



Michael Phillips  
State Ombudsman

MEETING MINUTES  
Recruitment, Retention and Recognition Workgroup  
10/28/2021  
Rosen Plaza, Orlando

WORKGROUP MEMBERS			
Choice Edwards, Chair	Present <input checked="" type="checkbox"/>	Vallie Nubi-Collins	Present <input checked="" type="checkbox"/>
Carol Wiedeman	Present <input checked="" type="checkbox"/>	Bob Hodd	Present <input checked="" type="checkbox"/>
Marie Brand	Present <input checked="" type="checkbox"/>	Linda Howard	Present <input checked="" type="checkbox"/>
Tim O’Keefe, Co-Chair	Present <input type="checkbox"/>	Shazad Kashar	Present <input checked="" type="checkbox"/>
Mary Darling	Present <input type="checkbox"/>		Present <input type="checkbox"/>

OTHER OMBUDSMAN PROGRAM REPRESENTATIVES	
Michael Phillips	State Ombudsman
Glorida Freye	District Ombudsman Manager
Lisa Dale	District Ombudsman Manager
York Shuler	Data Analyst
Casey Avellone	Public Relations

- I. Welcome
  - a. Call to Order – Start Time: 2:45
  - b. Roll Call
  - c. Review last minutes, Linda and seconded by Shazad. Approved unanimously.
  - d. Introductions of everyone
  
- II. Discussion Items
  - a. **Ombudsman Recruitment Data and Report from District 7**
    - i. Purpose: To share data and reporting on volunteer recruitment, and to have Ombudsman input on recruitment ideas.
    - ii. Process: Report will be sent to all Ombudsman for their review and State Council Representatives will gather suggestions to bring before the RRR Workgroup during next State Council Meeting. Ombudsman will follow instructions on the cover letter:
      - 1. Ombudsman will read and review report
      - 2. DOMs will facilitate a time during the next District Meeting for the State Council Representative to gather suggestions and ideas from Ombudsman regarding volunteer recruitment.



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3. State Council representative will then bring these suggestions before the RRR Workgroup during the next State Council Meeting.
  - iii. Plan: Casey will create a cover letter giving instructions to Ombudsman on how this information will be gathered. Casey will send out report to Ombudsman on Monday, November 1<sup>st</sup>, signed by Choice Edwards.
- b. **Billboard Advertisements**
  - i. Update: In progress with hopeful completion sometime in November. It's currently in Financial Services for review.
- c. **Distribution of Magnetic Signs**
  - i. Have been distributed and are in use. Discussed the possibility of getting smaller magnets.
- d. **Membership Retirement List**
  - i. Purpose: To utilize monthly reports of retired Florida residents to aid districts who need more volunteers.
  - ii. Process: Central Office will be responsible for identifying districts that need volunteers and will advertise to retirees using the Membership Retirement List that is sent monthly. This list includes contact information that is sensitive, so this is a role that the SOMC (State Office Membership Coordinator) could possibly be responsible for, if approved.
- e. **Mail-in Cards (brochures)**
  - i. These have been shipped and are in use.
- f. **Ideas for sending out**
  - i. Elder law office
  - ii. Public Transportation display adds
- g. **Public Ombudsman Presentations**
  - i. This has already been implemented by several districts; however, the workgroup would like to reiterate:



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1. There is a presentation made available to all district offices created by Central Office.
2. Volunteers who wish to give educational presentations to the public need to work with their DOMs and use the approved presentation.

## **h. Anniversary Recognition**

- i. This is already in use; however, we must clarify how the volunteers are to receive this recognition.
- ii. *Recommendation*: District offices will present the volunteer with anniversary pin at District Meetings – this ensures the volunteer is publicly recognized by peers and staff.

## **i. “Atta Boy” “Atta Girl” Recognition**

- i. Recognized at district meetings.
- ii. Keeps ombudsmen engaged and feeling recognized.

## **j. Elevate Ombudsmen of the Year**

- i. Ideas
  1. Shirts
  2. Plaque
  3. Patch
- ii. Sent to newspapers

## **k. Ideas from around the table**

- i. What they had done in each area.
  1. Apartment – advertised in complex common area
  2. College – programs exist to recruit college students as interns
  3. Religious Centers – recent recruitment success at Islamic Center
  4. Ombudsmen of the Year Incentive
    - a. Cruise tickets – would need to investigate

## **l. What happened three recruiter positions? Need follow up.**

## **m. Minutes**

- i. Can we get them?
- ii. They will be posted



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- iii. Let everyone know the website – Casey will show during meeting.
  
- n. **State council rep training**
  - i. Request the Education & Training Workgroup to clarify training for new State Council Members.
  
- o. **Television/Radio**
  - i. Outreach programs aimed at advertising the Ombudsman Program to potential volunteers (PBS, any kind of public broadcasting service).

Adjournment – End Time: 3:48 PM