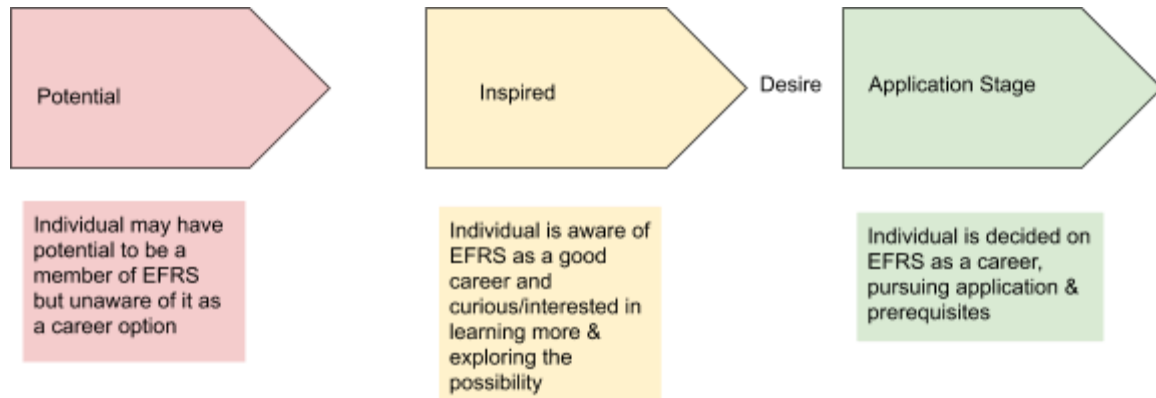


Edmonton Fire Rescue Services Overview of Recruitment and Outreach

Firefighter Career Interest Life Cycle



- The goal is to move a certain percentage of candidates forward in each area.
- From an outreach perspective, more activities are needed to reach recruits with potential and inspire them to consider a firefighter career.
- With those who are inspired, the goal is to keep them interested as well as move them forward to the application stage.
- Outreach and Recruitment at EFRS has a number of programs that focus on reaching a diverse group of people with the goal of inspiring them to become firefighters and move them to the application stage:
 - Cadet Program
 - High School and Youth Outreach Team
 - Post Secondary and Sports Team Participation Team
 - Community Outreach Team
 - Recruitment Outreach Team.
- Focus is on being proactive with a goal of increasing the number of female candidates and candidates from diverse populations.

Female Candidates

In Progress

- Partnerships with female community and post-secondary sports teams - team building events
- Encourage female representation in Cadet Program (although females selected on own merit)
- Encourage female representation on Outreach for Recruitment Committee
- Recruit a female mentor for prospective candidates

- Look for other opportunities to reach female groups and increase female applications

Accomplishments

- Cadet Class 4: 30 percent female
- Cadet Class 5: 14 percent female
- Cadet Class 6: 33 percent female
- Increased female firefighter applicants by 48 per cent in 2019 recruitment
- Increased attention to female candidates at experience sessions and other recruitment activities
- 15 per cent attendance of females at FireFighter Fitness Experience session in February
- In discussions with Oaks female hockey team and Pandas female basketball team regarding fall team building event
- In discussions with Edmonton Catholic Schools regarding a Recruit-for-a-day program - one open session and one female-only session
- Added a Female Outreach and Recruitment Committee member who also does mentoring

Indigenous Candidates

In Progress

- Working with Lakeland College to create an Indigenous pre-employment program
- Working to build contacts in Indigenous communities
- Working to revive the Indigenous training program where indigenous members could attend recruit training

Accomplishments

- Worked with Treaty 8 to create a recruitment video for their website
- Attended Nikaniw Career Fair
- Nikaniw Cadet Night - Nikaniw hosted cadets for a Water Rescue Evening
- Attended a Maskwacis First Responder Career Info Session