

# Recruitment Workshop Concurrent Session

Q: What motivates people to join the Family Council?

- Information
- Support
- Ensure quality of care for loved one & others in the Home
- Selfish motivation: “want to ensure that quality of care is high for when I need care”

Q: What are barriers to involvement?

- Time- people are busy
- Tired, overwhelmed
- Need a break; feel responsibility is over now that loved one is taken care of
- No issues/concerns
- Lack of information about the Council
- Negative perception of Council
- Council meetings are negative & unproductive

Q: What are good recruitment ideas and tips for attracting new members?

- Use a Code of Conduct to outline expectations of good Council behaviour
- Use a Speakers List to ensure everyone has time to speak at meetings
- Evaluate regularly- formally once/year and informally regularly
- Have Guest Speakers present at Council meetings
- Hold a Special Event- families will come with their resident e.g. BBQ
- Create and use an email list to connect with families who can't/don't attend meetings regularly (“Members at Large”)
  - Include permission to contact form in admission package to get contact info
  - Use for:
    - Communicating news/updates
    - Support
    - Event notices
    - Ask for volunteers for projects/events
    - Passing along information from Home
- Create a brochure or pamphlet
- Identify solutions to overcome barriers