The 2007 National EMS Summit on Recruitment, Retention & Diversity

Recruiting and Retaining a Diverse and Talented Workforce for EMS

Recruit and Develop Top Talent
Develop a recruitment strategy for EMS that attracts top talent and diverse applicants

Collaborate with Command Staff and Community Partners
Ensure your recruitment, retention and advancement efforts get the attention and funding they deserve

Implement Successful Strategies to Attract Diverse Applicants
Utilize strategies and best diversity practices identified by leading first responder agencies

Equip Yourself and Your Agency with Tested Retention Strategies
Guarantee that your agency establishes adequate training and succession planning to retain your best EMTs

December 3-5, 2007
San Diego, CA

www.PerformanceWeb.org/EMS
Dear Colleague,

The role of recruitment, retention and diversity in EMS is more important today than ever. You are responsible for recruiting and selecting the best and brightest for your agency, retaining a varied and specialized workforce and molding diverse members of your agency into a cohesive unit committed to the purist of public safety.

Failure to develop and implement an effective recruiting program can result in the loss of qualified candidates, inadequate staffing and legal liability. To ensure that you are up-to-date on the latest information and methods of selection, recruitment, innovative staff development and training, The Performance Institute is hosting The 2007 National EMS Recruitment, Retention and Diversity Summit, on December 3-5, 2007 in San Diego, CA.

**Recruit and Retain a Dedicated and Qualified Workforce**
Departments are under continuous pressure to recruit and retain quality EMTs. This conference will help you develop an effective and competitive recruitment strategy. You will emerge from this conference with strategies for targeted recruitment, as well as ways to cultivate the future leaders of your department.

**Improve Diversity through Recruitment, Selection and Career Development Programs**
In order to maintain departmental performance, you must utilize the latest methods and strategies to recruit, select and develop a diverse yet dedicated and service-oriented workforce. This conference demonstrates how to initiate and successfully implement best practices to improve diversity and performance.

**Successfully Train and Develop Your Staff to Develop Future Leaders**
Training and staff development require managers to effectively evaluate current curriculums and better manage existing internal training functions. Hear from experts on best practices in personnel training and how to incorporate comprehensive career development plans. Effectively prepare your personnel to become future leaders within your department.

I hope you will join us as we bring together first responders to learn best practices in recruiting, selecting and retaining a diverse workforce. I look forward to seeing you in San Diego!

Sincerely,

Stephanie Donaldson
Director
Law Enforcement Development Center

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**5 Reasons to Attend:**

1. Acquire Proven Best Practices for Recruitment, Selection and Hiring
2. Utilize Diversity Management to Minimize Legal Liability
3. Appeal to Candidates from New Sources that Reflect Your Community
4. Upgrade Your Marketing Strategy to Attract Top Talent
5. Increase Diversity within Your Agency and Department

**Who Should Attend:**

- EMS Managers
- EMT and Paramedic Managers
- EMS Staff
- Human Resource Directors
- Recruiters
- Strategic Planners
- Training Personnel
- Administrative Staff
- Professional Standards Staff
- Rescue Managers
- Medical Directors
- And anyone involved in human resources for Paramedics

Learn Compliance Issues with Legal Standards on Diversity Hiring

www.PerformanceWeb.org/EMS
Day One: Monday, December 3, 2007

8:00 Conference Registration & Continental Breakfast
8:30 Keynote Address: Successful Strategies and Available Resources to Improve Recruitment and Retention for First Responders
9:45 Choosing the “Right” Selection Tool for your Agency
10:45 Break & Refreshments
11:00 Framework for Designing and Managing a Successful Diversity Recruitment Plan and Selection Process
12:00 Networking Luncheon

Track A: EMS Recruitment and Retention Strategies
1:00 Accessible Resources and Strategies to Boost R & R of Paramedics and EMS
2:00 Break & Refreshments
2:15 Identifying Incentives to Retain Valuable EMTs and Paramedics
3:15 Successful Outreach for Recruiting Minorities and Women
4:15 Adjourn

Track B: Diversity Management
1:00 Understanding a Multigenerational Workforce
2:15 Overcoming Challenges in Recruiting Veterans and Military
3:15 Effective Strategies for Recruiting and Promoting Women and Minorities

Day Two: Tuesday, December 4, 2007

8:00 Continental Breakfast
8:30 Keynote Address: Identifying and Mentoring Strong Candidates for Leadership Positions
9:45 Break & Refreshments
10:00 Cultural Differences and Diversity Recruitment
11:00 Managing Physical and Psychological Fitness for Duty
12:00 Networking Luncheon

Track C: EMS Training and Development
1:00 Coaching Concepts For Managers
2:00 Break & Refreshments
2:15 Enhancing Job Skills, Knowledge and Ability Through Advancement Opportunities
3:15 Closing Keynote: Developing and Implementing Effective Coaching and Mentoring Programs
4:15 Conference Adjourns

Track D: Legal and Liability Issues
1:00 Equal Opportunity and Employment Law
2:15 Selective Recruiting and Thorough Training to Avoid Liability and Litigation

Day Three: Wednesday, December 5, 2007

9:00 Continental Breakfast & Workshop Registration
9:30 Workshop A: Designing and Implementing a Successful Recruitment Marketing Plan
12:00 Workshops Adjourn
The 2007 National EMS Summit

Recruitment, Retention & Diversity

Day One: Monday, December 3

8:00
Conference Registration & Continental Breakfast

8:30
Keynote Address: Successful Strategies and Available Resources to Improve Recruitment and Retention for First Responders
The economic environment has increased the applicant pool and has changed HR professional to be more precise in their hiring practices. Hear from the latest perspectives on improving first responder efforts and strategies to attract the most qualified candidates. Examine new developments in:
- Planning, investment in and implementation of innovative recruitment initiatives
- Leveraging community partnerships to support and extend the reach of innovative initiatives
- Short term recruitment campaigns as part of more comprehensive longer term strategies

Matt Zavadsky, Director, Tri State Ambulance

9:45
Choosing the “Right” Selection Tool for your Agency
- Build your selection on the five fundamentals principles
- Discover the five main challenges faced by law enforcement in selection and develop steps to overcome these hurdles
- Promote ethics in your selection process to reduce liability concerns

Edmundo Valdes, Commander, Miami-Dade Police Department

10:45
Break & Refreshments

11:00
Framework for Designing and Managing a Successful Diversity Recruitment Plan and Successful Process
- Examine and improve current personality and assessment methods
- Explore the pros and cons of various tactics, such as structural panel interviews and their addition to the application process
- Ensure your agency’s selection process attracts high quality and diverse applicants

Edmundo Valdes, Commander, Miami-Dade Police Department

12:00
Networking Luncheon

1:00
Track A: EMS Recruitment & Retention Strategies
Accessibility Resources and Strategies to Boost R&R of Paramedics and EMS
- Improve paramedic recruitment efforts to attract the most qualified candidates
- Planning and investment in recruitment and retention initiatives
- Challenges facing staffing and human resource departments

Track B: Diversity Management
Understanding a Multigenerational Workforce
- Learn what the components and characteristics of the multigenerational workforce are
- Recognize the challenges to leading a team composed of these groups
- Know how to actively engage employees from each age group, with particular emphasis on the youngest employees on your team

Jo Carol Dickson, Executive Director, Jefferson Community College

2:15
Track A: EMS Recruitment & Retention
Identifying Incentives to Retain Valuable EMTs and Paramedics
- Discover innovative incentive programs to retain experienced EMTs and paramedics
- Update retirement and other benefits to become an “employer of choice”
- Ensure employee engagement and motivation

Track B: Diversity Management
Overcoming Challenges in Recruiting Veterans and Military
- Market your agency to military recruits with positive comparisons
- Create and maintain contact with prospective recruits while they are still in the service
- Benefit from training and discipline provided by military service
Day Two: Tuesday, December 4

8:00
Continental Breakfast

8:30
Keynote Address: Identifying and Mentoring Strong Candidate for Leadership Positions
Pinpointing strong candidates for leadership positions can be a difficult task for your agency. By instituting officer training and mentoring programs, your will enhance the quality of rising leaders.
- Assist employees in identifying future performance goals and expectations to prepare for great ere responsibilities
- Enhance the quality of rising leaders and their interaction with superiors
- Encourage more officers to see leadership positions and prevent barriers to career advancement
Frank A. Colaprete, Ed.D., Lead Consultant, Justice Systems Solutions, LLC

9:45
Break & Refreshments

10:00
Cultural Differences and Diversity Recruitment
Understand the most egregious errors committed in cross-cultural interaction
Discover how to approach members multiple leading minority cultures
Enhance your workforce by retaining a cultural respect within your agency
Sgt. Jeff Church (Ret.), Reno Police Department, Principal, Diversity Recruitment Specialists

11:00
Managing Physical and Psychological Fitness for Duty
Determine necessary psychological factors for potential candidates
Effectively and accurately measure physical fitness
Assess physical and psychological competency for officer selection
Paul Davis, Chairman and CEO, First Responder Institute

12:00
Networking Luncheon

Track A: EMS Recruitment & Retention Strategies
Successful Outreach for Recruiting Minorities and Women
- Examine recruitment methods designed to make minorities and women feel welcome within the fire community
- Develop outreach strategies specific to women and minorities
- Implement strategies to improve hiring policy and selection process

Track B: Diversity Management
Effective Strategies for Recruiting and Promoting Women and Minorities in Law Enforcement
- Collaborate on cutting-edge recruiting strategies for targeting women and minorities in your community
- Overcome obstacles in policy and selection processes
- Identify effective retention and development procedures to propel women and minorities into leadership roles
Jo Carol Dickson, Executive Director, Jefferson Community College

Adjourn

“EMS agencies nationwide report problems finding enough qualified paramedics to staff their ambulances and ALS first response programs.”

-President Jerry Overton, American Ambulance Association
1:00

**Track C: EMS Training and Development**

**Coaching Concepts For Managers**
- Identify the four types of EMTs in your organization
- Correct 90 percent of all performance issues using the coaching concepts
- Explore the step by step method for dealing with the high maintenance employee

Tim L. Holman, Holman Training and Development

**Track D: Legal and Liability Issues**

**Equal Opportunity and Liability Law**
- Gain knowledge of legal ramifications of equal opportunity employment
- Learn court decisions and federal mandates to avoid pitfalls and attain requirements
- Understand the civil rights perspective to into focus the status of diversity hiring

LuAnn Glidewell, Barber, Banaszynski & Glidewell PSC

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2:00

**Break & Refreshments**

2:15

**Track C: EMS Training and Development**

**Enhancing Job Skills, Knowledge and Ability through Advancement Opportunities**
- Create easy education tools for employees to enhance job satisfaction
- Provide advancement opportunities through career ladders
- Improve performance by offering professional development programs

Paul Davis, Chairman and CEO, First Responder Institute

**Track D: Legal and Liability Issues**

**The Importance of Selective Recruitment and Thorough Training to Avoid Liability and Litigation**
- Examine why diversity hiring and officer retention is an ever-changing area of human capital management
- Follow legal guidelines when selecting and hiring for your agency
- Establish the latest training programs to reduce allegations and litigation

LuAnn Glidewell, Barber, Banaszynski & Glidewell PSC

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3:15

**Closing Keynote: Developing and Implementing Effective Coaching and Mentoring Programs**

Establishing and encouraging coaching and mentoring programs within your agency is a critical piece of professional development for your employees. Mentorship programs facilitate a rewarding experience for the mentor and the mentee and cultivate relationships among co-workers.
- Provide professions development to enhance learning in the workplace
- Foster and encourage a constructive dialogue between new hires and seasoned officers
- Create a mentorship program to develop employee learning and understanding of different job functions

Frank A. Colaprete, Ed.D., Lead Consultant, Justice Systems Solutions, LLC

4:15

**Conference Adjourns**

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“Everyone’s heard there’s a nurse shortage, but there’s also a paramedic shortage, not only in California, but across the country.”

-Chris Nollette, Director of Emergency Medical Services Programs, Riverside Community College

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**Answering the Call**

The Law Enforcement Development Center has teamed up with The Police Policy Studies Council to create Answering the Call, a quarterly journal for law enforcement and first responders. Answering the Call provides an in-depth look at today’s hottest issues, including law enforcement management, emergency preparedness, use of force, funding and grants, technological innovations and more! To download the latest issue of Answering the Call, please visit www.PerformanceWeb.org/EMS
Workshops are designed to be an interactive way for participants to learn the latest management techniques in order to implement them in their workplace. The workshops provide a platform to learn practical applications of current best practices. Space in these comprehensive workshops is limited, so be sure to reserve your seat today.

8:30
Continental Breakfast & Workshop Registration

9:00
Workshop A
Designing and Implementing a Successful Recruitment Marketing Plan
This workshop will provide you with all the tools that are necessary to design a marketing plan that will attract the most qualified applicants while simultaneously satisfying your agencies diversity goals. Harness successful marketing principles so you can penetrate and communicate with minority dense populations.
- Ensure your marketing activities are tailored to fit your specific agency diversity needs
- Study recruitment methods including advertising campaigns, career fairs and successful community initiatives
- Learn how to conduct a successful online recruitment advertising campaign and identify what makes an employee website effective

Lt. John Mills, Louisville Metro, Recruitment and Training

Workshop B
Succession Planning for Your Agency
This workshop will help you make meaningful distinctions between high-and low-performing officers and maximize the benefits of performance measurement and officer training and overcome obstacles through oversight and policy standardization.
- Establish a process for recruiting and developing skills for advancement while ensuring a return on investment
- Identify and track high-potential employees for leadership positions
- Determine potential difficulties in succession planning

Richard Ahlstrom, Chief, Cedar Falls Police Department

12:00
Workshops Adjourn

In-House Training
The Performance Institute offers one, two and three-day education programs focused toward first responders, public safety, EMS agencies for in-house training of staff. In-house training provides a customized, cost-efficient method to educate staff on a variety of topics and help your agency stay up-to-date with the latest homeland security mandates, compliance and funding requirements. Training is conducted by seasoned experts in specific topics and mission areas. Whenever possible, projects from the client agency are used during the training program—providing real-life examples for agency staff.

In-House Training Programs Include:
- Strategic Planning for Homeland Security
- Grants and Management for Results
- Recruitment and Retention for Law Enforcement, Fire or Paramedics
- Diversity Recruitment for EMS
- Advancement of Women in EMS
- Performance Management for EMS
- Crisis Communications

Benefits of On-Site Training:
- Tailored Programs to Fit Your Unique Needs
- Draw from Your Own Program Challenges
- Integrate with Other Initiatives
- Improve the Impact of Training
- Maximize Your Training Dollars

For more information about on-site training options, contact Shawn Keeley at 703-894-0481 or Keeley@PerformanceWeb.org.

Consulting Services: Performance Delivered
The Performance Institute’s consulting services are geared specifically to federal, state, and local governments and provide access to comprehensive and experience-tested methodologies for government to achieve radical transformations within their programs and among their workforce. The Institute specializes in methodology-based consulting services in the following areas:
- Strategic Planning
- Performance Measurement
- Resource Alignment & Management
- Performance Reporting & Evaluation
- Project Management
- Workforce Management
- Process Improvement

For more information on our consulting services, contact Blake Zach at 703-894-0481 or Zach@PerformanceWeb.org or visit us online at ResultsStartHere.org.

www.PerformanceWeb.org/EMS
Venue & Hotel
The 2007 National EMS Summit on Recruitment, Retention and Diversity will be held at The Doubletree Club Hotel in San Diego, CA. A limited number of rooms have been reserved at the Doubletree Club Hotel San Diego at the prevailing rate of $131.00 until November 11, 2007. Please call the hotel directly and reference code “Recruitment and Retention for Law Enforcement” when making reservations to get the discounted rate.

Doubletree Club Hotel San Diego
1515 Hotel Circle South
San Diego, 92108
800-486-5315
www.doubletreeclubs.com

Tuition & Group Discounts
The tuition rate for attending The 2007 National EMS Summit on Recruitment, Retention and Diversity is:

- Conference only: $795
- Workshop: $295

Early Bird Discount of $100 for those who register by Oct. 15

The Performance Institute offers reduced tuition to groups of three or more. For more information, please contact Jonah Beckstead at 703-894-0481 or Beckstead@PerformanceWeb.org.

Exhibiting & Sponsorship
To learn more about exhibiting and sponsorship opportunities, contact Jonah Beckstead at 703-894-0481 or Beckstead@PerformanceWeb.org.

CANCELLATIONS & QUALITY ASSURANCE
A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

HOW CAN I REGISTER?
2. Via fax to 703-894-0482
3. Via phone at 703-894-0481
4. Via mail to 1515 N. Courthouse Road, Sixth Floor
   Arlington, VA 22201

☐ Yes! Register me for The 2007 National EMS Summit on Recruitment, Retention and Diversity and Workshop A or B. (circle one)
☐ Yes! Register me for the Conference only.
☐ Yes! Register me for the Workshop A or B only. (circle one)
☐ I am interested in a group discount for my team.
   Please contact me.

Name

Title

Office

Organization

Address

City   State   Zip

Telephone   Fax

Email

Payment Information
☐ Training Form/ Purchase Order
☐ Check (Accepted by mail only)
☐ Credit Card

Credit Card Number

Expiration Date

Name On Card

PRIORITY CODE: L242-JB