

Mar 4, 2024 | R&R Subcommittee

Attendees: Bill Ray bill@wr-communications.com Brad White Clark Hemker - CDPS
Chip Weule Doug Gerald Jackie Erwin - CDPS Kenneth Watkins Mike Morgan - CDPS
Pam Feely TJ Steck Timothy Lavin Tracy LeClair - CDPS Will Benkelman
Attached files: [R&R Subcommittee \(2024-03-04 09:57 GMT-7\) - Transcript](#)
[R&R Agenda 03.04.24.pdf](#)

Notes

- Reviewed the Survey results again to kickstart the discussion
- Discussed a market campaign for recruitment
- Marketing video in first person view
- Also discussed a market/how-to campaign for smaller departments to onboard
- Need a database for all departments best contacts or is it better to utilize emergency managers
- Dependent care tax breaks...
- Common Application and website to reach most organizations or place to point potential recruits
- Utilize different media platforms (Facebook/Twitter is no longer as effective)
- Permanent positions to assist with recruitment/retention

Action items

- Researching different marketing organizations
- Look into Influencer Marketing Company
- Discuss website progress with Lisa/figure out what support is needed
- Research database of departments
- Scheduled next meeting to prepare for presentation to CFC during the April meeting
- Develop a hiring template that can be shared amongst departments (Vol/Comb/Car)
- Put together some retention ideas from the survey