What's Your Welcome?

Recruiting and Attracting the Next Generation of First Responders

Jeremy Blair and Courtney Hull

1. **Generate awareness: Getting the word out about the best job in the world**
   building __awareness__ with those that might not be thinking about fire service as an option
   1. Marketing materials - inclusive language - websites / job postings
   2. Department branding
   3. Social media messaging
   4. Brand ambassadors / recruitment ambassadors

2. **Building interest - Career Exploration / What is the job really about?**
   building __interest__ in those that are interested in exploring fire/ems
   1. Interactive Open House
   2. Job/Career Fairs
   3. Ride Along Experiences

3. **Fill your pipeline: create connection; get commitment**
   build __commitment__ in those that have chosen to pursue this as a career
   1. Cadet/Explorer Programs - High School Programs
   2. Internship/Apprenticeship Programs

4. **Onboarding touch points for new recruits**
   building __community__ and loyalty to retain employees already hired
   1. Joint hiring processes or academies to onboard multiple recruits at once - builds community
   2. Involve the family / support network
   3. State very clear expectations from the beginning
   4. Create check-in points to give and receive feedback regularly
   5. Create small milestone wins to keep motivation

Notes:

Example Fire/EMS High School Cadet and Explorer Programs

Milwaukee Junior Fire Institute https://mkejfi.com/	**Beaver Dam Cadet Program** https://www.bdfdcadets.org/
North Shore Cadet Program https://www.nsfire.org/154/Cadet-Program	**FondDuLac Cadet Program** https://www.fdl.wi.gov/fire/explorer-program/
LAFD Youth Programs https://www.joinlafd.org/youth-programs	**Florida Fire Rescue Cadets** https://ffcacadets.org/

Resources for Cadet /Explorer Programs

Public Safety Cadets https://publicsafetycadets.org	**Fire & EMS Explorers** https://www.exploring.org/fire-ems/
Junior Fire Programs, National Fallen Firefighters Foundation https://www.nvfc.org/programs/national-junior-firefighter-program/	

Notes:
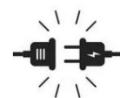
Plugged In, LLC
Public Speaking & Training
Presentation Password: pluggedin
Courtney Hull   Courtney@pluggedincc.com
Jeremy Blair   Jeremy@pluggedincc.com