

## **Recruitment and Retention**

Recruitment and Retention, is intended for volunteer based organizations. These organizations typically must recruit, train and retain volunteers. There is a 7-step approach to orientation and training which establishes the framework for applying a system to properly administer the volunteer application process through to placement.

**The course consists of the following units:**

Unit One	The Barriers to Volunteerism
Unit Two	The 7-Step Approach
Unit Three	Orientation

### **Course Objectives**

The purpose of the course is to identify the four major issues affecting the ability of volunteer organizations to recruit, train and retain volunteers. The challenges presented by the increasing use of technology are described, as well as the opportunities such technologies present. The differences between different generations of volunteers are explained in detail. The course is designed to provide information about the importance of the application/orientation process in volunteer retention and the elements of the 7-Step approach to orientation and training. Upon completion, a participant should understand fully the orientation process and recognize that it is an ongoing process that may include a following-up with the volunteer.

### **Evaluation Process**

At the end of each unit, there is a quiz that each course participant must challenge and successfully complete with a passing grade before continuing to the next content unit.

### **Course Duration:**

The course is self paced so course duration will depend on the individual participant and their prior knowledge base with the course subject matter. On average, the course will take between 1.5-3 hours to complete.

### **Who Should Take the Course?**

The course is intended for volunteer-based organizations and those employees involved in the recruitment and retention of volunteers. This course may also apply to employees or managers who are involved in the application process and/or training of volunteers.