



The National **Long-Term Care**
Ombudsman Resource Center

DEVELOPING A WORK PLAN TO RECRUIT VOLUNTEERS

February 19, 2020



NORC Volunteer
Management
Webinar Series

Speakers

Patty Ducayet, Texas State LTC Ombudsman
Office of the State Long-Term Care Ombudsman
Health and Human Services
Mail Code W250, P.O. Box 149030
Austin, TX 78714
Phone: (512)438-4356 Fax:
(512)438-3233
Patricia.Ducayet@hhsc.state.tx

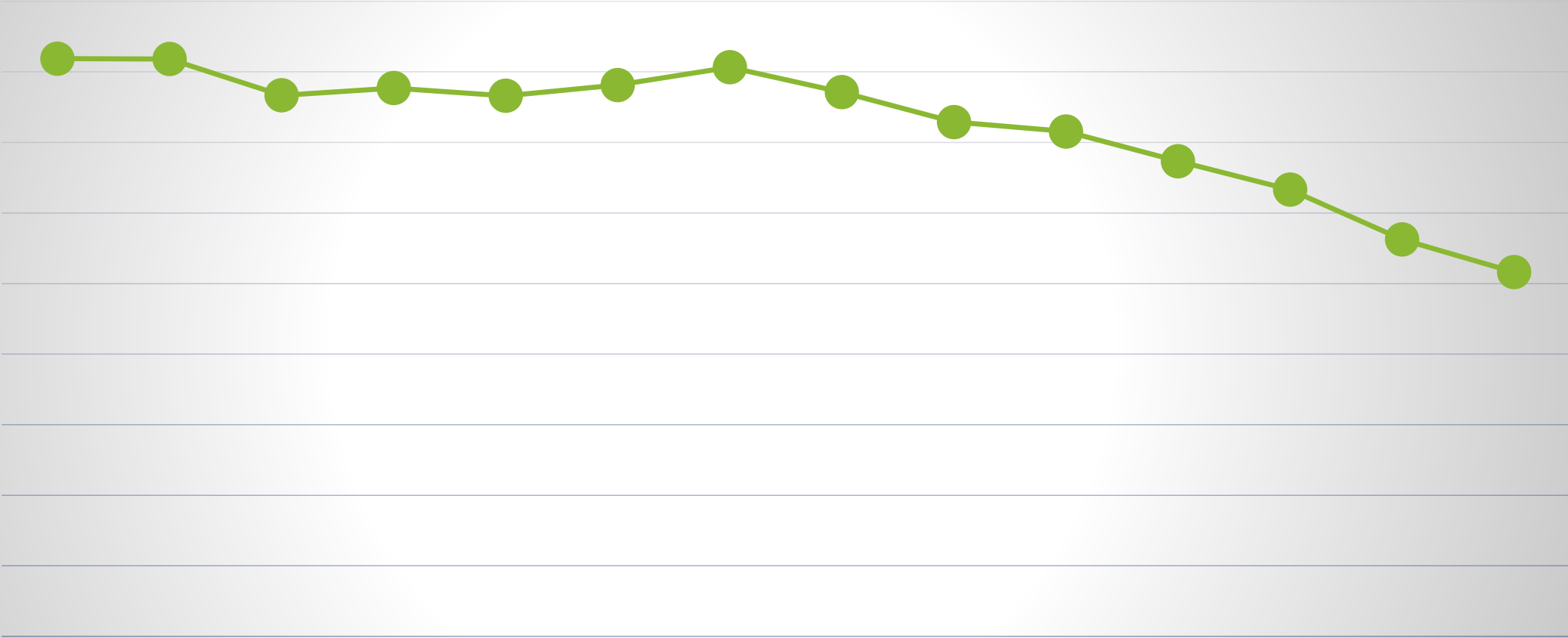
Amanda Sedeño, Managing Local Ombudsman
Area Agency on Aging
Concho Valley Long-Term Care Ombudsman Program
2801 W. Loop 306 | Suite A | San Angelo, TX 76904
325 223 5704 ext 238 tel | |325 223 8233 fax
amanda.sedeno@cvcog.org

Melody L. Elston, MSW
Regional Ombudsman Program Director
600 Broadway, Suite 200
Kansas City, MO 64105-1659
816-701-8265 office
816-562-6585 cell
816-421-7758 fax
Melston@MARC.ORG

- TOP 20 IDEAS in Volunteer Engagement for 2020
- https://gallery.mailchimp.com/83f75d05313bfa7e25975c7d7/files/143e59f2-bc33-4630-9c9d071c79452584/Top_20_ideas_for_2020.pdf

LTCOP Certified Volunteers 2005 to 2018

Thousands



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Series1	9,187	9,183	8,668	8,771	8,661	8,813	9,065	8,712	8,290	8,155	7,734	7,331	6,625	6,163



UTURN

TEXAS 2020 WORK PLAN TO
TURNAROUND OUR
VOLUNTEER TREND



TEXAS BY THE NUMBERS

- 116 staff
- 386 volunteers (↓ 29% since 2015)
- 1,230 nursing facilities
- 2,050 assisted living facilities
- 28 local ombudsman entities
- 28 managing local ombudsmen

WHY WE NEEDED A PLAN

- Falling numbers since 2010, hadn't reached the bottom
- Lack of interest by state and local offices in volunteer recruitment



BACKGROUND

- State agency asked departments to identify areas for improvements; we proposed to track and improve our volunteer numbers
- Two goals: 1. Enhance statewide recruitment by directly coordinating volunteer recruits and training; and 2. Address causes for attrition (loss) of volunteers in training.
- Recruit 174 potential volunteers (+10 % from 2019)
- Certify 125 volunteers or 72 % of volunteer recruits (+5% from 2019)
- Action steps with time frames

STEP 1 – STUDY

- Dig into data
 - Which areas are recruiting, which are certifying
 - How long to achieve certification
 - Length of service/retention
- Review processes and reasons for volunteer losses



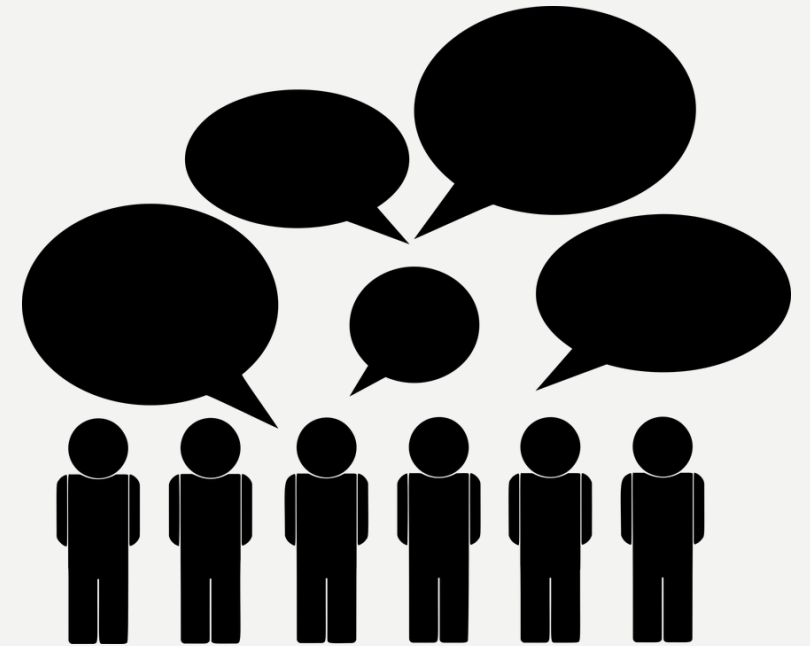
STEP 2 - STANDARDIZE

- Set standards
 - Responding to volunteer inquiries
 - Localized recruitment goals
 - Training plans
- Certification rate



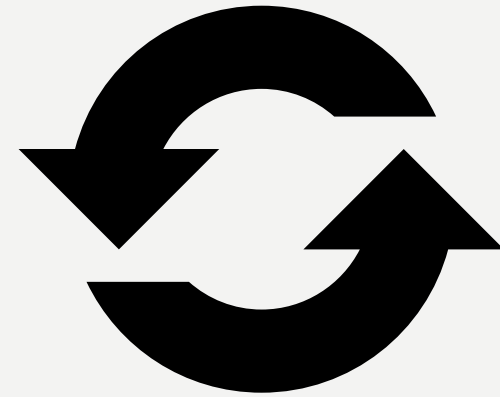
STEP 3 - COMMUNICATE

- Help
 - Direct advice
 - Press
 - Key messages
- Advisory group



STEP 4 – FEEDBACK LOOP

- Track progress
 - Give positive reinforcement
- Volunteer and staff input
 - Surveys
 - Volunteer emails from State Ombuds
 - Keeping managers in loop about volunteer contact



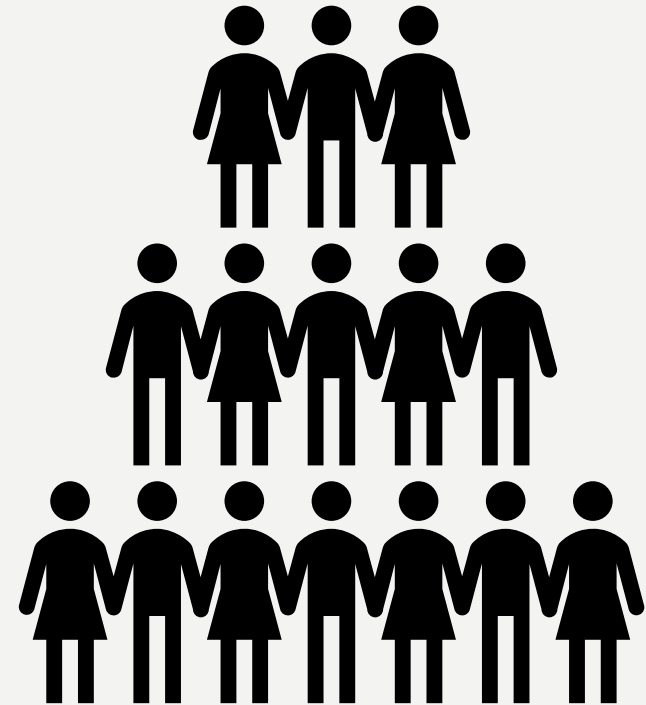
STEP 5 - EVALUATE

- Measure and re-evaluate
 - Recruitment – trainees in progress
 - Certification rate and retention of new recruits
- Measuring a “successful” volunteer



STEP 6 – PLAN FOR FUTURE

- Year two – retention
- Funding request for Volunteer Coordinators
- Participate in NORC Chicago's evaluation of state long-term care ombudsman programs
- Update local office recruitment goals
- Ongoing support to local offices





CONTACT -

Patty Ducayet, TX State
Ombuds

patty.ducayet@hhsc.state.tx.us
512-438-4356

<https://youtu.be/7hbpojhauijg> **VIDEO**

https://apps.hhs.texas.gov/news_info/ombudsmen/about.html **WEBSITE**

Recruiting Volunteers

Tips on how to Recruit Volunteers

Be prepared, Think outside of the box, Be Open to Change & Repetition!

Where is San Angelo?

San Angelo is in West Central Texas and our population is a little over 100,000 people. It serves as the trade and services hub of a 13-county area. Our rural areas are surrounded by ranching, farming, oil fields, wind turbines, and solar farms.

My program is considered small, with 25 facilities covering 9 of my 13 county service area.

Fun facts:

- ▶ We are the largest city in Texas without an interstate
- ▶ We have the largest donkey rescue in the US
- ▶ We are the current home to Donnie Dunagan, the voice of Bambi
- ▶ We are home to Angelo State University, historic Fort Concho & Goodfellow AFB

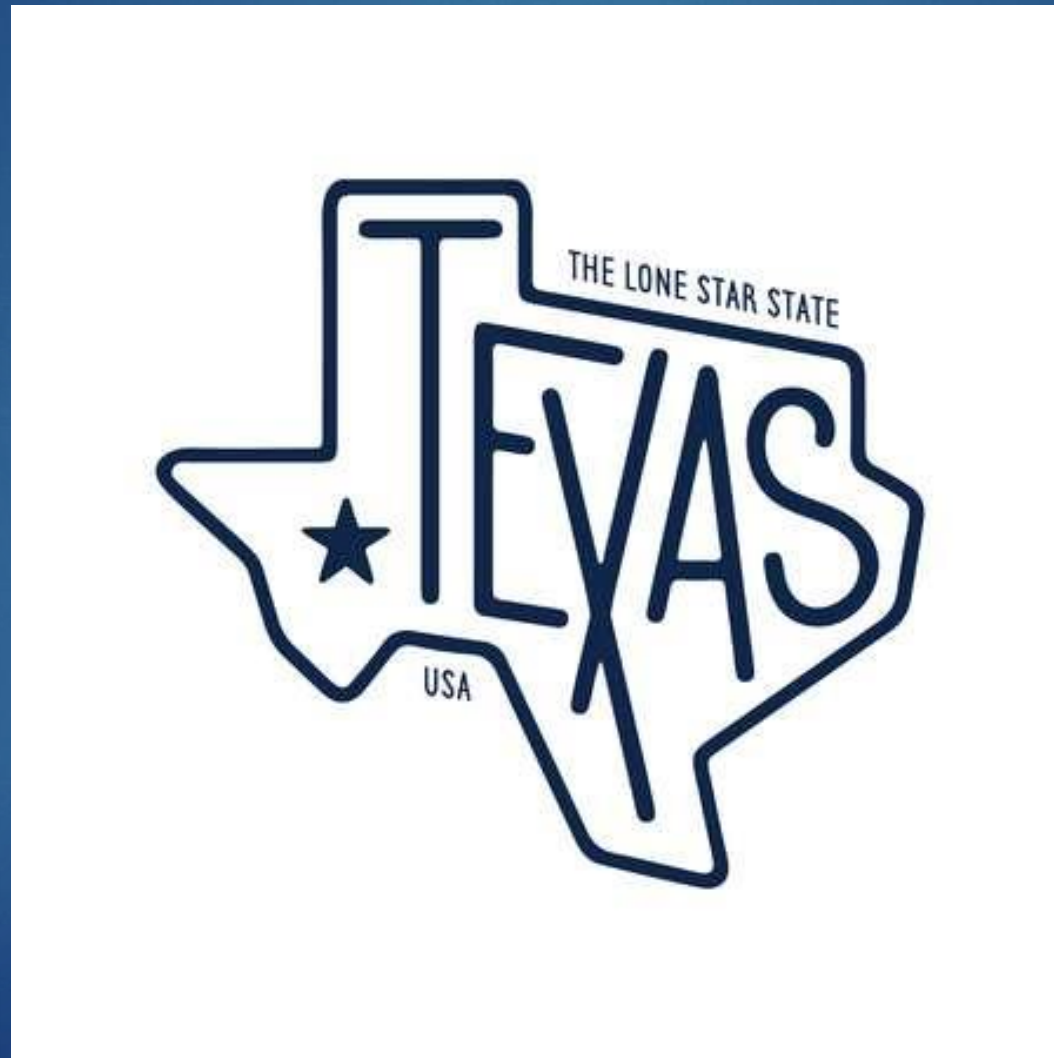
Goals from our LTC Ombudsman Program

We were given a few goals:

- ▶ Increase the number of volunteers we recruit and maintain them
- ▶ Create an *initial* certification training schedule for SFY 2020; and
- ▶ Hold certification training classes as planned

Tips from Texas

Be Prepared



Be Open To Change

Think outside of the Box



Repetition!!

Be prepared

How can one be prepared to Recruit?

- ▶ Have updated volunteer flyers readily available and with a **DEADLINE!**
- ▶ Ask for Assistance
- ▶ Scope out your community
 - ▶ Check your newspaper for local events
 - ▶ Contact the Visitors Centers or Better Business Bureau websites for areas to recruit
 - ▶ When making recruitment trips, Plan and get the hours of operation before you go
- ▶ Have volunteer packets pre-made with business cards, volunteer applications and program brochures
- ▶ Keep Track of your efforts



Be open to CHANGE &
think outside of the BOX

WHAT COULD WE DO DIFFERENTLY?

IF ITS NOT WORKING, TRY SOMETHING NEW

- BE OPEN TO NEW TRAINING LOCATIONS, DAYS AND HOURS
- TRY A LISTSERV
- ATTEND HEALTH FAIRS AND COMMUNITY EVENTS
- CONTACT YOUR LOCAL NEWSPAPER
- USE FREE RESOURCES AROUND YOU
 - Business cards
 - Social Media /Websites
 - Word of Mouth
- POST FLYERS AT RESTAURANTS, GYMS, BEAUTY SALONS, SENIOR ACTIVITY CENTERS & GROCERY STORES

Repetition

Repetition

Repetition

Repetition

Repetition

Questions?



Missouri Long-Term Care

Ombudsman

ADVOCATE. EDUCATE. EMPOWER

Kansas City, MO
Melody L. Elston, MSW,
Regional Ombudsman

MARC
MID-AMERICA REGIONAL COUNCIL
Aging and Adult Services

Brief introduction of self...



Melody Elston, MSW



Ombudsman for five counties

Jackson
Clay
Platte
Ray
Cass



Long-term Care Communities

72 Skilled
45 ALF

Experience as a
Director of Social
Services



BACKGROUND



Where
Do I
Start???

Where Do I Start???



- Reviewed all the NORC resources!
- Shadowed a successful programs
 - Donna Wobbe, Linda Daugherty, Ronda Giger, Aging Best.
- Met with current volunteers
 - Inquired about their experiences
 - What worked well?
 - How would they best feel supported

Where Do I Start???



- Asked current volunteers to share with their friends.
 - Sheep beget sheep, Word of Mouth
- Asked people to help me out.
 - People I knew may have the time or interest.
 - Recruiting my father and aunt.
- Followed up with referrals



CONCLUSION

NORC Resources

https://ltcombudsman.org/omb_support/volunteer/getting-started

Recruitment brochures, flyers, posters

Volunteer Recruitment Videos

Join our LTCO Volunteer Management Network Listserv!

NORC has created a free, private listserv for Ombudsman programs that manage volunteers. Contact Carol Scott at cscott@theconsumervoice.org

https://ltcombudsman.org/omb_support/volunteer/calls-webinars

Using Technology to Recruit, Train, and Keep Volunteers in the Loop (6/19/2019)

Questions and Discussion



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Connect with us:

www.ltcombudsman.org

ombudcenter@theconsumervoice.org



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