

# **VAVS RECRUITMENT REPORT**

**NAC Annual Meeting  
22-25 April 2015**



# VAVS RECRUITMENT REPORT

- Downward trend in # of RS volunteers **logging hours** has continued in first 6 months of FY 2015
  - FY2014 (from 10/01/2013): 57,466
  - FY2015 (from 10/01/2014): 55,385 (-2,081)
  - Represents decline across all age groups
- Total hours (RS/OCC) continued downward trend in FY 2015
  - FY2014 (from 10/01/2013): 5,308,231
  - FY2015 (from 10/01/2014): 5,019,474 (-288,757)
- RS Hours FY 2015 (from 10/01/14): 4,539,683 (-197,927)
- Occasional Hours FY2015 (from 10/01/14): 479,791 (-52,650)
- 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”  
MAKE IT SO***



# Recruitment Tips

## National VAVS Representatives

- Develop and maintain organization Rep/Dep Training Brief
- Regularly review and update Rep/Dep rosters by VAMC
- **Continuously** 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

***THE CHIEF RECRUITER IS YOU, NATIONAL REP!!***



# 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, and to improve the veterans 'experience and access
  - 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: ***Starts immediately with recruitment***
  - Meaningful Work with Positive Feedback
  - Personal Growth, Assignment Flexibility
  - Be Respectful of Volunteers
  - Eliminate Barriers for use of Volunteers
  - Establish Incentive Programs
- Recognition: ***That little pat on the back***
  - 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 improve veterans' experience and access and offer RS and OCC volunteer opportunities**

- **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
  - **No Veteran Dies Alone**
  - --Supports and cares for dying veterans w/o family, support
  - **Supporting Women Veterans Initiatives/Center for Women Veterans**
  - --Outreach and advocate for women veterans
  - **Participation in all VAMC mandatory activities and programs**
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***“THE POWER IS IN THE ASK”***

***So Start Asking!!!***

