



**MEETING MINUTES
RECRUITMENT, RETENTION & RECOGNITION WORKGROUP
September 9, 2022
10:00 AM EDT
VIA TEAMS AND AUDIO CONFERENCE**

COUNCIL MEMBERS			
Tim O’Keefe	Present <input checked="" type="checkbox"/>	Valerie Nubi-Collins	Present <input checked="" type="checkbox"/>
Marie Brand	Present <input checked="" type="checkbox"/>	Mary Darling	Present <input checked="" type="checkbox"/>
Carol Weideman	Present <input checked="" type="checkbox"/>		Present <input type="checkbox"/>

OTHER OMBUDSMAN PROGRAM REPRESENTATIVES	
NAME	TITLE
Audra Peoples	Staff Director
Betsy McAllister	State Trainer

GUEST NAME	ORGANIZATION
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OPEN SESSION

- Called to order at 10:04am
 - Open Session Statement June 22, 2022
- Quorum Established: Yes No
Minutes Approved: Yes No May 6, 2022 & June 22, 2022

UPDATES/REPORTS

- Tim O’Keefe introduced Audra Peoples the new central office staff member to the group.
- Audra Peoples the Staff Director for the Long-Term Care Ombudsman Program (LTCOP) spoke to the group and gave some background about her marketing, advertising, and volunteer experiences.
- Brief discussion regarding the mission statement that was put into place.
- Suggestions regarding recognitions gifts and things that volunteers have received in the past that don’t have the ombudsman logo. These gifts need to be personalized with the program logo on them. We discussed some items that will be presented at the next all state volunteer training.

- A smaller car magnet that is oval has been ordered that will have the phone number and website information.
- Carol Weideman asked about the hats/visors and if they have been ordered. They have and will be brought to the September meeting in Orlando.
- Dialogue pertaining to the Ombudsman exit interviews when a volunteer resigns. Mary Darling hasn't received anything. We suggested that when Kristinna Atkins (membership coordinator) sends out the decertification letter because someone has resigned that she cc' Mary Darling and provides a phone number.
- The exit interview survey monkey is going out with that e-mail, but Mary will follow up with a phone call interview. Some of the volunteers are simply resigning because of health issues or moving out of state; others COVID – don't want to go in facilities.
- Is the volunteer flyer being giving out at the council meetings? Everyone said it seems to be however, there was one issue with a new District Manager but that was taken care of the next meeting.
- We spoke about sending out information to the retirees. Audra spoke in more detail about an MOU signed. Needs to be sent out on marketing platform that allows them to unsubscribe or opt out. Spoke about best business practices monthly emails.
- Human interest – story to help motivate. We talked about the story out of Largo. The Veteran homeless man not in a facility but LTCOP helped get him placed into a facility. Senior Advocate.
- Narratives always helps pull people in and make them more aware.
- State Ombudsman Terri Cantrell will be updating State Council in Orlando at the end of month in person and is making rounds to council meetings along with Audra Peoples.
- Secretary Branham will be at the State Council meeting in Orlando.
- Carol Weideman and some volunteers along with staff will be at a Professional Development Day at St. Petersburg College with a recruitment table on October 25th.

ADJOURNMENT

- Meeting adjourned at 10:46am.