

# **VAVS RECRUITMENT REPORT**

**NAC Annual Meeting  
22-26 April 2014**



# VAVS RECRUITMENT REPORT

- Downward trend in # of RS volunteers **logging hours** has continued in 1<sup>st</sup> and 2<sup>nd</sup> Quarters FY 2014
  - FY2013 (as of 04/01/2013): 58,688
  - FY2013 (as of 10/01/2013): 79,154
  - FY2014 (as of 04/01/2014): 56,843 (-1,843)
  - Represents decline across all age groups except over 90, +14
- Total hours (RS/OCC) continues downward trend in 1<sup>st</sup> Quarter
  - FY2013: 11,651,774 (adjusted)
  - FY2014 (04/08/2014): 5,125,069 (10, 250,138; -1,401,636)
- RS Hours 1<sup>st</sup> and 2<sup>nd</sup> Quarters FY 2014: 4,639,150
- Occasional Hours 1<sup>st</sup> and 2<sup>nd</sup> Quarters FY2014: 485,919
- Continues to be impacted by several factors: policies, procedures, economic considerations, **lack of commitment to retention and recruitment at all levels**

***“RECRUITMENT & RETENTION A FULL TIME PRIORITY”***



# Recruitment Tips

## National VAVS Representatives

- Develop and maintain organization Rep/Dep Training Brief
- Regularly review and update Rep/Dep rosters by VAMC
- Coordinate with VAVS Chiefs to reconcile with local VAMC records of certified reps
- Review and update recruitment materials; ***intergenerational*** focus
- Develop or expand organization websites to promote VAVS program; maximum use of “social networking” media
- Post VA/VAVS news releases, PSAs, film clips, etc. highlighting important new or upgraded benefits, services
- Review all quarterly reports for Rep/Dep attendance; replace nonperformers
- Review AJRs for up/down trends # RS and OCC volunteers and hours; cash/non-cash donations
- ***Intergenerational*** volunteer recruitment

# Intergenerational Recruiting Strategy

- **Recruiting by Age Demographics:** understanding tasks with intergenerational appeal, i.e. what type of tasks appeal to specific age groups?
- **One on One, Targeted Recruiting**
  - Family:** lower age positions allowing families to work together
  - Youth/Teen:** positions tailored to 13-18 age group
  - OEF/OIF/OND Veterans:** positions, materials tailored for OIF/OEF/OND vets
  - Recently Retired Individuals:** appeal to desire to give back, remain active, improve/maintain health, serve those who served
  - Older, Senior volunteers:** requires well thought out plan that addresses desired characteristics, motivation, fears or barriers, recruitment message, relationship building, timing

# Volunteer Retention and Recognition

- Retention

- Meaningful Work with Positive Feedback
- Personal Growth, Assignment Flexibility
- Be Respectful of Volunteers
- Eliminate Barriers for use of Volunteers
- Establish Incentive Programs

- Recognition

- Key to Personal Satisfaction, Retention
- Volunteers are special people; Treat like Paid Employees
- Acknowledge Involvement and Contributions
  - Letters/Certificates of Appreciation, Pins for Service, Newsletter Articles
  - Special Events Honoring Volunteers
  - Letters of Recommendation, Job References

# RECRUITMENT INITIATIVES

## **Key VA Programs that offer RS and OCC volunteer, donation opportunities**

- **Getting to Zero. Eliminating Homelessness among our Nation's Veterans**
  - Volunteer for local VAMC Homeless Stand Downs
  - Donation of household goods; cash donations for security deposits
- **Comprehensive Caregiver Support Services**
  - Allow Veterans to remain at home in the community. Address specific family caregiver needs with menu of services
- **Supporting Women Veterans Initiatives/Center for Women Veterans**
  - Outreach and advocate for women veterans
- **Participation in ALL VAMC mandatory programs**
  - Add Organization specific programs; invite OCC volunteers; record hours

***“THE POWER IS IN THE ASK”***

