International Association of Fire Chiefs
8251 Greensboro Drive, Suite 650 ● McLean, VA 22102
703.273.0911 ● IAFC.org

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

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

Version 1.0
Course Redeveloped: September 2025
Syllabus Issued: February 2026

- 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