FIREFIGHTER'S ASSOCIATION OF THE STATE OF PENNSYLVANIA

SAFER GRANT ANNUAL REPORT 2021

Firefighter's Association of the State of Pennsylvania
SAFER GRANT ANNUAL REPORT
2021

The Firefighter's Association of the State of Pennsylvania (FASP) is currently providing services to the fire and EMS community of Pennsylvania courtesy of a multi-year Staffing For Adequate Fire And Emergency Response grant from the Federal Emergency Management Agency.

The objective of this effort (Award Number EMW-2018-FF-000199 is to assist in increasing the number of firefighters to help communities meet industry minimum standards and attain 24-hour staffing to provide adequate protection from fire and fire-related hazards, and to fulfill traditional missions of fire departments.

Comprehensive Program Activities to assist departments in marketing, advertising, and promoting their organization to recruit members includes:

- Website management & updating
  www.becomeapafirefighter.com
  - Successful programs in PA
  - News articles of relevance to Recruitment and Retention/R&R Tips of the Month
  - Powerpoint and video training in Recruitment and Retention
  - Links to other R&R websites
  - Location for grant submission
- Ask a question capability
- Presentations and training around the state
- Tips of the Month via Pennsylvania Fireman magazine and social media
- Questions answered and guidance provided about R&R
- Local Level Grant Program

These are detailed in the following report.

Projects:

There are four major efforts within this grant program.

Consulting with local fire and EMS Agencies

Fire and EMS agencies throughout the commonwealth of Pennsylvania reached out during the course of the year for guidance on a number of recruitment and retention issues. In most cases, the questions were answered by the provision of material or direction to a specific source for the information. At times a review of material and comments were provided. This ranged from single topic questions to the assistance of developing a multi-year Recruitment and Retention Plan.

Recruitment and Retention Tip of the Month

Starting in January 2020, the monthly Recruitment and Retention "Tip of the Month" (starting in 2020 and continuing in 2021) was created to provide the reader with specific ideas they can implement to improve their organization's recruitment and retention program.

Eleven were released in 2020 with the following topics:

1. Recruiting and Retaining Volunteers in the 21st Century – Part 1
2. Recruiting and Retaining Volunteers in the 21st Century – Part 2
3. Developing a Recruitment and Retention Plan
4. Assigning Responsibility and Accountability for a Recruitment and Retention Plan
5. Developing an "Everyone Get One" Program
6. Understand Your Culture and Its Relationship to Staff
7. What Do You Want In A Member
8. Recruitment in a Social Distancing World
9. Using Remote Techniques to Recruit Members
10. Recruiting Veterans
11. Recruit and Retain At the Same Time

Twelve were released in 2021 with the following topics:

12. The Value in Exploiting Social Media Opportunities
13. Recruitment and Retention Social Media Considerations
14. More Recruitment and Retention Social Media Considerations
15. Business Social Media Recruitment & Retention Techniques We Can Use
16. Your Volunteer Web Page
17. Your Digital Marketing Site
18. How Others Are Doing It
19. Recruit Through Public Engagement
20. Recruitment and Retention are Local Problems
21. Learning From Others – IAFC Conference
22. The Open House – A Practical Approach
23. The "Plight"

Each "Tip of the Month" is initially published in Pennsylvania Fireman magazine and subsequently posted on the FASP R&R website www.becomeapafirefighter.com, made available on the FASP website and facebook page, released to the email list of Pennsylvania Fire & Emergency Services Institute, and reposted by various organizations within the state.

Similar to 2020, a four (4) page article entitled "Volunteer Recruitment and Retention in 2021" was published in the May, 2021 issue of Pennsylvania Fireman magazine.

Local Level Grant Program

A local-level grant program with offerings of up to $5,000 per agency, to a total of $69,425 commenced in the fall of 2021. The grants, per FEMA guidelines, could only be awarded for marketing, advertising, communicating recruitment of members. COVID related opportunities to meet with the community, plus the restriction to marketing activities limited the number of agencies submitting applications. It is apparent that retention efforts are not advertising/marketing oriented, but product, service, or benefit oriented. This challenge/conflict has been communicated to FEMA. The following agencies were awarded grants, however not all agencies used the grant funds:

2020

Department Name & Address	**Requested Amount Reason for request**
Buchanan Valley VFD Orrtanna, PA	$5,000 for developing and mailing packet and recruitment calendar, and signs.
Spring Mill Fire Co. Conshohocken, PA	$3,500 for website and pop-up tent & table cover for recruitment
King of Prussia VFC King of Prussia PA	$1,000 for Advertising expense for live in volunteer recruitment. Ads & posters
White Oak VFC #1 White Oak PA	$5,000 for a Paper campaign, sign rental, open house, school information program and online community outreach.
Crescent Twp. VFD Crescent PA	$2,500 to Update website for recruitment
Forest VFD Hawley, PA 18428	$3,500 to Advertise duty crew program – street signs and print ads (posters)
Cumberland Valley Shippensburg PA	$5,000 to Promote recruitment via posters and website
Factoryville VFC Factoryville, PA	$5,000 for four Fire departments to use funds to create poster, social media deliverables and Video
Abington Township Abington PA	$5,000 for 2 new videos used across multiple platforms and mediums to attract additional volunteers to our five 100% vfc's. Videos simultaneously elevate & recognize creativity and commitment volunteers have themselves channeled into recruiting additional members, specifically with the development of the A.T.F.D., for upcoming event for prospective volunteers.
Worcester VFD Worcester, PA	$4,000 to fund a recruitment video and purchase various display materials at community events. The recruitment video would be hosted on our social media pages and website. The display materials, including a tent, posters, and brochures
Limerick Fire Limerick, PA	$5,000 Two recruitment videos for social media use & email to new member coordinator. New tri-fold and holders for public places. Purchase two retractable displays and table cloth for community and high-school events. Purchase pens and stickers for handouts
Southside FC Riverside PA	$5,000 for Billboard advertising

	Firefighters	**Administrative**	**Fire Police**	**Junior FF**	**Costs**
Total Recruited Members Reported - 2020	26	8	1	0	$39,500 allocated $36.362.90 spent

2021

Department Name & Address	Requested Amount Reason for request
Blue Rock Fire District Lancaster County PA	$5,000 was awarded to create and implement a digital marketing campaign to recruit high school and local college students. The campaign used digital media advertising that targeted phones and social media platforms
Boothwyn VFC Delaware County PA	$5,000 for developing and releasing a Recruitment mailer to the community and create 3 videos for social media use
Canonsburg VFD Washington County PA	$5,000 for Posters, signs, table top tent cards and billboards in high traffic areas Newspaper article and updated recruitment video
Camp Hill FC#1 Cumberland County PA	$5,000 for creating an extended video for use in recruiting on website/YouTube, a Pop-up tent for recruiting at events, Marketing materials and a Website refresh to include recruiting
Edgely Fire Co. Buck County PA	$5,000 to Create and distribute a flier for recruitment of new members. Design and obtain banners for recruiting members in the fire district.
Hooversville VFD Somerset County	$5,000 for Recruitment resources (Yard signs & Event tent)
LaMott Fire Company Montgomery County	$5,000 to Update fire company website with a recruitment focus. Develop recruitment branding for print materials and social media advertising, including recruitment videos
Manoa Fire Company Havertown, PA	$5,000 for Brochures and posters obtained and placed to promote new member recruitment.
McClellandtown VFC Fayette County, PA	$4,925 for LED sign along major roadway to promote recruitment
Media Fire & Hook & Ladder Company #1 Delaware County PA	$5,000 to fund Postcards for mailing in the community. Recruitment Posters & Yard signs
Mocanaqua VFC Luzerne County	$5,000 for Advertising & marketing activities, Recruitment Program development, Banners, Signs, Website and Handouts
North Penn VFC Montgomery County	$5,000 for Obtained an electronic sign for use in recruiting new members
Silver Spring Ambulance & Rescue Assn Pike County	$4,500 for Overhauled their website to include a streamlined application process, integrations of social media outlets (FB, Instagram, twitter) and a recruitment video
Upper Gwynedd VFC Montgomery County	$5,000 for Advertising materials Graphic wrapping of trailer

	Firefighters	Administrative	Fire Police	Junior FF	Costs
Total Recruited Members Reported - 2021	32	9	1	1	**$69,425 allocated** **$61,396.10 spent**
Total Recruited Members Reported - 2020	26	8	1	0	**$39,500 allocated** **$36.362.90 spent**
PROGRAM TOTALS YTD	58	17	2	1	**$1,253.32 average cost per recruit**

Website and Expansion of On-line resources

These items included:

- Revision to landing page (being performed each year)
- Addition of key resources (continual)
- Expansion of reference articles from various media sources
- Research was conducted on news/magazine articles that may provide content useful for developing recruitment and retention programs.

Promoting Fire and EMS Recruitment and Retention

Unfortunately, COVID-19 struck the hardest here. A robust plan was again developed for 2021 to reach out to Pennsylvania's fire and EMS community, of which minimal wasaccomplished. Planned activities that had to be cancelled included (among others)

- PA Fire Expo booth
- Attend various county conventions and meetings
- Pennsylvania State Association of Township Supervisors conference presentation (in person)
- PFESI annual conference presentation
- PFESI annual dinner booth

The following were able to be accomplished:

- Attend various county meetings (before COVID and during Green Phase) if held.
- Webinar presentation to elected officials (via PSATS webinar)
- Discussion at FASP web-meeting
- Discussion at PFESI web meetings
- Discussion at SR6 web meeting
- FASP annual convention presentation and 2nd Quarter FASP meeting presentation
- FASP annual convention booth
- Participate in various web-based nationwide recruitment & retention programs for topic currency
- Participation in conferences to present program components, successes and limitations and learn from other agencies. (IAFC Conference, IAFC-VCOS Conference)

Statistical Summary

Contacts:	(estimated to agencies and individiuals)	Over 150,000
	(monthly magazine info, email/facebook posts from multiple sites, meetings, etc)	
Agencies specifically consulted with:	(all forms)	Over 200
Agencies receiving Local-Level Grants:	12 (2020) + 14 (2021)	= 26
Confirmed recruitments	35 (2020) + 43 (2021)	= 78

Financial Report

Activity	2020 Funded	2020 Spent	2020 Funded	2021 Spent	2020 Funded	2022 Spent	2020 Funded	2023 Spent
Management	$15,000	$14,175	$15,000	$4,020	$15,000		$15,000	
Coordinator	$60,000	$6,240	$60,000	$34,025	$60,000		$60,000	
Local level Grants	$75,000	$36,362.90	$75,000	$97.749.62	$75,000		$75,000	
	$150,000	$56,777.90	$150,000	$135,794.62	$150,000		$150,000	

Successes & Challenges

Successes

Again in 2021, despite the challenges noted below, the grant program was released, guidance was provided to numerous departments requesting counsel, and grants were facilitated to local agencies to assist with marketing, advertising and communication projects.

PFESI continued to assist with communication of messages at various web and live meetings they conduct, serving as a program coordinator.

Challenges

Again, in 2021, the COVID-19 pandemic had a major impact on the implementation of the program components. The inability to meet face-to-face with Pennsylvania's fire and EMS community due to stay-at-home restrictions and subsequent cancellation of many meetings and event from throughout the year limited contact and thus the ability to provide services available from the grant funds. While social media, zoom meetings, and related non-contact methods were used to reach out, the inability to make direct contact limited success.

Coordination with FEMA with the initial grant roll-out proved challenging given the volume of work, FEMA coordinators had. Coordination was necessary as the grant writer used did not provide specifics on the plans of FASP and as a result the local level grant program was extremely limited in offering of services and items to be paid for by the grant, while it also reduced the number of coordinators from one each in three regions to one total. This, coupled with COVID impacts resulted in a re-thinking of how to accomplish the goals of the grant.

Summary

The respective quarterly reports for 2021 are attached. The efforts undertaken were considered moderately successful (due to COVID restrictions) as:

- Departments were contacted
- Departments were provided funds
- Resources were expanded
- Members were recruited

Grant applications were hampered by the restrictions placed upon the program by FEMA, regarding what can be funded. Clothing, station modification, event production, training and stipends were all requested items for retention which could not be funded.

The impact of COVID restrictions, the inability to trave and related communication efforts impacts prohibited the program to achieve its full potential in 2021, however successes are documented.

Many thanks to the FASP leadership, PFESI, and our various partner agencies within the state for making this project successful

Respectfully submitted

William F. Jenaway

William F. Jenaway Project Manager

FASP R&R3 Annual Report 2021.docx

2021 Quarterly Reports

FIREMEN'S ASSOCIATION OF THE STATE OF PENNSYLVANIA
RECRUITMENT AND RETENTION GRANT PROJECT
QUARTERLY REPORT 3/31/21

This report covers activities from January 1, 2021 through March 31, 2021.

Completed Activities During Quarter

Of note – many winter regional and county event opportunities to promote program were cancelled.

January

- **Research, prepare, edit, release Tip of the Month 12 and Release secondary R&R Tips to other organizations for distribution**
- **Prepare powerpoint and script for Coordinator use in presenting at conventions, meetings Conferences, etc.**
- **Prepare/provide/coach info for distribution in Western PA by J. Ozog and discuss with him**
- **Presentation by Jerry Ozog on FASP R&R program in Dauphin County PA**
- **Compile, create, review/edit and submit Annual Report**
- **Participate in virtual conference on R&R by IAFC-VCOS**
- **Website updates/revisions/additions – revise landing page, add Tips & articles**
- **Meet with 3 FDs and provide info on website, programs, grants, and R&R plan sample**
- **2020 Local Level grant paperwork submissions review, follow-up as needed**
- **Grant payment processing**
- **Create 2020 Local Level Grant powerpoint presentation**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

February

- **Research, prepare, edit, release Tip of the Month 13 & release secondary R&R Tips to other organizations for distribution**
- **Prepare and release 2021 Local Level Grant program and coordinate with website**
- **Participate in webinar of Thomas Edison State University on recruitment and retention and promote accessibility of access to the webinar.**
- **Participate as content expert in National Fire Service Research Agenda Symposium Recruit/Hire/Retain Cohort – prep & participate in 4 - 2 hour sessions**
- **Prep for PSATS presentation and conduct presentation and follow-up**
- **On-line research for R&R related new articles**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

March

- **Research, prepare, edit, release Tip of the Month 14 & release secondary R&R Tips to other organizations for distribution**
- **Review news sources and identify articles for website, and submit to webmaster**
- **Meet with 2021 FASP Convention hosts and discuss plans for R&R activities, speaker, and related engagement & Participate in MCFCA meeting with updates on grant submissions and discuss R&R topical issues and stipend program concepts with local chiefs**
- **Follow-up providing info and attending summary virtual session of National Fire Research Agenda Symposium**
- **Prepare and send letters and checks to FDs receiving 2020 Local Level Grants**

- **2021 Grant Program**
  - prepare submission/review of grant requests
  - submit to review team
  - prepare and release emails and letters to companies
  - advise FASP of funding request to FEMA for grants
- **Complete quarterly reporting and administrative items**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

<u>Planned Activities During Next Quarter</u>

- **Due to continued COVID-19 restrictions, activities will remain primarily remote oriented**
- **Continue to work with PFESI on joint opportunities for 2021, participate in SWAB meeting, plan and develop content.**
- **Continue development and release of Tip of the Month program**
- **Research, prepare and provide comments on program at FASP Quarterly Zoom Meeting**
- **Continue work on 2021 Local Level Grant Program**
- **Conduct webinar with PSATS on local fire service issues/Recruitment and Retention**
- **Send communication to all state and regional fire/EMS groups and agencies to promote R&R locally**
- **Review and respond to inquiries to FASP R&R SAFER Grant Program and general R&R inquiries**
- **Continue to evaluate potential for "push out messages" via website and related social media.**

Many thanks to all those who have assisted with the project in general.

Respectfully submitted,

William F. Jenaway

William F. Jenaway, Ph.D., CFO, CFPS, CTO
Project Manager

FIREMEN'S ASSOCIATION OF THE STATE OF PENNSYLVANIA
RECRUITMENT AND RETENTION GRANT PROJECT
QUARTERLY REPORT 6/30/21

This report covers activities from April 1, 2021 through June 30, 2021.

Completed Activities During Quarter

Of note – many winter regional and county event opportunities to promote program were cancelled.

April

- **Research, prepare, edit, release Tip of the Month 12 & release secondary R&R Tips to other organizations for distribution**
- **Submit prior tips to alternate release sources**
- **Complete quarterly reporting and administrative items**
- **Develop and send handouts for LCFA delegate convention June 5th**
- **Develop and send programmatic info to 93 PA Fire Service Organizations**
- **Create/revise email/ handouts, obtain & edit email list from PAF, create/validate email list, package/release**
- **Meet with two FCs and municipality re R&R programs**
- **Conducted regional programs at PFESI events**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

May

- **Research, prepare, edit, release Tip of the Month 13& release secondary R&R Tips to other organizations for distribution**
- **Webinar (PSATS) participation re Stipend Programs**
- **Webinar (PSATS) participation with PFESI Exec Director and PA State Fire Commissioner**
- **Conference with Connecticut Fire Service Leaders on R&R issues & planning**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

June

- **Research, prepare, edit, release Tip of the Month 14 & release secondary R&R Tips to other organizations for distribution**
- **Review news sources and identify articles for website, and submit to webmaster**
- **Miscellaneous Grant Program work per questions from awardees**
- **Meeting with Webmaster**
  Website conversation, review and edit
  Discuss app opportunity/demo and discussion
- **R&R Coordination planning & review with J. Ozog, 2021 meetings planned**
- **Conference call on R&R Certification Course with IAFC, content-options-timing**
  Draft proposal letter to R&R Committee to conduct same in PA
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

Planned Activities During Next Quarter

- **Due to continued COVID-19 restrictions, activities will be mixed**
- **Continue to work with PFESI on joint opportunities for 2021**
- **Continue development and release of Tip of the Month program**
- **Research, prepare and provide comments on program at FASP Quarterly Zoom Meeting**
- **Continue work on 2021 Local Level Grant Program – returns due**
- **Continue work on R&R Certification Course opportunity**
- **Participate in quarterly FASP meeting and annual convention with displays and content**
- **Review and respond to inquiries to FASP R&R SAFER Grant Program and general R&R inquiries**
- **Continue to evaluate potential for "push out messages" via website and related social media.**

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Respectfully submitted,

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RECRUITMENT AND RETENTION GRANT PROJECT
QUARTERLY REPORT 9/30/21

This report covers activities from July 1, 2021 through September 30, 2021.

Completed Activities During Quarter

Of note – many summer regional and county event opportunities to promote program were cancelled due to COVID.

July

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Complete quarterly reporting and administrative items**
- **Participate in quarterly FASP quarterly meeting and annual convention with displays and content**
- **Create/revise email/ handouts, obtain & edit email list from PAF, create/validate email list, package/release**
- **Meet with two FCs and municipality re R&R programs**
- **Conducted regional programs at PFESI events**
- **Participate in IAFC conference to meet with similar agencies on R&R and develop content for communications in PA**
- **Participate in zoom meetings and presentation on career/volunteer recruitment**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

August

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**
- **Provide content to FASP Convention host for use as handouts**

September

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Review news sources and identify articles for website, and submit to webmaster**
- **Complete Grant Program and close out for 2021.**
- **Participate in FASP Annual convention – presentation, discussions, provide handouts, etc.**
- **R&R Coordination planning & review with J. Ozog, Fall 2021 and Winter 2022 meetings planned**
- **Presentation and communication at regional fire event in Western Pennsylvania**
- **Review news articles for possible use on website and upload to website**
- **Finalize and release announcement on R&R Certification Course with IAFC in 2022**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

Planned Activities During Next Quarter

- **Due to continued COVID-19 restrictions, activities will be mixed**
- **Continue to work with PFESI on joint opportunities for 2022**
- **Continue development and release of Tip of the Month program**

- **Create and Implement 2022 Local Level Grant Program**
- **Meeting with Webmaster for update, review and edit**
- **Continue work on R&R Certification Course opportunity/registration**
- **Review and respond to inquiries to FASP R&R SAFER Grant Program and general R&R inquiries**
- **Continue to evaluate potential for "push out messages" via website and related social media.**

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Respectfully submitted,

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FIREMEN'S ASSOCIATION OF THE STATE OF PENNSYLVANIA
RECRUITMENT AND RETENTION GRANT PROJECT
QUARTERLY REPORT 12/31/21

This report covers activities from October 1, 2021 through December 31, 2021.

Completed Activities During Quarter

Of note – many summer regional and county event opportunities to promote program were cancelled due to COVID.

October

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Complete quarterly reporting and administrative items**
- **Prepare and release next Grant Program offering**
- **Attend elected officials meeting and present website access info and grant info**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

November

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Participate in national conference on recruitment and retention, travel, preparation, meet with other R&R groups, discuss R&R cert program, conduct presentation, attend R&R presentations of others**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**
- **Grant Program Submissions review, categorize, qualify with committee, create letters/emails Send to recipients and begin monitoring file**
- **Discussion with webmaster on website configuration, updates needed**
- **Research, prepare, edit, release an additional Tip of the Month to meet publisher requirements**

December

- **Research, prepare, edit, release Tip of the Month & release secondary R&R Tips to other organizations for distribution**
- **Review news sources and identify articles for website, and submit to webmaster**
- **Prep Cert class ad for social media release, set up registration process, and reply to inquiries**
- **Review and respond to inquiries to FASP R&R SAFER Grant program and general R&R inquiries**

Planned Activities During Next Quarter

- **Due to continued COVID-19 restrictions, activities will be mixed**
- **Continue to work with PFESI on joint opportunities for 2022**
- **Continue development and release of Tip of the Month program**
- **Monitor and Implement 2022 Local Level Grant Program**
- **Meeting with Webmaster for update, review and edit**
- **Advertise, promote, coordinate& conduct first of two R&R Certification Course opportunity/registration**
- **Review and respond to inquiries to FASP R&R SAFER Grant Program and general R&R inquiries**
- **Continue to evaluate potential for "push out messages" via website and related social media.**

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