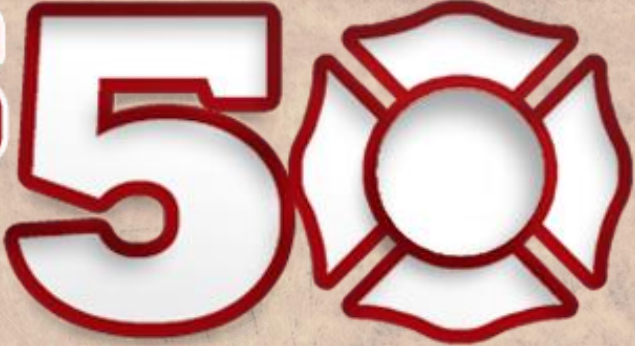
**GEORGETOWN - E** ●

CFSI NATIONAL FIRE & EMERGENCY SERVICES SYMPOSIUM | WASHINGTON HILTON



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**50**   
**RETENTION AND**  
**RECRUITMENT**  
**TIPS** **IN** **50**   
**MINUTES**  
WITH: Dr. Candice McDonald  
& Chief Tiger Schmittendorf