Recruiting Program Report

Ohio Region Fall 2023

Objective: Form a consortium of recruiting advisors from all Ohio patrols to improve both the recruiting and retention of Ohio patrollers.

The recruiting team met via zoom calls approximately every three weeks from November through March. The focus of our meeting has been to report on the success of each patrol’s recruiting efforts, discuss challenges and share ideas that have worked at various patrols.

We produced a recruiting video last year which has been distributed to each patrol. Ken Rose has produced a library of artwork that can be used for web pages, posters, cards etc. We have discussed and compared ideas on:

* How to attract qualified applicants
* The format of both the OEC and S&T training programs
* How to keep candidates engaged throughout the training program
* Ideas for creating an attractive recruiting web page
* Ideas for recruiting materials that can be given to prospective applicants

When we ended our meetings in March, most patrols had a sufficient number of candidates lined up for the 2023-23 season.

We also introduced the idea of developing some metrics that will help us measure our success. A sample of the data we are hoping to collect is attached to this report. Like most beginning efforts to collect data from disparate sources, there was a big difference in the amount and format of data that each patrol currently collects. Bringing all this together into a common format is going to take a lot of work.

As a starting point I was hoping to collect registration data from the national office that would provide at least some of the data in a common format, then working on developing the missing data form each patrol. Much of this data will be in aggregate form. Any data that is collected at a member data will not include any personal identifying information such as name, NSP # or address. The recruiting advisors reviewed the data list and was in agreement, but I also want to make sure the PRs are aware of this initiative.

If any of the PRs or region administration has any questions or issues feel free to contact your patrol recruiting advisor or contact me directly.

Respectfully submitted,

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| --- | --- | --- |
| Proposed Recruiting / Retention data to collect for each patrol | | |
| Fall 2023 | |  |
|  |  |  |
| **Candidate Class** | |  |
|  | # of applicants | |
|  | # of invitations sent | |
|  | # of invitations accepted | |
|  | # of candidates starting (OEC or S&T) | |
|  | # of candidates completing initial training (either OEC or S&T) | |
|  | # of candidates completing all training in: | |
|  |  | Yr 1 |
|  |  | Yr 2 |
|  |  | Yr 3+ |
|  |  |  |
| **Retention of candidate class** | | |
|  | Reason for not completing training | |
|  |  | Personal |
|  |  | Training too difficult |
|  |  | Training too time consuming |
|  |  | Commute to raining classes too difficult |
|  |  | Issue with training program |
|  |  | Issue with trainers |
|  |  | Other (list) |
|  |  |  |
| **Patrol Statistics** | |  |
|  | Size of patrol at end of last year | |
|  | # of patrollers leaving | |
|  | # of patrollers entering | |
|  |  | new candidates |
|  |  | transfers |
|  | Size of patrol at end of this year | |
|  |  |  |
|  | Demographic data of patrol | |
|  |  | Age |
|  |  | Gender |
|  |  | Years of service |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **Proposed Recruiting / Retention data to collect (cont.)**  **Retention of patrollers** | | |
|  | Demographic data of patroller at time of leaving | |
|  |  | Age |
|  |  | Gender |
|  |  | Years of service |
|  |  |  |
|  | Reasons for leaving | |
|  |  | Personal   * Job * Family * Moving * Medical * Age |
|  |  | Transferring to another patrol |
|  |  | Moved to Alumni patrol |
|  |  | Corporate policy / Benefits |
|  |  | Issue w/mgmt |
|  |  | Issue w/other patroller(s) |
|  |  | Other |