



## Recruitment & Retention Coordinator (RRC) Certification – Syllabus

**Delivery Format:** Blended Learning (Required WBT + 1-Day Instructor-Led Training)

**Audience:** Career/Volunteer Fire Department Leaders, Officers, Membership Committees, Recruitment & Retention Coordinators

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### Course Description

The Recruitment & Retention Coordinator (RRC) Certification prepares fire service leaders to develop structured, data-informed recruitment and retention strategies. This blended program combines required Web-Based Training (WBT) with a one-day Instructor-Led Training (ILT) focused on application, leadership communication, and department-level planning.

### Prerequisite Requirement – Web-Based Training (WBT)

Successful completion of the RRC Web-Based Training (WBT) is required before attending the ILT.

Participants must:

- Complete the full WBT before the scheduled ILT
- Bring proof of completion
- Bring all notes developed during the WBT

### Completion & Certification Policy

Participants who attend the ILT without completing the required WBT will receive an Incompletion status.

- No ILT certificate will be issued until the WBT has been completed.
- Certification is granted only after both the WBT and ILT components are verified as complete.

If a participant is unable to complete the WBT due to documented IAFC system issues (e.g., LMS outage or Academy maintenance), accommodations may be reviewed on a case-by-case basis. Participants must notify IAFC Academy before the ILT session if technical issues arise.

### Learning Objectives

Upon completion of the program, participants will be able to:

- Conduct a membership needs assessment
- Identify recruitment sources
- Develop a marketing plan with budget considerations
- Deliver an effective elevator pitch
- Address recruitment resistance
- Conduct effective interviews
- Assess engagement and morale
- Analyze survey results and determine priorities
- Develop SMART goals and timelines
- Present recommendations to leadership

### Program Modules

#### **WBT Modules (Prerequisite)**

- Recruitment & Retention Fundamentals
- Needs Assessment Overview
- Engagement & Planning Foundations

#### **Instructor-Led Training (ILT) Modules – One Day**

##### **Module 1 – Foundations & Application**

- WBT Review
- Membership Lifecycle Applied
- Get In / Keep in Exercises

##### **Module 2 – Assessing Department Needs**

- Membership Needs Assessment



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- Volunteer Pool Mapping
- SWOT Analysis

## **Module 3 – Recruitment Strategy Execution**

- Marketing Plan Development
- Budget Considerations
- Elevator Pitch Practice
- Clearing Resistance
- Recruitment Fair Simulation

## **Module 4 – Selection & Engagement**

- Mock Interviews
- Engagement Assessment
- Survey Review & Priority Setting

## **Module 5 – Leadership & Implementation**

- Presenting to Leadership
- Building the R&R Plan
- SMART Goals
- Objectives & Timeline Development

## **Participant Preparation**

Participants should bring:

- Proof of WBT completion
- Notes from the WBT
- Basic department membership data (if available)
- A laptop or writing materials

## **Evaluation & Certification Requirements**

Certification is awarded upon:

- Verified completion of the WBT
- Full attendance at the ILT
- Active participation in exercises
- Completion of draft R&R planning components

Competency is demonstrated through applied planning and participation activities.

## **Key Course Deliverable**

By the end of the ILT, participants will produce:

- A draft Recruitment & Retention Plan
- Three SMART goals
- Defined objectives
- A phased implementation timeline