

Hello volunteers;

This newsletter focuses on and discusses our current and ongoing unit recruitment efforts.

On 1 Jan 2014, our unit consisted of 110 approved medical and general support volunteers.

On 25 Jan, fifteen (15) of our volunteers participated in a 1,500, Department of Health Professions (DHP) recruitment letter mailing effort that concentrated on increasing our medical professional strengths within the City of Suffolk and Isle of Wight County.

As of today, we have 144 approved volunteers, we are in-processing another 7 volunteers, and 5 potential volunteer have incomplete applications in the Virginia Volunteer Health System.

On 22 and 25 Jun, we will have 19,000, individual 3x3 advertisement labels affixed to the front page of two major newspapers across the City of Suffolk and Isle of Wight County. Our 3 priorities for this recruitment effort is to 1) gently remind our January DHP recruitment letter recipients of this volunteer opportunity, 2) reach additional medical professionals not identified in the January mailing, and 3) increase our general support volunteer strengths across the City of Suffolk and Isle of Wight County.

Proactive recruitment processes create a lot of effort; justifiably requiring a significant amount of the Coordinators time as each new volunteer brings a certain amount of knowledge, skills and abilities (KSA) that increase our overall unit capabilities; yet, each new volunteer also brings new orientation, training and retention requirements for the unit.

Volunteer recruitment is a necessary constant; ever ongoing, never ending.

A minister once told me that if an organization is not growing – they were dying. I truly understand that concept and fully appreciate its impact on life and schedules.

We are growing in numbers, capabilities, and strength, and we are breaking ground in areas where we could never go in the past because we had not fully realized our unity, vision, and potential. We recruit because:

- Every volunteer cannot always respond to an event or request for support.
- Life and events are uncertain.
- We will always need volunteers!

We are currently at half the total strength that we need to be in order to effectively and efficiently respond to specific events and or disasters. So recruitment efforts continue!

If you know a medical professional who had received a recruitment letter in January please ask them to contact me, or feel free to discuss the Medical Reserve Corps with them.

I remain excited to see where 2014 is taking our unit, anxious to see where our volunteers engage, and relieved in knowing that as we grow, we unite in strength and resourcefulness.

Thanks for all that you do.

S/ Jim