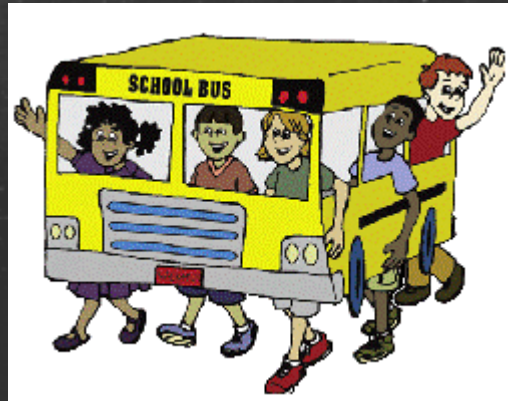


# Volunteer Recruitment & Retention

Walking School Bus Program



## Context

- **Support**
- **Selection**
- **Recruitment**
- **Training & Supervision**
- **Motivation (Retention)**

# I. Garner Support

1. Determine what program needs volunteers
2. Gain Leadership Support from the program/organization
3. Ask staff for insight...why/where are volunteers needed?

## Background : Walking School Bus Program

- Supervised walking routes to school
- 1 mile in length
- 10-15 students/route (~60-80 students)
- 1-2 adult volunteers/route (20-25 volunteers)
- 4 Elementary Schools





## 2. Weeding Through the Field

### Selecting Volunteers:

- What will the application process look like
  - Online, Paper Forms, Telephone...
- Will they need to provide references
- Will you interview volunteer applicants
- Do they need to pass a criminal background check?
  - Programs with children may require this step!
- Do they need to complete school job requirements?
- Are you offering Equal Opportunities?

# 3. Recruit Recruit Recruit !

**Make sure all recruitment messages include:**

- **Job Description**
- **Description of the Program or Organization**
- **Reasons to Volunteer (how they will make a difference)**
- **Where to go to get more details**

# WHERE DO YOU RECRUIT?

- Radio
- Newspaper
- Television
- Websites
- School (Registration and Conferences)
- Newsletters
- Civic Groups
- Worksite Networks (Chamber of Commerce)
- Word of Mouth
- RSVP - Retired Senior Volunteer Program
- Faith-based Organizations



## WALKING SCHOOL BUS - FAQ

### What is a Walking School Bus?

A group of children who walk together under the supervision of a trained adult leader to school; the program promotes good health, a cleaner environment, and reduced traffic around school.

Walking School Bus routes will be ~1 mile in distance, but not necessarily direct routes to school. Routes will be determined based upon sidewalk/safe street access and location of participants' homes.



### Who can become a Walking School Bus Leader?

Volunteers can comprise of parents, college students, and other community promoting health and supporting the environment, dependable and responsible at least one morning a week. There will also be a school liaison at each school to assist with the program (tracking, etc).

### What are the requirements to become a Walking School Bus Leader?

- Pass a background check
- Attend a 1 hour Walking School Bus training
- Escort children safely to school at an appointed time and drop children at the school grounds
- Observe all traffic and safety rules

### Why should I become a Walking School Bus Leader? Because you will...

- Receive an additional 20-30 minutes of physical activity per day
- Improve your health and fitness
- Get to know students and their families in your community
- Be a positive role model
- Help increase traffic safety skills of children
- Help reduce traffic and emissions around schools
- And teach children a healthy habit for life – walking!

### When will the Walking School Bus Program occur?

- Fall Session: Sept. 3 - Oct. 25
  - Spring Session: March 31, 2014 – Last Day of School
- Routes begin at 7:30am on Mon, Wed, Thurs, and Friday. Routes begin

How can I sign up to become a Leader for the Walking School Bus Program? Visit [www.cghealth.com](http://www.cghealth.com) or call 641-421-9312 to register by March 23rd.

### Who is overseeing this program?

- Cerro Gordo County Department of Public Health
  - Mason City Community School District
- Assisting: City Officials, Police Dept, Dept of Transportation

## Walking School Bus Volunteers Needed!

Do you have an interest in promoting health and supporting the environment while being a positive role model to students?

Join the Mason City Elementary School's Walking School Bus as a volunteer leader!



Volunteer Registration @ [www.cghealth.com](http://www.cghealth.com)

The spring Walking School Bus Session starts March 31 at Harding, Hoover, Jefferson, & Roosevelt Elementary Schools. Start your day the active way!

For more information on how to volunteer for the Walking School Bus, visit [www.cghealth.com](http://www.cghealth.com) or please contact the Walking School Bus Coordinator at 641-421-9312 or [wellness@cghealth.com](mailto:wellness@cghealth.com)



# Promotional Flyer



# Registration: Online Or Brochure

Please give a brief summary of your experience (if any) working with children: \_\_\_\_\_

The Fall Session starts Tuesday, Sept 3th and ends on October 25th. Please list dates you will be unavailable: (vacation, etc) \_\_\_\_\_

Which school are you interested in volunteering for?

- ☐ Harding Elementary
- ☐ Hoover Elementary
- ☐ Jefferson Elementary
- ☐ Roosevelt Elementary

What mornings would you be able to walk children to school?

- ☐ Mondays (7:30-8:00 am)
- ☐ Tuesdays (8:00-8:30 am)
- ☐ Wednesdays (7:30-8:00 am)
- ☐ Thursdays (7:30-8:00 am)
- ☐ Fridays (7:30-8:00 am)

## Volunteer Registration:

Please return form to:  
Walking School Bus Coordinator  
Cerro Gordo Health Department  
Mohawk Square  
22 N. Georgia Ave, Suite 300  
Mason City, IA 50401  
OR register ONLINE: [www.cghealth.com](http://www.cghealth.com)

It benefits you too!

You will receive an additional 20-30 minutes of physical activity per day.

Walking regularly will improve your health and fitness.

Get to know students and their families in your community.

Be a positive role model.



## Volunteer Information Mason City



A Walking School Bus is a group of children who walk to school together under adult supervision.

For more information contact the Walking School Bus Coordinator at 641-421-8312 or [wellness@cghealth.com](mailto:wellness@cghealth.com)



Spring Session starts March 31 and finishes on the last day of school!

Want to be apart of the Walking School Bus?

Do you have an interest in promoting health and supporting the environment?

Are you dependable and responsible?

Are you able to commit to 1 hour at least two mornings a week?



## Requirements

Pass a background check.

Attend a 1 hour Walking School Bus training.

Escort children safely to school at an appointed time and drop children off at the appropriate location on the school grounds.

Observe all traffic and safety rules.

Walking School Bus Volunteer Leader Registration Form

or Register ONLINE: [www.cghealth.com](http://www.cghealth.com)

Last Name First Middle

Maiden Name (if applicable)

Address

Home Phone

Cell Phone

Email

SSN (necessary for background check)

Date of Birth (necessary for background check)

We will schedule a one-hour training and complete a background check for all volunteers in the Walking School Bus program. Signing this form indicates your approval of the process. Thank you for your cooperation.

Signature

Date



## 4. Training & Supervision

### Volunteer Training:

#### 1 Hour Training:

Program Overview

Roles & Responsibilities

Coordinator's Contact Information

Volunteers' Contact Information

### Volunteer Equipment/Supplies:

Backpack

Clipboard and Attendance Sheet

First Aid Kit

Safety Vest

List of Emergency Numbers



# 5. MOTIVATION

## (Retention and Recognition)

Social Gatherings :  
Group Trainings  
Post Program Celebrations

Skill Building Sessions

Send Out Success Stories

Media Recognition

Personal Thank You

### Volunteers are priceless (Editor's Inbox)

[f Recommend](#) { 0 } [t Tweet](#) { 0 } [g+1](#) { 0 } [Share](#) [Print](#) [Email](#) [★](#)

April 13, 2014 12:00 am • [KELLI HUINKER](#) Health Promotion Service Manager, Cerro Gordo County Department of Public Health

[\(0\) Comments](#)

Volunteers are the backbone of many nonprofit and social service agencies. Some volunteers dedicate their time and energy to make a difference in the world, others do it so they feel good about themselves and still others do it because they were roped into it by a friend.

Regardless of how they came about being volunteers, their time and generosity greatly impacts the organization or program to which they lend their gifts.

This week marks National Volunteer Week, and as the coordinator for Mason City's Walking School Bus Program, I witness every day the impact local volunteers make to our organization, our community and our youth.

Because of our 22 volunteers who serve as route leaders for the Mason City public elementary schools' Walking School Bus program, dozens of children can enjoy a safe and active way to arrive at school each day.

I wish I was able to relay all the wonderful messages I receive from parents whose children participate to show the volunteers just how much they are appreciated.

"My child does much better in school when he gets to walk."

"My son cannot stop talking about the new friends he has made."

"Our relationship is so much better now that she is excited to go to school with the Walking School Bus."

Stories like these fill my email and phone weekly. It's a continual reminder to me of why volunteers are priceless when it comes to building strong and healthy communities.

A huge thank-you to Walking School Bus volunteers and to all volunteers lending their talents and time across North Iowa. You are appreciated.



## INSIDE

### Walking school bus provides connection for District 2 employee

In the search for ways to make walking to school safer, more fun and more convenient, communities are finding that walking school buses can make a real difference. Safe Routes to School programs, which encourage and enable children to safely walk and bicycle to school, often include walking school buses in their activities.

A walking school bus is a group of children walking to school with one or more adults. That may sound simple, and that is part of the appeal. It can be as informal as two families taking turns walking their children to school or as structured as a planned route with meeting points, a timetable and a schedule of trained volunteers.

All four Mason City elementary schools participate in the walking school bus program. One Iowa DOT employee, Chris Surtlen, engineering technician senior in the District 2 Office, is a volunteer in the program at his son's school. He said, "With today's lifestyle, we as parents usually rely on our cars or school buses to get our kids to school because it's just more convenient. A child's age, traffic and safety are major factors in a parent's reluctance to let them walk to school alone. That's where this program comes in. After passing a background check, a volunteer walks to school with the kids every day, increasing the peace of mind for parents and activity level for kids."

One day a week, Surtlen walks the nearly one-mile route from his home to Jefferson Elementary School. He is one of four volunteers for Jefferson's route 1. The school also runs a second route with other volunteers. The volunteers and students do not walk on rainy or snowy days and they only walk to school in the morning, not home after school.

Along the way on route 1, Surtlen and his son, Bennett, pick up five other students ranging in age from kindergarten through third grade. Surtlen said, "I think it's a great thing to get kids more active. Studies have shown kids who get a little exercise are less hyper and more eager to learn in the morning. I was and still am an active person, and I hope to instill those traits with my kids and other kids as well. I do what I can to encourage others by coaching rusty youth sports in my free time, and I am active in high school officiating as well."

Surtlen explained, "I chose to get involved because our District 2 office is located just across the street from my son's school. The morning walk takes about 30 minutes to complete. My supervisors Vicki Dundee and Dave Umble have been very supportive in letting me adjust my work schedule and use some morning time as a walking school bus volunteer."



Each week, Surtlen walks the nearly one-mile route from his home to Jefferson Elementary School. He is one of four volunteers for Jefferson's route 1. The school also runs a second route with other volunteers. The volunteers and students do not walk on rainy or snowy days and they only walk to school in the morning, not home after school.

## FIRST RIDE

### 'Riding' the walking school bus



Walking school bus leader Deanna Loesch takes (from left) Sam Sullivan, 6, and her twin sons Drake and Derek Loesch, 9-1/2, to Roosevelt Elementary on Tuesday.

Buy Now

globegazette.com

(3) Comments

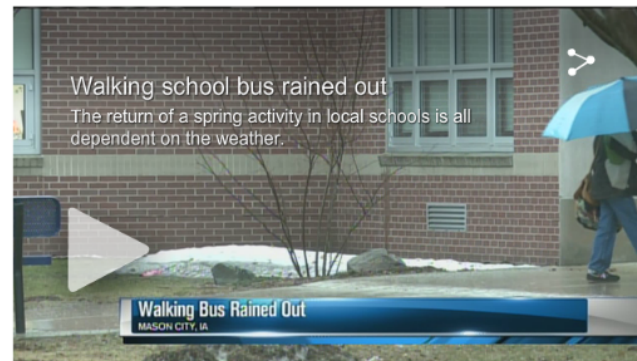
ike on April Fool's Day, but three hardy chills during their first "ride" this spring on

### Spring is back and so is the 'Walking Bus'

By Allie Krug

Updated: Monday, March 31, 2014, 8:12 pm

Published: Monday, March 31, 2014, 4:47 pm



MASON CITY, Iowa – The Walking Bus is a popular program for kids and their parents during the springtime, but the kickoff of the season was postponed due to rain on Monday morning.

The program encourages families to walk their kids to school rather than taking the bus or driving.

It is supported by the Cerro Gordo County Public Health office as well as the Blue Zone's effort in the area and even though it was cancelled on account of the rain on Monday, they usually walk rain or shine.

Kelly Huinker is the health promotions manager for the public health office and is in charge of making the call on whether to walk or not.





# QUESTIONS?

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641-421-9312