The Importance of Volunteer Demographics for Recruitment and Retention Strategies

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Advocating for People Receiving Home Care, Assisted Living and Nursing Home Care
Purpose

- Marketing campaign
  - Community education
  - Volunteer recruitment

- Considerations
  - Diction
  - Representation
  - Imagery

- Tools
  - Volunteer application
  - Database
  - Volunteer management software
Data Collection

- What do we have?
  - Missing demographic info
  - Info updates

- What do we want to know?
  - Age/Birthday
  - Sex/Gender (preferred pronouns)
  - Race/Ethnicity
  - Highest level of education
  - Professional experience

- When do we want to ask?
  - Application
  - Interview
  - Conflict of Interest screening
Conclusion

Who is the typical ombudsman volunteer?

- Over 60 Years Old
- Female (She/Her)
- Caucasian
- Undergrad Degree
- Healthcare Experience
- Retired
- Over 60 Years Old
- Female (She/Her)
- Caucasian
- Undergrad Degree
- Healthcare Experience
- Retired
Recruitment

- Who do we want?
  - More men
  - More diversity
  - Retired professionals

- How do we reach them?
  - Media
  - Social media
  - Volunteer recruitment sites

- Where do we find them?
  - Community outreach
  - Word of mouth

Retention

- **Engagement**
  - Utilize volunteer skills
  - Develop unique service opportunities
  - Regular communication

- **Inclusion**
  - Meetings/team building
  - Joint staff/volunteer projects
  - Survey/feedback
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