



# North Carolina Volunteer Workforce Solutions



The North Carolina Association of Fire Chiefs (NCAFC), in partnership with the International Association of Fire Chiefs (IAFC), is pleased to announce the second phase of its Volunteer Workforce Solutions (VWS) program, which works with national, state, and local organizations to support initiatives focused on the recruitment and retention of volunteer firefighters. Phase II is funded through a FEMA SAFER grant with a two-year period of performance.

In Phase II, the program will select fifteen departments interested in taking advantage of research related to their own jurisdiction and leveraging turnkey marketing solutions for enhancing their volunteer recruitment strategies and efforts. In addition, there will be a statewide media campaign and trainings available to all departments in North Carolina. VWS benefits include:

- Statewide volunteer firefighter recruitment campaign including a revamped website and radio/social media ads, etc.
- Leadership support through the development and/or delivery of training and tools focused on the needs of volunteer and combination departments
- Recruitment and retention support, including development of unique recruitment strategies based on the features and characteristics of the community
- GIS Tapestry reports to enhance the marketing and recruiting strategies of departments
- Scholarships for conference attendance
- Tuition assistance for 20 members of our 15 selected departments

## VWS Background and History

The North Carolina Association of Fire Chiefs was awarded a SAFER grant to implement different recruitment and retention strategies including Geographic Information system (GIS) based methodologies. The GIS-based community-level profile is an analysis of existing firefighters that identifies the types of people who could be future firefighter candidates and discusses the methods to best communicate with and recruit them. The VWS program is also operating in Virginia through the Virginia Fire Chiefs Association, and Indiana through the Indiana Fire Chiefs Association.

[www.volunteerfirenc.org](http://www.volunteerfirenc.org)

**Learning from best practices in other departments, we established a centralized recruiting process. We realized the pool of possible volunteers was not what we expected.**

*-VWS Participant*

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