

MEET YOUR SPEAKERS

- Steve Brooks now serves as the Executive Director of the Washington Fire Chiefs Association following his retirement earlier this year after 34 years in fire and emergency medical services. He spent the last 20 years of his career with the Lacey Fire District, where he served the final 13 years as Fire Chief. Steve and his wife of 30 years, Lee, still reside in the Lacey community and enjoy serving as volunteer chaplains with the fire district.
- Jennifer Schmidt is the current Fire Chief of Lacey Fire District 3; she has been with the agency since 2019 and is approaching her 26th year in the Fire Service. Jennifer prides herself focusing on progressive practices in member support and cultural health. She is married to a fellow first responder and they have four children and enjoy managing their small hobby farm.



THE INTERNAL INVESTMENT:

The Engine for Recruitment and Retention





AGENDA

- Introduction
- Our History in Recruitment
- The Evolution of the Workforce
- The Internal Investment
- The Ripple Effects



*WE CAN'T KEEP DOING IT THE WAY WE
ALWAYS HAVE....*

HISTORICAL APPROACHES TO RECRUITMENT AND RETENTION

- TARGETING THE 18 – 24-YEAR-OLDS
- ASSUMPTIONS OF LONG-TERM COMMITMENT
- REQUIREMENT OF SIGNIFICANT PRE-HIRE TRAINING/CERTIFICATIONS
- VOLUNTEERISM AS A PATHWAY TO CAREER HIRING



RECOGNIZING AND EMBRACING THE WORKFORCE EVOLUTION

- Bookended approaches to recruiting
- Embracing the life experiences of those seeking career transitions
- Removing barriers to eligibility
- Supporting candidate preparation (didactic and physical ability)



A WORD ABOUT LATERAL HIRES

- Lateral hiring can bring both experience & baggage
- Involve labor leadership in ALL processes
- Consider support for paramedic training as a career development path
- Establish processes for paramedics who wish to drop their certifications





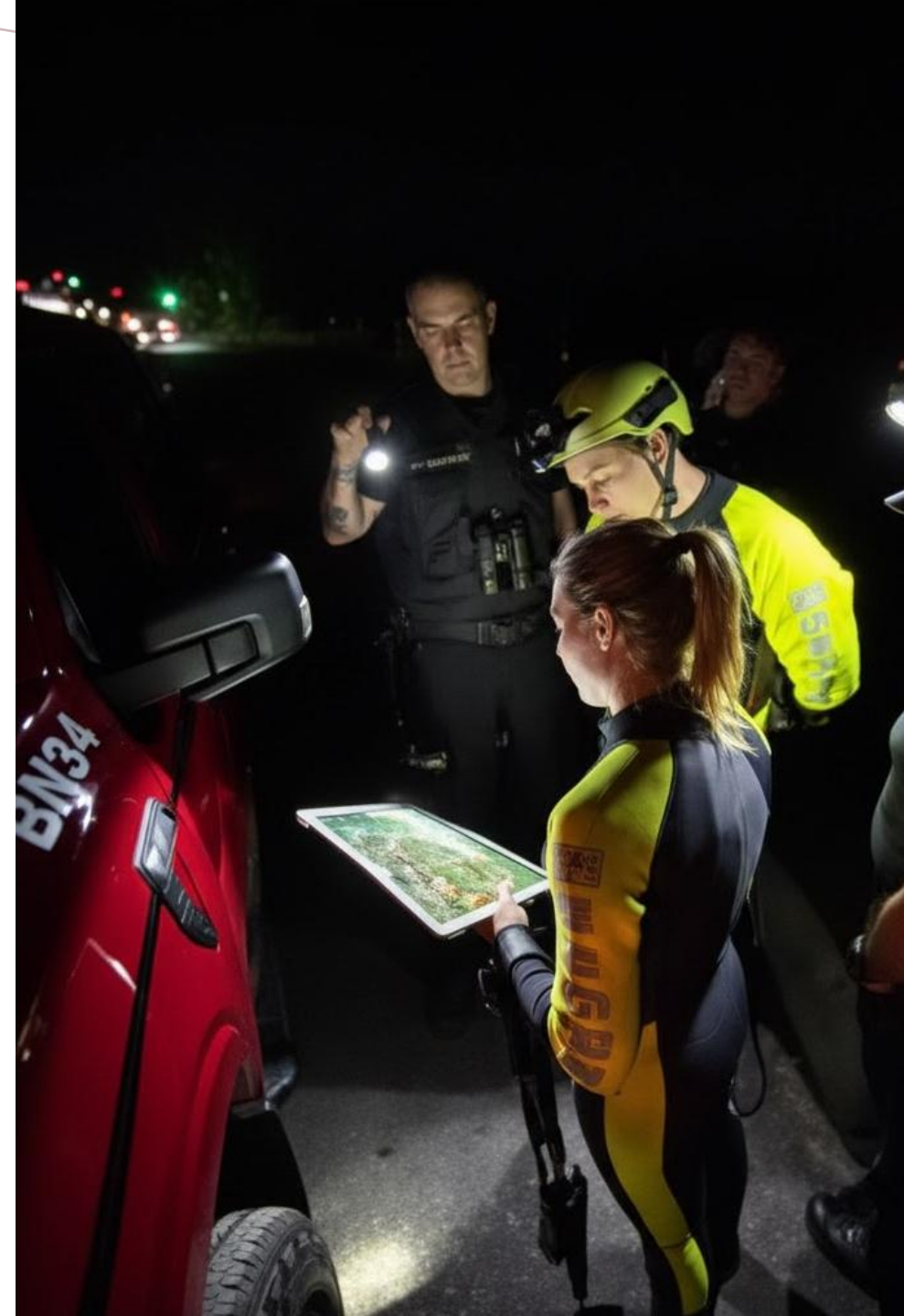
DEVELOPING AN ATTRACTIVE WORKPLACE

- Providing holistic support for existing members
- Challenging “standard” screening tools and metrics
- Leveraging strong initial training & probationary standards
- Strong retention and positive culture are the best recruiting tools!

THE LONG GAME...

Your People First:

- Warm and Safe Workforce Concept
- Follow the Energy Trend
- Culture First, teamwork to follow
- External partnerships for internal growth



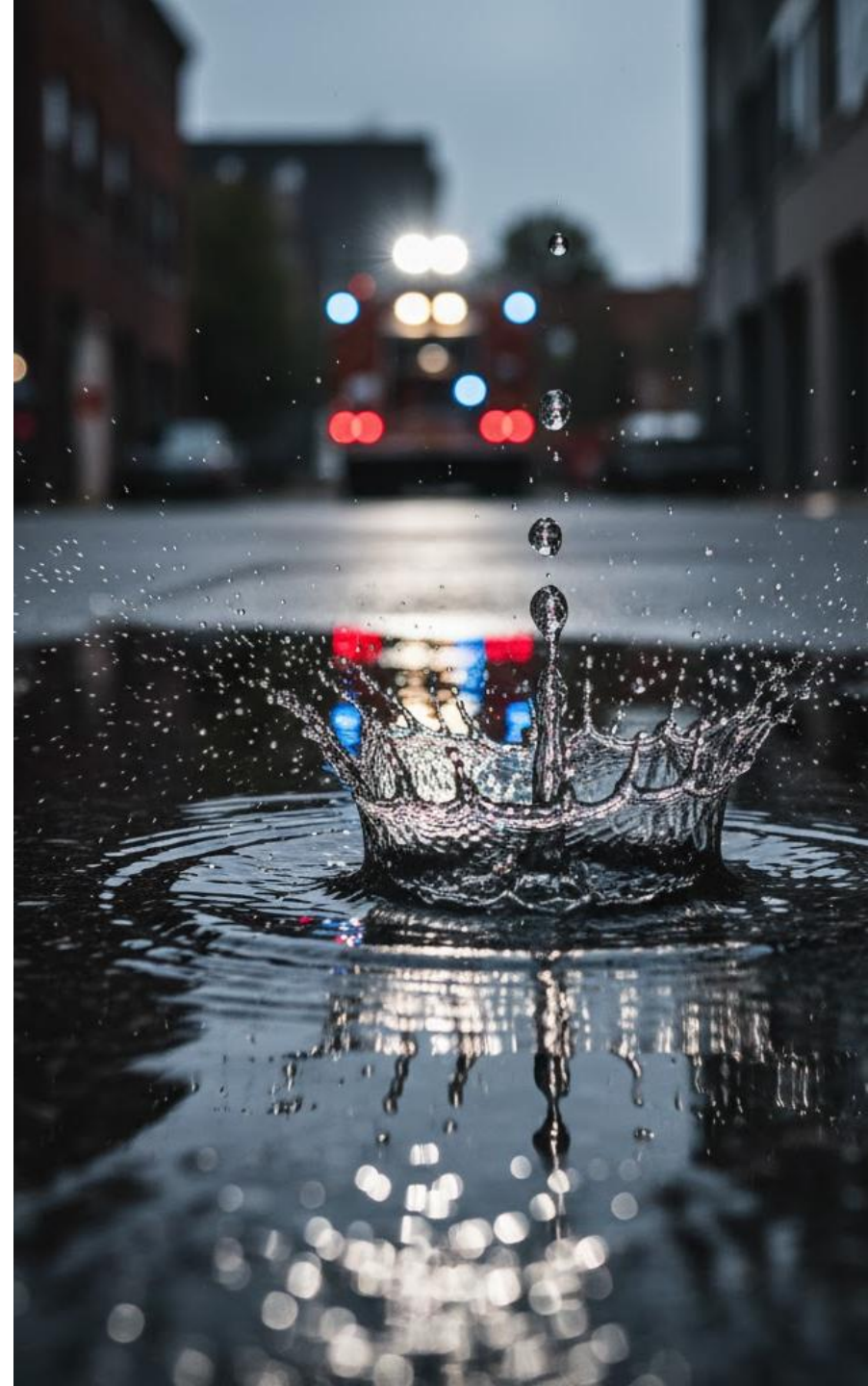


LET YOUR PEOPLE LEAD THE WAY

- *Community Connections*
- *Happy Employees attract Applicants*
- *Mentorship Programs*

THE RIPPLE EFFECT

- Two-Way Street Theory
- Social Media Presence
- Pride and Ownership





THANK YOU

Sbrooks@washingtonfirechiefs.org

jschmidt@laceyfire.com