

Sample MRC Recruitment Plan

This sample recruitment plan further details recruitment objective activities on the sample MRC Action Plan*

An objective in any MRC strategic and action plan is to recruit new volunteers. This requires a more detailed action oriented recruitment plan that includes implementation steps and evaluation criteria. Many formats can be used for this purpose. Recruitment plans are closely tied to marketing techniques and activities. The following is an **example** and **is not** intended as a plan to be followed by each MRC. It includes some activities found to be effective in recruiting new volunteers. **Each MRC site will develop its plan based on local needs, goals and resources.** Once the plan is developed, regularly scheduled reviews can be performed to track progress and outcomes.

*Objective: Increase the number of MRC Volunteers

Activity	Implementing Step	Lead	Time Frame	*Expected Outcome	Status/Notes
Conduct recruitment needs assessment	Meet with local community and emergency management officials to discuss needs and gaps in public health care and emergency response	Coordinator	Each May	Identification of gaps in preparedness	Meeting held May 12. Developing readiness review report
	Research historical specific community medical or public health risks or needs	Public Health Intern/Coordinator	May 2008	Identification of gaps in preparedness	Completed. CHD provided data. History of high risk for flu
	Review specific community demographics or environmental factors that might influence need for public health volunteers	Public Health Intern/Coordinator	May 2008	Identification of gaps in preparedness	Completed. Reviewed DOH Community Health Assessment Report
	Determine specific knowledge or skills necessary to meet need	Coordinator	Each June	Plan for meeting gaps	Completed. In conjunction with Emergency Mgmt team
	Inventory and review skills distribution of current volunteers to match with need	Coordinator	Each June	Plan for meeting gaps	Reviewed FEHVR registry. 75% physicians; 20% nurses; 5% other
	Inventory existing volunteer available time commitment	Coordinator	Each June	Plan for meeting gaps	Completed. 85% available weekends only
Develop targets for recruitment and marketing	Meet with local volunteer agencies to coordinate activities	Coordinator	July 2008 and ongoing	Enhanced coordination and partnerships	Completed. Will develop MOU

Activity	Implementing Step	Lead	Time Frame	*Expected Outcome	Status/Notes
Develop targets for recruitment and marketing (cont)	Prepare list of occupations or positions for targeting recruitment	Coordinator	August 2008	Plan for meeting gaps	Completed. Includes 3 major classes; Vet; pharmacy, nurse
	Prepare list of organizations, groups or locations with potential candidates	Coordinator	August 2008	Plan for meeting gaps	Completed
	Prepare position descriptions	Coordinator	September 2008	Plan for meeting gaps	In process
	Develop list of local media outlets	CHD PIO	September 2008	Increase volunteers	Completed. 5 radio, 2 TV, 2 newspapers
	Develop list of local publications	CHD PIO	September 2008	Increase volunteers	Completed. 3 found
Conduct multimedia recruitment campaign	Issue Press Release	CHD PIO	October 2008	Increase volunteers; increase public awareness	1 Article published in local news paper
	Develop recruitment brochures for use at meetings and for direct mail out.	Coordinator	November 2008	Increase volunteers; increase public awareness	Brochure drafted. Seeking funding to print
	Update Web site to include recruitment information and link to register	Consultant	December 2008	Increase volunteers	Negotiating contract
	Prepare and distribute public service announcement	CHD PIO	December 2008	Increase volunteers; increase public awareness	Sent to 3 radio and 1 television station. PSA ran 6 times in January on local PBS station
	Include interest card in hospital annual retiree pension statement	Coordinator	December 2008	Increase volunteers	25 cards returned
	Write letter to the editor of local newspaper	Coordinator	January 2009	Increase volunteers; increase public awareness	Postponed
	Meet with local newspaper editorial board	Coordinator	January 2009	Improve partnerships; increase awareness	Meeting scheduled for May
	Submit print ads to local newspapers and trade magazines	Coordinator	February 2009	Increase volunteers; increase public awareness	2 Ads developed

Activity	Implementing Step	Lead	Time Frame	*Expected Outcome	Status/Notes
Conduct multimedia recruitment campaign (cont)	Link to local volunteer and professional organizations Web sites	Coordinator	April 2009	Improve partnerships; increase volunteers	
	Provide personal follow up contact with persons expressing interest through FEHVR	Coordinator	Ongoing	Increase volunteers	Through March, 20 persons contacted
	Send letters to members of Medical Society	Coordinator	May 2009	Increase volunteers	Indicate % contacted who return interest card
	Mail letter to doctors and nurses with practice in the county	Coordinator	June 2009	Recruit targeted volunteers	Indicate % contacted who return interest card
Participate in a minimum of three outreach activities	Hold a meet and greet activity with doctors at local hospital	Coordinator	August 2008	Recruit targeted volunteers	Met with hospital. Event scheduled for June 25
	Make a presentation at the quarterly County Medical Society meeting	Coordinator	September 2008	Recruit targeted volunteers	Measure # recruited after presentations
	Set up exhibit at annual community health day at local mall	Coordinator	September 2008	Public education; increase volunteers	Measure # who return interest cards
	Make a presentation at an AARP membership meeting	Coordinator	November 2008	Recruit retirees	Measure # recruited after presentations
	Make presentations to local university and community college medical careers students	Coordinator	December 2008 & June 2009	Expand awareness and interest in volunteering	2 Presentations in December. 5 students recruited
	Participate in annual community pre hurricane preparedness awareness event	Coordinator	May 2009	Public education; increase volunteers	
Evaluate recruitment activity effectiveness	Analyze results/outcome of each recruitment strategy	Coordinator	Ongoing	Develop recommendations for future activities	
	Survey new volunteers to determine how they learned about the MRC	Coordinator	Ongoing	Develop recommendations for future activities	Added survey question to face-to-face interview. Created tally sheet
	Record number who submit interest card in response to presentations and mail outs	Coordinator	Ongoing	Develop recommendations for future activities	

Activity	Implementing Step	Lead	Time Frame	*Expected Outcome	Status/Notes
Evaluate recruitment activity effectiveness (cont)	Track the number of potential volunteers who complete the application process and become active volunteers	Coordinator	June 2009	Establish benchmark for % completing application process	Need benchmark from first year to establish future goal
	Measure percent increase in new volunteers	Coordinator	June 2009	Increase volunteers by 20%	Compare with previous Fiscal year
	Prepare recruitment report with recommendations for future recruitment activities	Coordinator	July 2009	Improve future recruitment efforts	Include as part of final state MRC report

*A Florida Department of Health, Surgeon General's Performance measure for the Office of Public Health Nursing is to have a 20% annual increase of new volunteers in the Florida Medical Reserve Corps Network. While this is also an overall expected outcome for MRC sites, activities and implementing steps have supporting or short term outcome expectations.

Specific implementing steps may need to be further broken down into a work plan or list of tasks.

An interesting training article on developing a recruitment plan from the on line library at the Center for Community-Based and Nonprofit Organizations at Austin Community College can be found at, www.austincc.edu/npo/resources/docs/Developing%20a%20Recruitment%20Plan%201.pdf