



What's your Welcome?

**RECRUITING AND ATTRACTING THE
NEXT GENERATION OF FIRST RESPONDERS**



PLUGGED IN, LLC
PUBLIC SPEAKING & TRAINING

What's your

WELCOME?

W
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C
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M
E
-ISH

(depends on who you are)

Welcome!

Jeremy Blair

Battalion Chief, Wauwatosa FD
Fire/EMS Instructor, WCTC



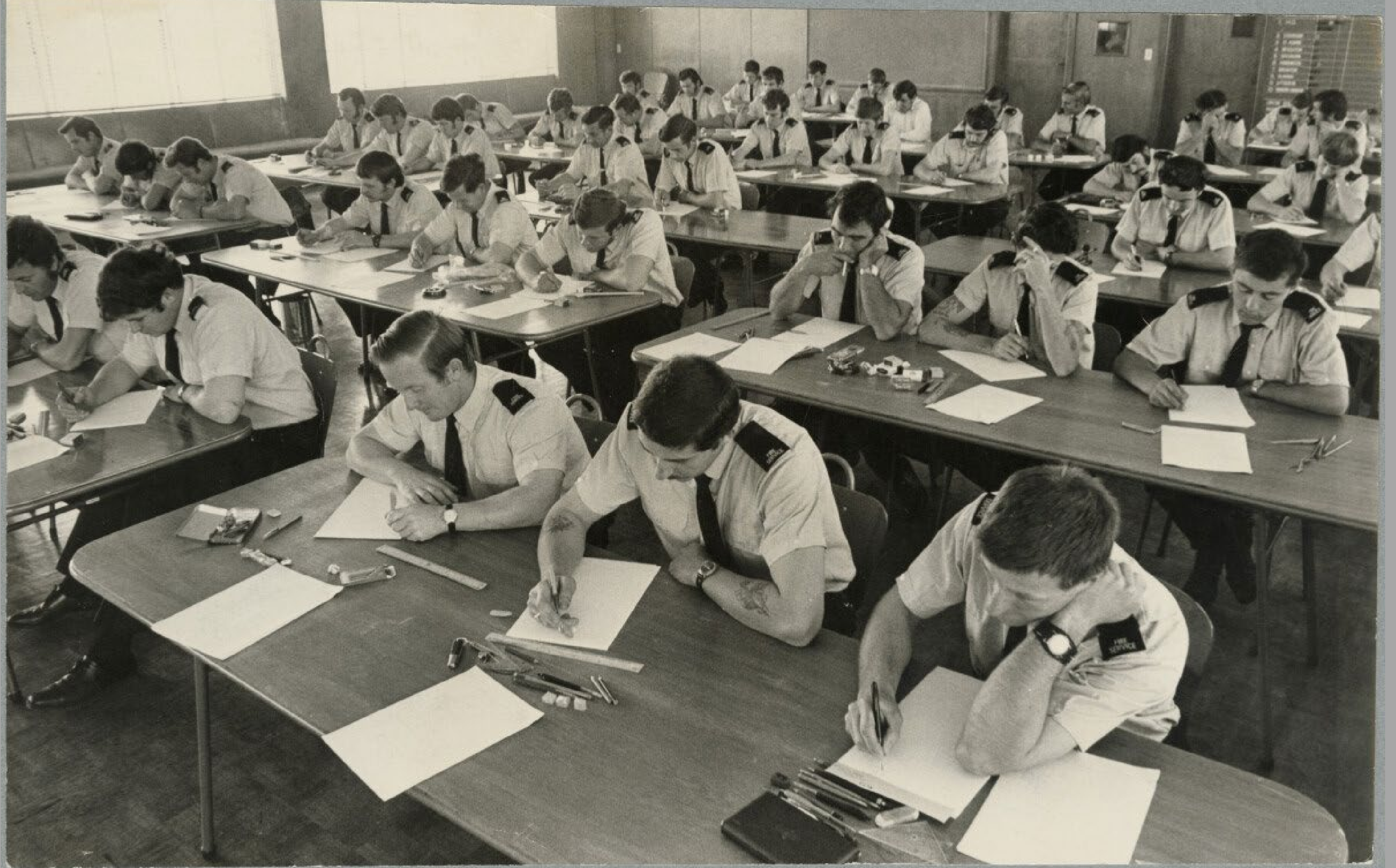
Courtney Hull

Associate Dean, Fire/EMS Training
Fire/EMS Instructor, WCTC



We are passionate about leading people to
create connection and foster the development
of the next generation.







WHY?



**OLD WAYS
WON'T OPEN
NEW
DOORS**

How do we
attract
candidates?



GENERATION Z

Born mid 1990's to current 2000's, these digital natives have never lived a life without internet. By 2020, they'll have 40% of the purchasing power.

Gen Zers take **8 seconds** to decide whether content is worth their time and if it benefits them.



60% want to positively impact the future of the world and participate in social activism.



Appreciates free shipping and delivery, special discounts, and a flexible return policy.



If experience is positive, **89%** will promote the brand. Gen Z prioritizes speed and convenience.

They trust influencers because their lives are relatable. **63%** of Gen Z prefer to see real people in ads.







They are likely to give feedback or reviews online. **44%** showed interest in contributing ideas to brands.



Uses up to **five** devices at a time and checks social media about **100** times a day.



- Less - focused; distracted
- Prioritizes speed & convenience
- Seeks feedback from peers
- Values Diversity
- Socially - minded; Philanthropic
- Digital Natives; Tech Savvy
- Education is a priority
- Pragmatic and financially minded
- Concerned with health/wellness

GENERATION	 BABY BOOMERS	 GEN X	 MILLENNIALS	 GEN Z
Birth Year & Age	1946-1964 59 to 77	1965-1980 43 to 58	1981-1996 27 to 42	1997-2012 11 to 26
Primary Motivator	Recognition	Independence	Learning	Meaning
Learning Mindset	Let's	Let me	Teach me	Show me
Reaction to Change	Cautious	Opportunity	Improvement	Reality
Loyal to...	The team	Their managers	Colleagues	Experience
Characteristics	Dedicated Team-oriented Decisions by consensus	Flexible Results-driven Skeptical	Inclusive Personal value-oriented Opinionated	Pragmatic Project-oriented Intense

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Which generation do you identify with?

① Start presenting to display the poll results on this slide.



TOUCH POINTS

1

**GENERATING
AWARENESS:**
GETTING THE WORD
OUT ABOUT THE BEST
CAREER

2

**BUILDING
INTEREST:**
CAREER EXPLORATION
OPEN HOUSES AND
RIDE-ALONGS

3

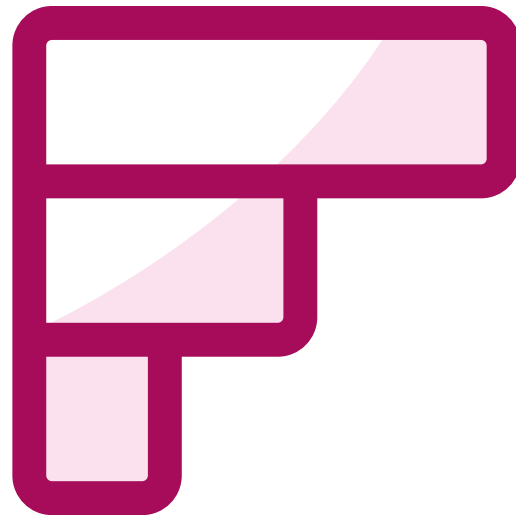
FILL YOUR PIPELINE:
CADETS,
EXPLORERS,
INTERNS AND
APPRENTICESHIPS

4

**INTENTIONAL
RETENTION:**
ONBOARDING
TOUCHPOINTS FOR
NEW RECRUITS

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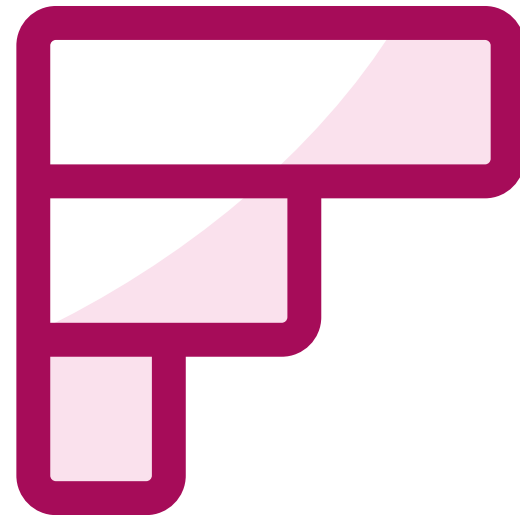


Rank your Department on how you're doing in each of these areas: **GENERATING INTEREST:** Marketing materials, getting the word out

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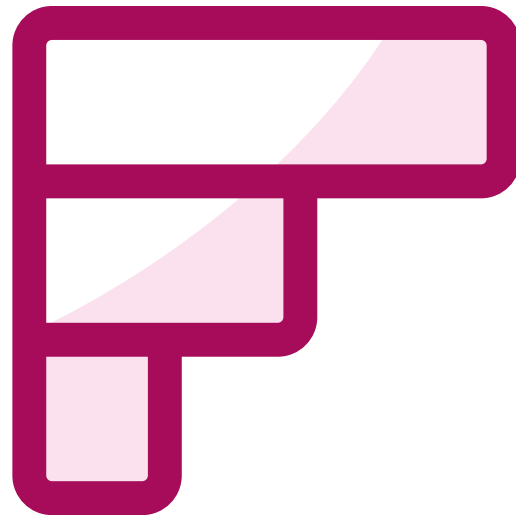


Rank your Department on how you're doing in each of these areas: **BUILDING INTEREST** - open houses, career fairs, ride-alongs

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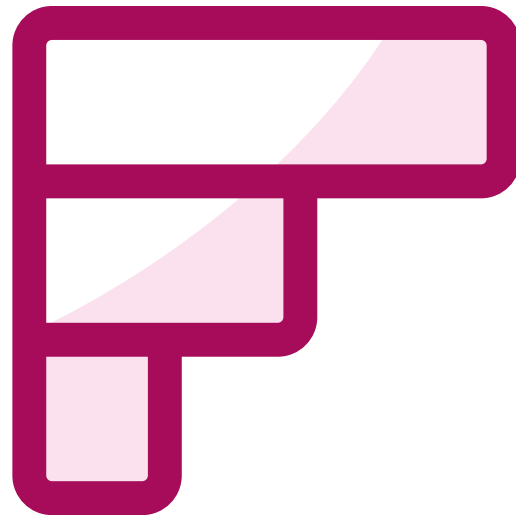


Rank your Department on how you're doing in each of these areas: BUILDING THE PIPELINE - cadet/explorer programs; internship/apprenticeship programs

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Rank your Department on how you're doing in each of these areas: **INTENTIONAL ONBOARDING:** keeping the new recruit once onboarded

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(In a few words) What is your department's biggest challenge with recruitment and retention?

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GENERATING AWARENESS: GETTING THE WORD OUT ABOUT FIRE / EMS AS A CAREER



TURN PRO SOONER



MILWAUKEE AREA **Technical College**
86% job placement after graduation. matc.edu

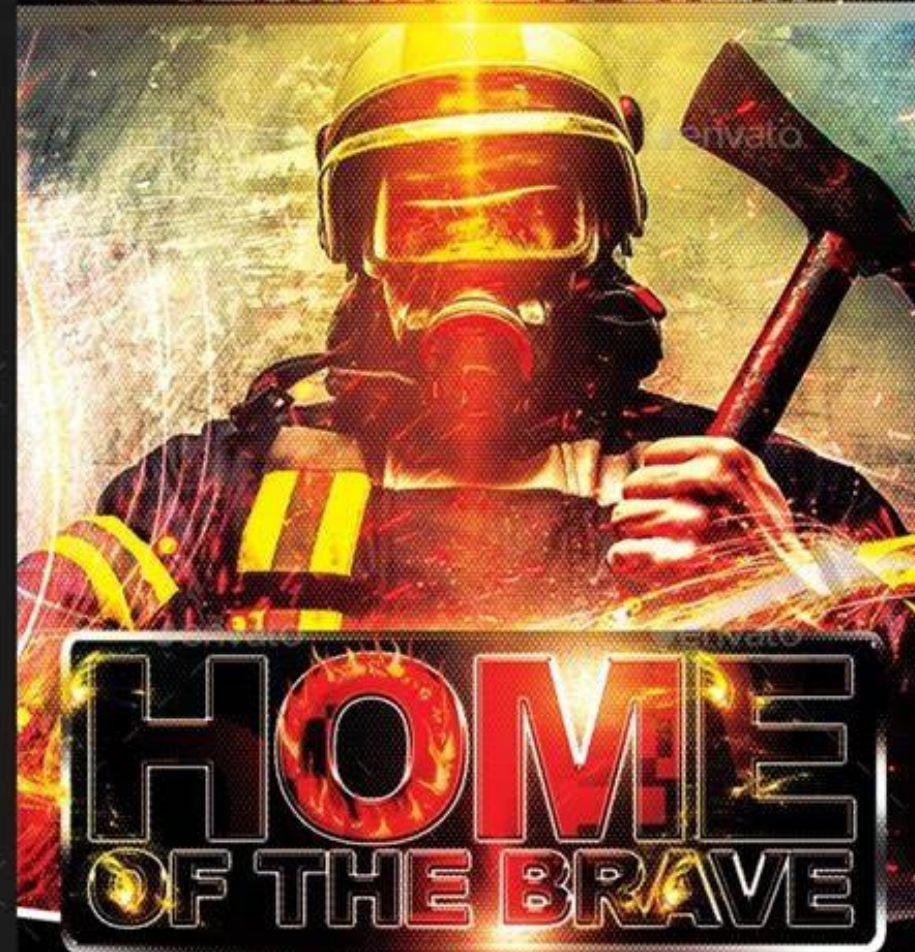
ADD A
NEW OUTFIT
TO YOUR
WARDROBE.

APPLY TO BECOME A SPRUCE GROVE
FIRE SERVICES FIREFIGHTER.



The City of
SPRUCE GROVE

RECRUITMENT EVENT



HOME
OF THE BRAVE

BECOME PART OF THE TRADITION
JOIN A VOLUNTEER FIREFIGHTER
SATURDAY
NOV 15, 2018
09AM - 7PM

FIRE STATION 7
21 LONG BEACH PARK •
BISCAYNE, FL 55602
555- 12569044

What's Missing
From this Photo?



YOU!

• EMT and Drivers Needed • All Training Provided at No Cost

THINK YOU
CAN FILL
THESE
BOOTS?

MARKHAM



...Your culture



YOUR JOURNEY STARTS HERE



EMERGENCY
MEDICAL
TECHNICIAN



CUSTOMER SERVICE
REPRESENTATIVE



FIELD TRAINING
OFFICER



PARAMEDIC



ER TECHNICIAN



CRITICAL CARE
TRANSPORT NURSE



FIELD SUPERVISOR



DISPATCHER



MANAGEMENT



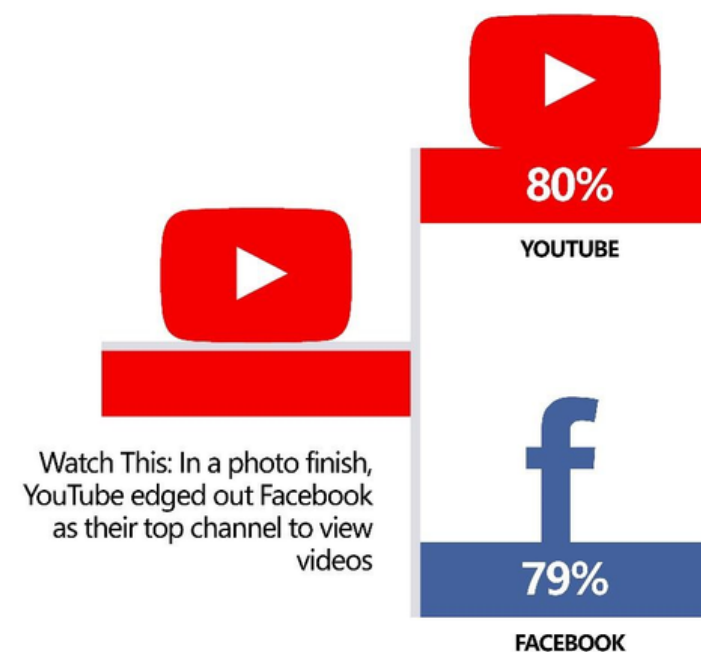
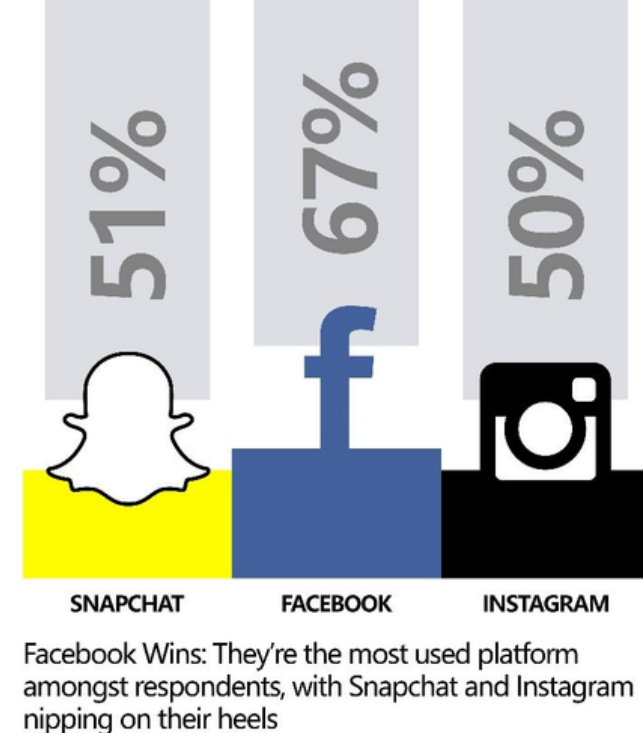
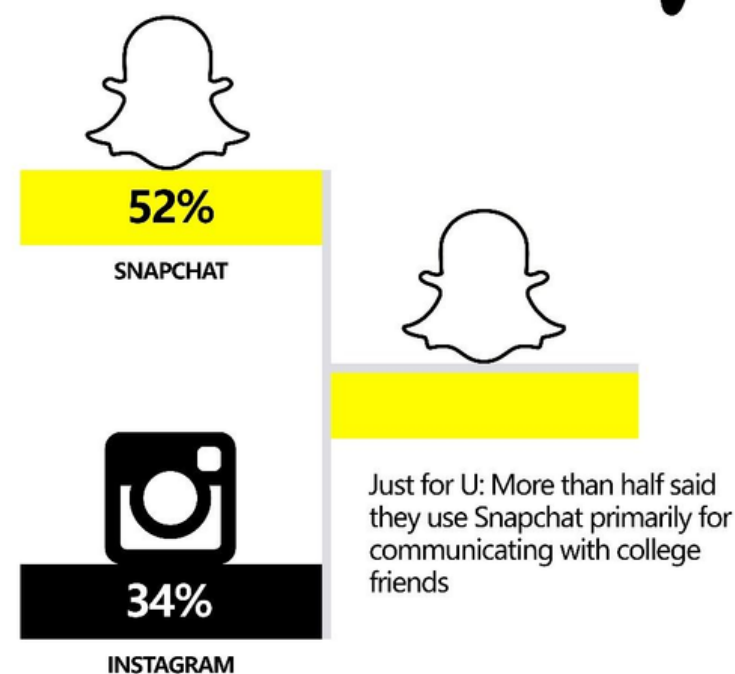
STATION MANAGER



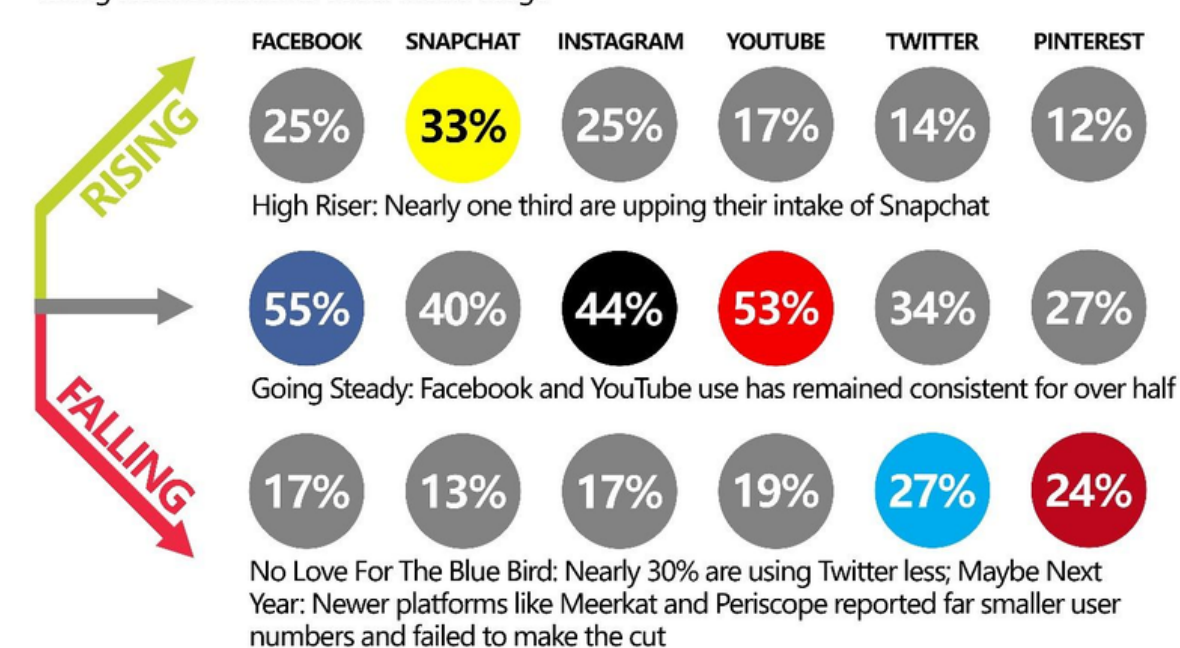
CONNECTING PATIENTS AND PROVIDERS WITH PURPOSE



Let's Get Social >>> Analyzing Gen Z's social media ecosystem



Taking stock of students' social media usage

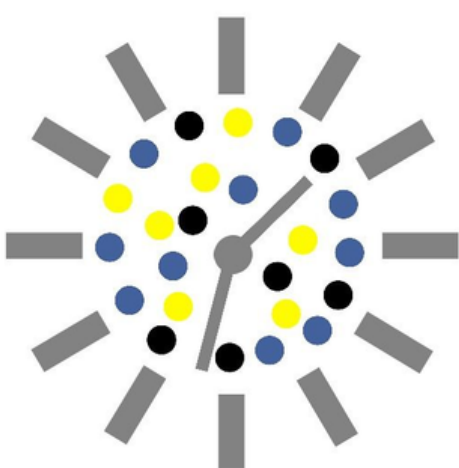


HOURS PER DAY Spent On Social Media

Frequent Users: Nearly three quarters spend more than two hours per day on social media; Almost half are on four plus hours



HOURS PER DAY They Watch Videos For Fun: Nearly a third watch at least an hour a day



FACEBOOK
INSTAGRAM
SNAPCHAT

Around The Clock: Almost half log in to Facebook multiple times a day



Continuous Communication: Facebook edged out Snapchat by a nose when it comes to platform they used constantly



If You Film It, They Will Watch: When it comes to platforms they've increased their video use for in the last six months, Facebook is head of the class; Snapchat, YouTube, and Instagram (32%) are also major factors as well

53%
Facebook

43%
Snapchat

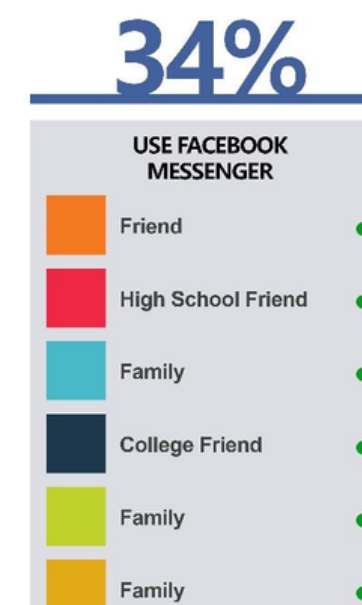
38%
YouTube

53%
YOUTUBE

32%
TWITTER

21%
INSTAGRAM

Star Chasing: YouTube is their platform of choice for following their favorite celebrities



51%
Use Facebook to host their more general digital profiles and manage dispersed relationships with high school friends and family

Use Facebook to stay connected with college friends

39%



Keeping It Real: Almost two-thirds still prefer in-person conversations to all other communication options; Livestreaming video platforms such as Facetime and Skype, finished fifth

61%
Real conversations in person

20%
Texting

10%
Talking by phone

1%
Email



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UNIFIEDFIRE.ORG



Unified Fire Authority



22K followers • 109 following

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Follow

Search

Fire Academy ▶ Play all

🔥 Welcome to our YouTube Channel! 🔥 If you're interested in becoming a firefighter with Unified Fire or want to learn more about our organization, click here: <https://linktr.ee/unifiedfire> At Unified...



Fire Academy Recruit Class
56 | Episode 1 | Weeks 1-4

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376K views • 1 year ago



Fire Academy - Week 1 of 16
(1080p)

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195K views • 3 years ago



Fire Academy - Week 2 of 16
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Fire Academy - Week 3 of 16
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Fire Academy - Week 4 of 16
(1080p)

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South Metro Fire Rescue Centennial, Colorado

@SouthMetroFireRescuePIO · 204K subscribers · 285 videos

SMFR is an Internationally Accredited, ISO Class 1 Fire Rescue Protection District protecti....more

facebook.com/SouthMetroFireRescue and 4 more links

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Firefighter - A Day in the Life

3,115,825 views · 5 years ago

Ride along with Firefighter Justin LaBorde as he works 24 hours on one of South Metro's busiest companies, Ladder 12. You'll learn what it take to be a firefighter and gain a better understanding of what life in the fire service is like.

[Link to 2020 Firefighter job posting - ...](#)

READ MORE



BUILDING INTEREST: CAREER EXPLORATION - OPEN HOUSES, CAREER FAIRS, RIDE-ALONGS



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How does your department interact with high school students currently?

① Start presenting to display the poll results on this slide.



Join us!

Find details online or on social media!
ChulaVistaFD.org | @ChulaVistaFD



OPEN HOUSE

Saturday, Oct. 15 • 10 am - 2 pm
Fire Station 5 • 341 Orange Ave.



Visit our web page!



- Station Tours
- Demonstrations
- Food & Refreshments
- Kid-Friendly Activities
- Centennial Museum Exhibit – *Last Chance!*

Free Family Fun!



IS THERE A FIRE IN YOU? JOIN OUR FAMILY

Part-time positions available!



FIREFIGHTER OPEN HOUSE

Saturday, October 8
9-11:30am



STEAMBOAT SPRINGS FIRE RESCUE



OPEN HOUSE

September 9 | 11 AM - 3 PM | Mountain Fire Station | 2600 Pine Grove Rd.

Join Us For Our Annual Open House

- Free Community BBQ
- Jr. Firefighter Challenge (Obstacle Course)
- Interactive Displays
- Car Seat Checks
- Ladder Climb
- Safety Education (Fire Extinguisher Training)
- Wildfire Mitigation Info
- Trucks, Ambulances, Helicopters & More!

Fun For The Entire Family!



CONNECTING WITH THE CONNECTED GENERATION



● INTERACTIVE
OPEN HOUSES

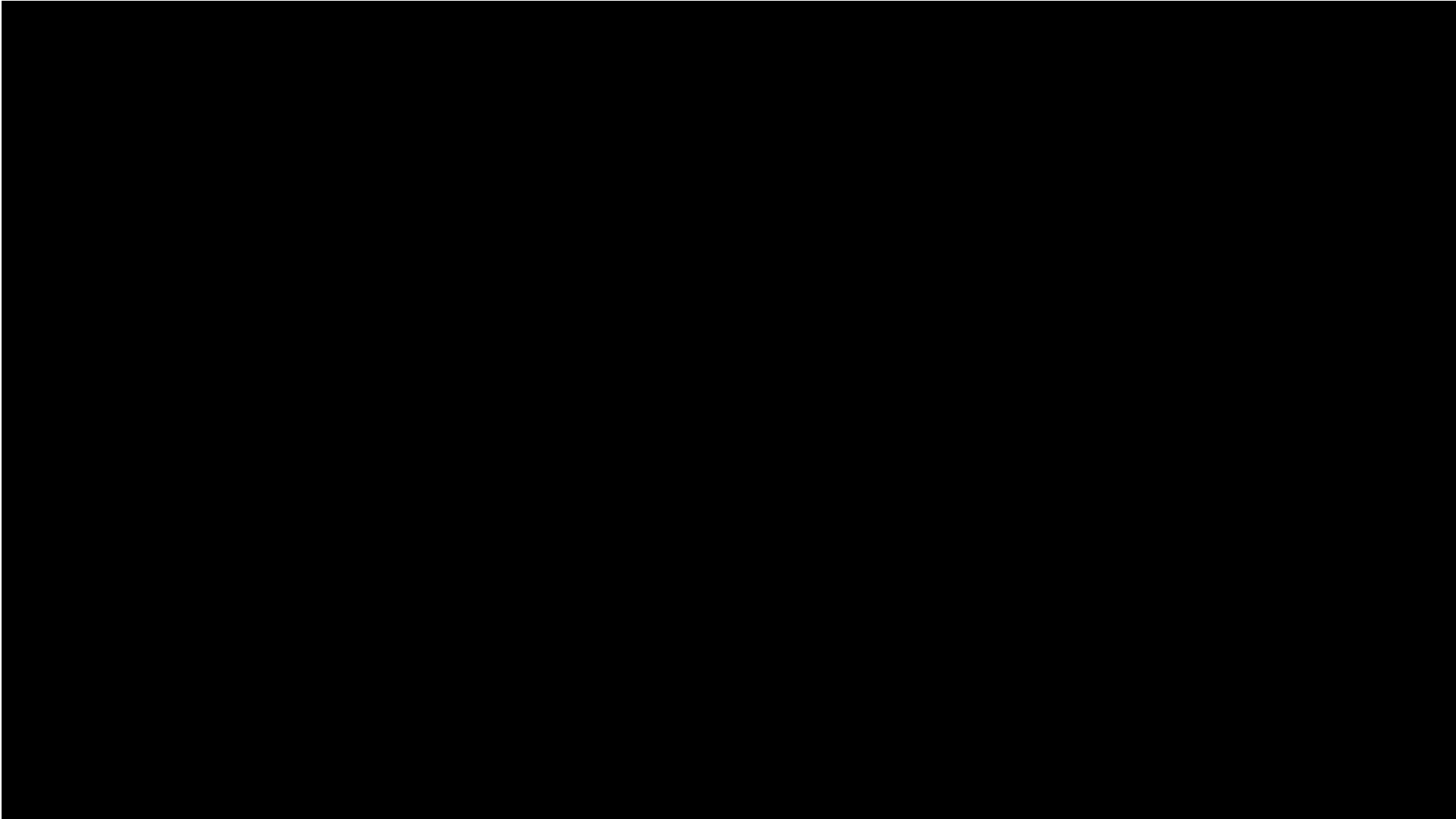


● SHOW OFF
TECHNOLOGY



● INCLUSIVE RIDE -ALONG
EXPERIENCES





RIDE-ALONG REQUEST

Thank you for your interest in scheduling a ride-along with Bell. Please review our ride-along policies - it is important you understand what is expected of you as a rider. Once you have reviewed our ride-along policies, fill out the request form at the bottom of this page and we will work on scheduling your ride-along.

RIDE-ALONG POLICIES

Documentation:

- All riders MUST have a current State of Wisconsin Training Permit that shows they are an EMT Student to ride. Training Permits must be printed before you ride along and brought with you.
- All parties interested in the ride-along program must be at least 18 years of age, hold a valid driver's license or state of Wisconsin identification card, and complete the "Observer Information Form." A valid Driver's License or a State ID must be brought to your ride-along.
- Every rider must receive Bell Ambulance's training on Hazard Communications.
- Every rider must sign an "Ambulance Observer Program, Release of Liability" form.
- Every rider must read and sign an acknowledgment that they understand their responsibilities and obligation to abide by HIPAA.

Uniform and Appearance Guidelines:

- Riders must wear ALL black, non-slip, closed-toe shoes (any color).
- Pants should be black or navy blue trousers, EMS pants, or dress pants.
- T-shirts should be white or navy. If your school has a uniform, it is acceptable. Bell polo shirts and jackets are also available. If you are issued a Bell polo and jacket, you must wear them. Items must be returned when your shift is completed and you have returned the items.
- In cold weather, a white or navy turtleneck may be worn under your uniform, beanie style hats, and gloves must be black or navy blue.

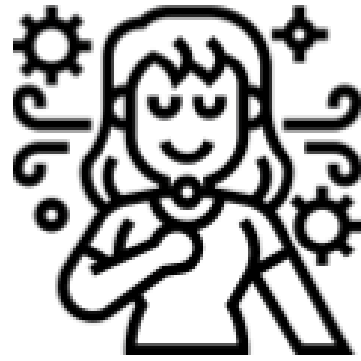
We are happy to offer you the opportunity to ride along for a scheduled shift based on the above, and we hope that you find it beneficial.

Ready to schedule a Ride-Along? [Click Here](#)

Sacramento Fire Ride Along

TELL US ABOUT YOUR RIDE ALONG EXPERIENCES





Breathing Break



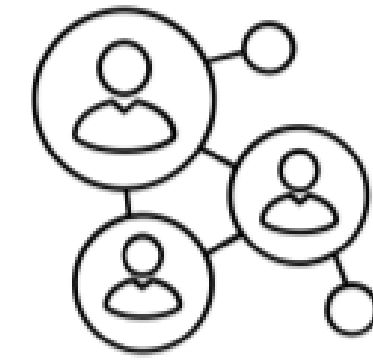
Short Story Break



Walking Break



Drawing Break



Social Break



Stretching Break

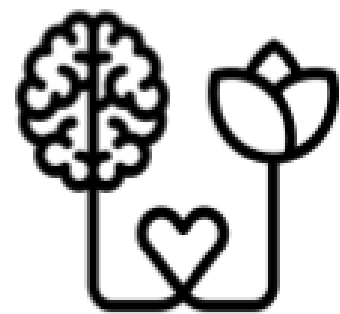
12 brain breaks to energize your classroom ⚡



Journal Break



Music/Dance Break



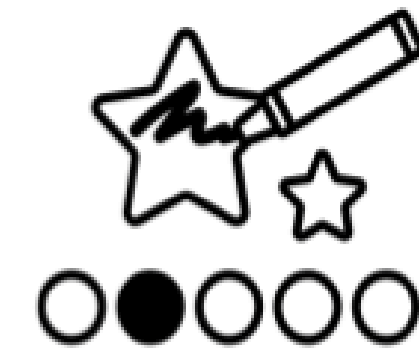
Mindfulness Break



Yoga Break



Podcast Break



Coloring Break

FILL YOUR PIPELINE: EXPLORER, CADET, INTERNSHIPS AND APPRENTICESHIPS





www.joinlafd.org



Career & Advancement Opportunities

Discover the limitless possibilities that await you after completing a minimum of 4 years of full-time paid fire suppression certified experience in the City of Los Angeles Fire Department.

Embrace the challenge, become a leader, and elevate your career with advancement opportunities in the LAFD.



FIREFIGHTER

Are you ready to make a real difference in your community? Imagine a career where every day you have the opportunity to be a hero, to save lives, and to make a positive impact.



ENGINEER OF THE FIRE DEPARTMENT

With a minimum of 4 years of fire suppression experience, you can advance to this crucial role. As an Engineer, you'll be responsible for maintaining and inspecting all our amazing tools, equipment, and fire engines, ensuring that everything is in top shape.





**CALLING ALL
HIGH SCHOOL
CADET /
EXPLORER
TEAMS!!**

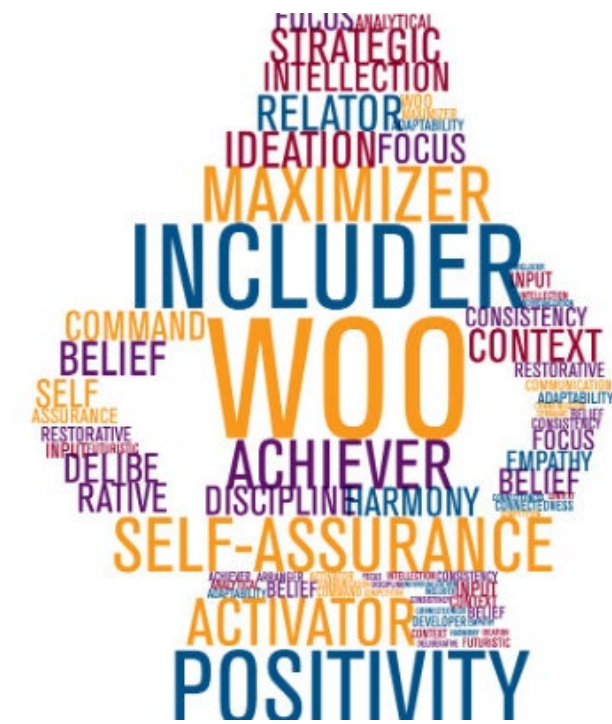


**FIRST
RESPONDER
FACE-OFF**

**SATURDAY,
MAY 3
@WAUKESHA COUNTY
TECH COLLEGE**

INTENTIONAL RETENTION: ONBOARDING TOUCH POINTS AND STRATEGIES FOR NEW RECRUITS



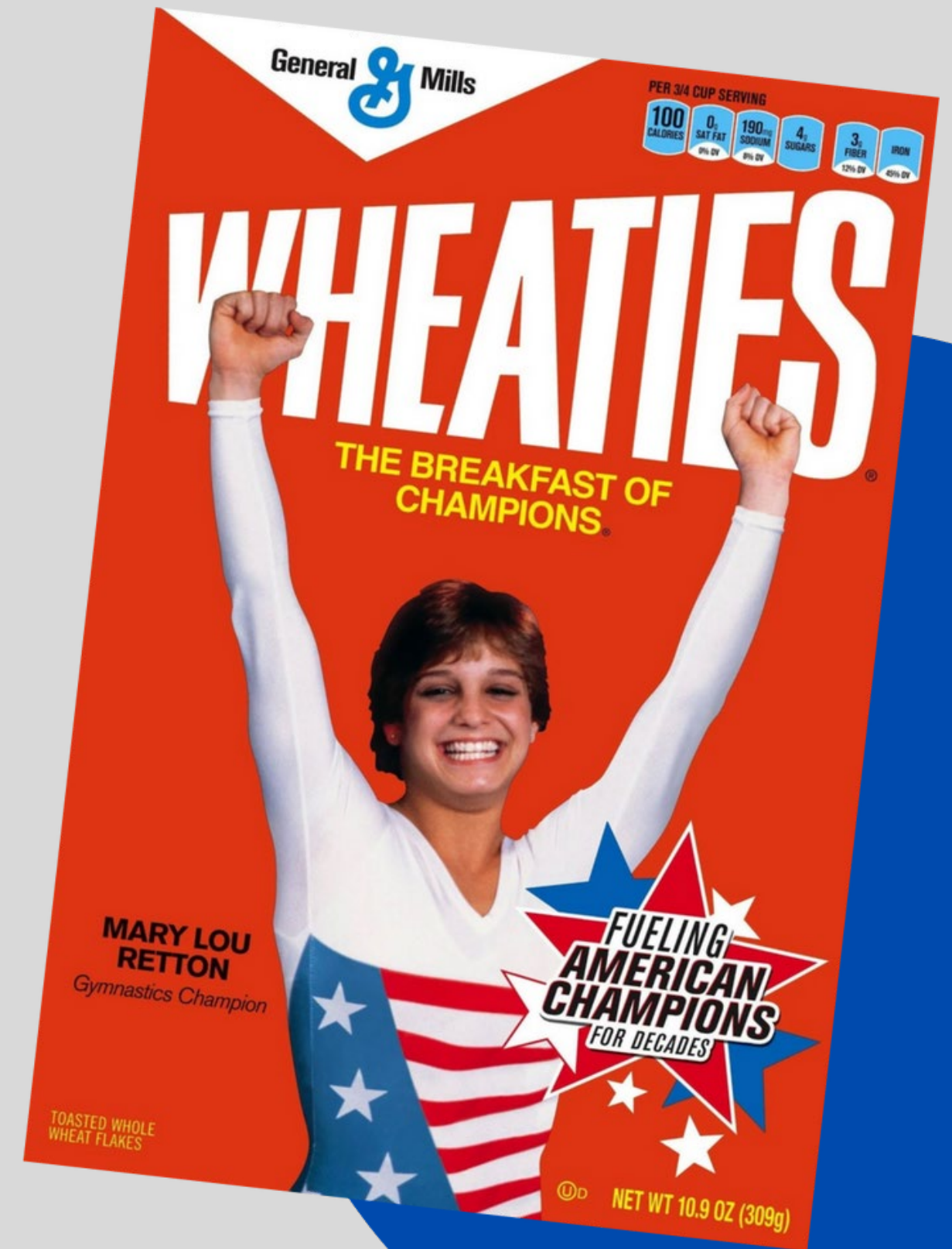




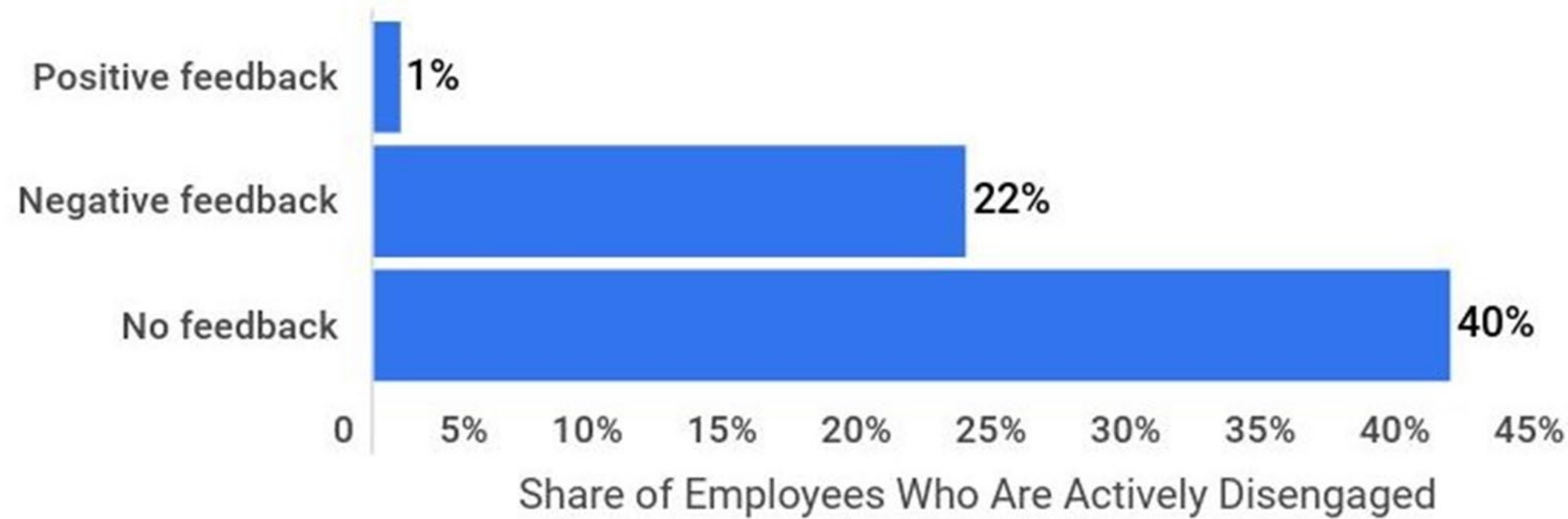


FEEDBACK

- **Positively focused** – what does it look like if they are doing it right
- **Direct** – don't skirt around the issue
- **Frequent** – as needed and in the moment
- **Closing the loop** – wrap back to ensure common understanding



RELATIONSHIP BETWEEN EMPLOYEE FEEDBACK AND ENGAGEMENT



I think it's very important to have a feedback loop, where you're constantly thinking about what you've done and how you could be doing it better.

Elon Musk

LET'S CHAT!

COLLABORATIVE BRAINSTORM

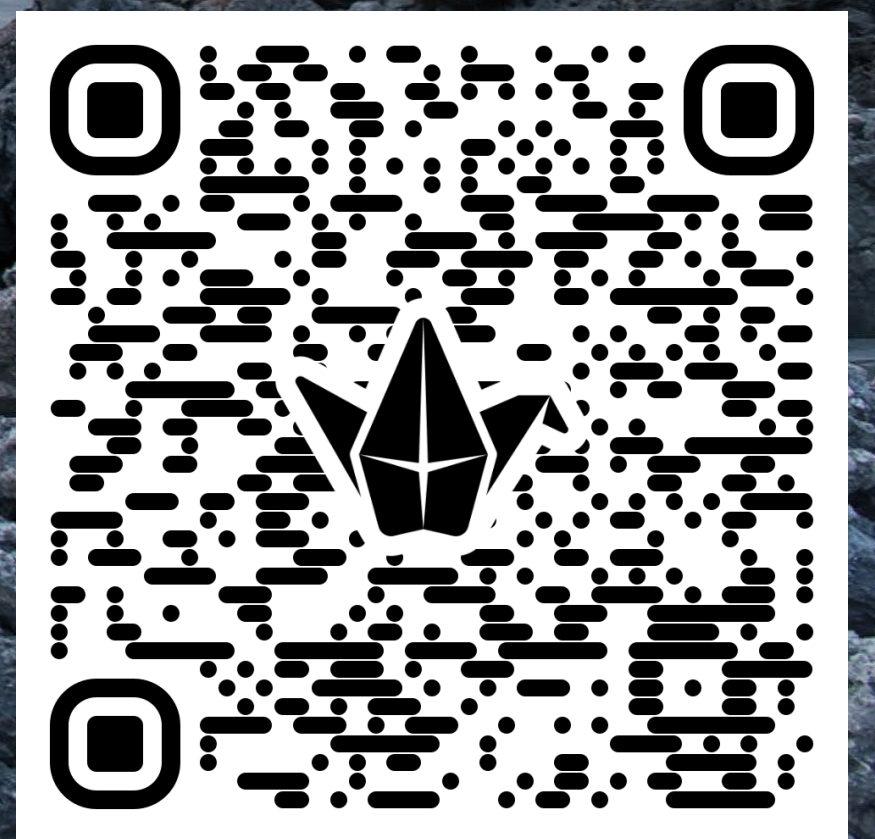
What recruitment and retention strategies will you bring back to your service to foster engagement and inclusion?



The key to learning is feedback.
It is nearly impossible to learn
anything without it.

Steven D. Levitt

quote fancy



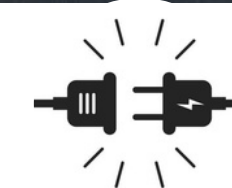


LET'S CONNECT!



Jeremy Blair
Courtney Hull

jeremy@pluggedincc .com
courtney@pluggedincc .com



Plugged In, LLC
Public Speaking & Training

