**Recruiting Team Report**

**Ohio Region Spring Meeting**

**April 27, 2024**

The Recruiting Team consists of the recruiting advisors from each of Ohio’s five alpine patrols. The group

convened at the beginning of the ski season and met about every three weeks via Zoom. The primary objective of the group is to share discuss challenges and share ideas that have worked to improve the recruiting and retention efforts of each patrol. Two of advisors were new to the role and benefitted from the experience of the rest of the group.

In general, recruiting efforts have been successful in offsetting attrition in each patrol and, in several cases, increase the size of the patrol. Here is a recap of the applicant and candidate counts for each patrol.

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | BMBWAV | Snow Trails | | Mad River | | PNS | |
| Applications Received | 53 | 44 | 36 | | 37 | |
| Invitations Sent | 18 | 11 | 20 | | 35 | |
| Invitations Accepted | 14 | 8 | 13 | | 32 | |
| Starting candidates | 14 | 8 | 8 | | 18 | |
| Current Candidates | 14 | 8 | 8 | | 18 | |

\*Paoli elected to defer their candidate class until the 24-25 season when they will combine candidates for last season and next season.

Although the primary focus of the group continues to be looking for ways to attract more skiers to submit applications to the patrol, discussions have expanded to included ideas on:

* Attracting the right kind of applicants.  
  What are the qualities of applicants that will increase not only the number of patrollers, but improve the overall quality and contribution to the patrol?
* Keeping new candidates interested and engaged throughout the selection and training process.  
  Because there is usually a long-time gap between the candidate selection process and the start of training, how do we keep them engaged so they do not lose interest?
* Maximize the retention of candidates throughout the training process.  
  We all know the training process can be time consuming and demanding on our candidates. How do we minimize the impediments to completing the training process while mentioning necessary quality standards.
* Maximize the retention of veteran patrollers.  
  Once the candidates and the patrol have completed the training process, how do we retain the talents and investment we have made in each other. Generally, most of the attrition in our region is due to personal reasons (job, family, age, medical issues.) There is little the patrol can do to change that. However, we plan to start tracking reasons that we lose patrollers to make sure that we address and correct any issues that we can control.

Next year we hope to start collecting and analyzing patrol data to identify characteristics that contribute to patroller retention.

Greg Schmidt, Ohio Region Recruiting Advisor