



Unlocking Success— Recruitment and Retention of the Multi-Generational Family Advisory Committee

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Objectives for Today

- Recognize generational differences
- Learn tips on how to recruit each generational group
- Learn tips on how to retain each generational group
- Benefits of a Generational Diverse FAC




Why do People Volunteer?

- ◆ *Achievement*
- ◆ *Recognition and feedback*
- ◆ *Personal growth*
- ◆ *Giving something back*
- ◆ *Bringing about social change*
- ◆ *Family ties*
- ◆ *Friendship, support, bonding and a feeling of belonging*



Challenges for Paediatric Hospital FAC's

- ◆ Overwhelmed Family Members
- ◆ Newness of Diagnosis/Being thrown into the Health Care System
- ◆ Competition with Other Organizations for their time
- ◆ Ups & Down's of Members Child's Health
- ◆ Generational differences & change in Volunteering Climate



Generational Difference--What Demographics Tell Us


1. Generational research tells us that each **successive generation** has brought **different values than the preceding generation.**
2. Those same **generational differences have led to changes in volunteer programs.** Managers of volunteers have seen increasing emphasis on:
 - short term or episodic volunteering;
 - professionalization
3. These changes are the direct result of volunteer pressure to **make volunteer work more compatible with life and work styles,** to be more effective and efficient, and to be more accountable to volunteers.
4. Can volunteer work blend with family time or recreational time? **Volunteer programs should offer greater options for engagement,** as well as market volunteerism as part of a balanced life that includes family, work and recreation.



Canada's Generations

- ◆ G.O.'s 1901-1926 80+
 - ◆ Matures 1925-1946 60 to 81
 - ◆ Boomers 1946-1964 42 to 60
 - ◆ Gen X 1965-1977 29 to 41
 - ◆ Millennials 1977-1992 14 to 28
- ◆ *Most generations are split in half, with the older half having some traits of generation before them, and the younger half having traits of the generation below them.

Social Stages and Paediatric Hospital Use



Social Stages														
	primary school				marriage									
			secondary		start families									
			school	post		buy houses								
				secondary		mortgages								
					education				disposable income					
					enter jobs					retirement planning				
Age Range														
0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	over 65	

Demographic Trends and Their Implications for Law Enforcement-David K. Foot



Baby Boomers

- ◆ Born 1946-1964 (42-60)
- ◆ Defining Events:
 - Post WWII
 - Prosperity
 - Civil Rights
 - Suburbia
 - Television
 - Women’s Lib
- ◆ Personality Traits
 - Willing to Go the “extra mile”
 - Optimistic
 - Positive
 - Love/Hate Relationship with Authority
 - Idealistic
 - Want to “Have it All”



Demographics of Management & Recruitment

Baby Boomers volunteer at a higher rate than the overall Canadian & U.S. population, and volunteer a greater average number of hours per week than any other generation.

National Association of Independent Schools, The Best Secrets of Effective Volunteer Management, Brad S. Gray



Baby Boomers-Recruitment

- ◆ Word of mouth, personal requests from trusted friends and coworkers
 - “Bring A Friend Day”, Staff recruitment;
- ◆ Some like the electronic media—email, web, hand held PC’s
 - Email Memberships
 - Information via email and/or hospital website
 - Membership application on line
- ◆ The majority prefer telephone interaction & paper
 - Phone call and or face to face requests to join FAC
 - Brochures; Displays;
- ◆ Use of words like Committee; Faculty;
- ◆ Need to emphasize:
 - Flexibility
 - Ease and Convenience of meetings and involvement
 - Meaningful Opportunities



Baby Boomers - Retention

- ◆ Some like the electronic media—email, web, hand held PC's
 - Email Memberships/Invitations via email
- ◆ Most prefer paper and telephone interaction
 - Send out update reports in hard copy
 - Make regular personal contact via the telephone.
- ◆ Brief, readable, funny communications with a social orientation
 - FAC Newsletter's (CHWO's Family Centred Care Chronicle)
- ◆ Ease and convenience—meetings are convenient to attend
 - Use of teleconferencing. Telehealth, audioconferencing
- ◆ Meaningful opportunities—need to know when they've effected change; share special skills and talents
 - Updates on projects both at meetings and through letters/emails
 - Speakers bureau; Family Faculty
- ◆ Flexibility –one-time/project opportunities, “come as you can” approach, option to cancel
 - Two members working on one project share the load
 - Volunteer in your PJ's; 10-15 minute projects
 - Meeting times meet the needs of the majority of members or fluctuate times



Baby Boomers - Retention...(cont.)

- ◆ Enjoyable volunteer work
 - Options for variety in the work they can do
 - Leadership Roles
- ◆ Family service-Recognition of their Value/Skills
 - Childcare cost covered or Childcare provided on site
 - Titles & Hospital Identification
 - Travel expenses to and from meetings/committees and parking covered Interview discussion when starting on what skills they want to develop
- ◆ Learning Opportunities
 - Preinterviews-Sickkids
 - FAC looks for opportunities to match their skill set and/or skills they want to develop
 - Orientation Training Sessions
 - FAC Member Mentorship Program
- ◆ Team spirit
 - FAC Member Mentorship program
 - Team Building activities at meetings
 - “A Day in the Life” stories at meetings



Baby Boomers – Retention... (cont.)

- ◆ Meaningful and frequent recognition
 - Formal-Year end recognition: paper certificates; plaques; small gifts; hospital wide recognition-Annual Reports, posters
 - Informal: handwritten cards; small gifts



Generation X

- ◆ Gen X 1965-1977(29 to 41)
- ◆ Defining Events
 - Watergate; Iran/Contra
 - Latchkey kids
 - High Divorce Rate
 - 1980's Wall Street
 - MTV
 - Social Security Crisis
 - Corporate Layoffs
- ◆ Personality Traits
 - Fiercely Independent
 - Resulted Orientated
 - Sceptical-Confidence in public institutions – economic, political, religious, business, media, professional, charities – has bottomed out/Believe no institution can be trusted
 - Work/Life Balance-local activism rather than “Let's Change the World”
 - Self-Reliant
 - Pragmatic



Generation X - Recruitment

- ◆ Website Recruitment
 - Easy to Use WebPages
 - Membership Application on Line
 - Email recruiting campaign with links to website
 - Use of Video/TV
- ◆ Must use electronic media—email, web, hand held PC's, Laptops
 - Send out email invitations to join FAC
 - Offer Email Memberships
 - Highlight that Meeting minutes/Information will be available through email and/or hospital website
- ◆ Recognition and feedback
 - In recruitment information clearly state what recognition and feedback will be provided
- ◆ Must include an interest in their peers and socializing
 - Invite to social FAC events before FAC meetings
 - “Starbucks meetings” CHWO-FAC Coffee Hours; PGRH-Coffee
 - USA-NICU scrap booking nights; Graduate Annual Barbs



Generation X – Recruitment... (Cont.)


- ◆ Words are important
 - Use terms like- “Let’s get together to chat” instead of “Let’s set up a meeting”
 - Consider disuse of words such as “committee; change to council, team, advisory body;
 - Consider disuse of words such as Regulations; Requirements; change to Guidelines or Opportunities

- ◆ Need to Emphasize:
 - small short-term, defined, episodic FAC opportunities
 - “Authentic Meaning” and “Meaningful Work”
 - Opportunities for personal growth and skill enhancement



Generation X – Retention

- ◆ Must use electronic media—email, web, hand held PC's, Laptops
 - Send out minutes and information in electronic format
 - Offer Email Memberships
 - Consider using Netmeetings; FAC Chat rooms; Discussion Boards
 - PowerPoint presentations and electronic media use at meetings
- ◆ Diminish the role of hierarchies and authority
 - Rather than an “Executive Team” consider change to “Administrative” or Leadership Team”
 - “Let’s get together to discuss” instead of “Let’s set up a meeting”
 - Consider disuse of words such as “committee” to council or advisory body
 - Pay attention to marketing language/magazines/website aimed at Gen X
- ◆ Searching for “Authentic Meaning”
 - “A Day in the Life of” stories at each meeting
 - Personal stories of Members in Orientation binders
 - Working with Hospital Foundation-telling their “story”
- ◆ Well defined, short-term, episodic, self reliant opportunities to volunteer
 - Email 5-10 minute projects
 - Projects for the individual



Generation X – Retention...(Cont.)

- ◆ Opportunities for personal growth
 - Create projects that offer personal care for hospital families-Relaxation Sessions/Yoga
 - Hospital Committees of interest– Healthy Food, Healing Environment; Website Development
- ◆ Brief, visual, & “meaningful” communication with a social orientation
 - Email Newsletter or electronic format with plenty of photos
 - Chat Rooms; FAC Discussion Board
- ◆ Ease and convenience—meetings are convenient to attend
 - Use of teleconferencing. Telehealth, audio conferencing with Netmeeting
- ◆ Flexibility –one-time/project opportunities, “come as you can” approach, option to cancel
 - Volunteer in your PJ's; 10-15 minute projects
 - Meeting times meet the needs of the majority of members or fluctuate times



Generation X – Retention... (Cont.)

- ◆ Family service-Affordability
 - Childcare cost covered or Childcare provided on site
 - Travel expenses to and from meetings/committees covered
- ◆ Diversity
 - Need for a diverse FAC-culture; lifestyle; inclusion of different conditions/disease
- ◆ Ambitions
 - Interview discussion when starting on what skills they want to develop
 - FAC looks for opportunities to match their skill set and/or skills they want to develop
 - Orientation Training Sessions
 - FAC Meeting Education Sessions
- ◆ Meaningful and frequent recognition
 - Formal: “fun”, social year end event outside of the hospital; Scrap booking; Photos; T-shirts; Personal care “spa” items & treatments
 - Informal: e-cards; photo cards



Millennial Generation

- ◆ 1977-1992 (0-28)
- ◆ Defining Events:
 - Computers
 - Internet
 - School Shootings
 - 9/11 (Terrorist Attacks)
 - Diversity
 - Extra curricular Activities
 - 1990's Economic Boom
- ◆ Personality Traits:
 - Idealistic
 - Confident
 - Collective
 - Socially Minded and Active
 - Achievement Orientated
 - Structured



Millennial Generation - Recruitment

- ◆ Website Recruitment
 - “Flashy” and Useable WebPages
 - Membership Application on Line
 - Email recruiting campaign with links to website
 - Use of DVD/CD technology
- ◆ Must use electronic media—email, web, hand held PC’s, Laptops
 - Send out email invitations to join FAC
 - Offer Email Memberships
 - Highlight that Meeting minutes/Information will be available through email and/or hospital website
- ◆ Diversity
 - Recruitment information should show photos-diversity--cultural; lifestyle, etc.
- ◆ Supervision and Structure
 - Recruitment information should indicate opportunities for mentorship, specific projects; training



Millennial Generation - Retention

- ◆ **Optimism**
 - FAC Meetings need to focus on solution finding
 - Regularly invite hospital innovators to inspire
- ◆ **Well defined, short and long-term, opportunities to volunteer**
 - Work best in teams of 3 or more
 - Volunteer in your PJ's; 10-15 minute projects
 - Mentorship FAC Member Program
 - Job “sculpting”-individualization
- ◆ **Family service-Expected Childcare cost covered or Childcare provided on site**
 - Travel expenses to and from meetings/committees covered
- ◆ **Diversity**
 - Need for a diverse FAC-culture; lifestyle; inclusion of different conditions/disease



Millennial Generation-Retention..(Cont.)

◆ Support

- Interview discussion when starting to discuss what support they want and need and personal achievements/goals they would like to reach
- Orientation Training Sessions
- FAC Meeting Education Sessions
- Conflict resolution training

◆ Meaningful and frequent recognition

- Goal Recognition: recognition at committee level of their achievements through email or at meetings
- Formal: “formal” social year end event outside of the hospital; Photos; Logo Anything; On-line/Website recognition
- Informal: e-cards; photo cards



The future for Family Advisory Committees

“Attracting and retaining today’s younger volunteers requires new approaches and the ability to be flexible, adaptive and responsive to changing generational perceptions and attitudes.”



Benefits of a Multi-Generational FAC

- ◆ The FAC can attract and retain talented people of all ages.
- ◆ The FAC is more flexible.
- ◆ Decisions are stronger because they're broad-based.
- ◆ The FAC is more innovative.
- ◆ The FAC can provide a diverse viewpoint representative of the hospital community.



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