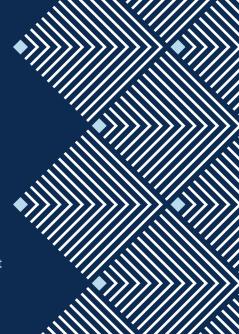


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Situation Analysis

Ascension St. Vincent Evansville experienced a decrease in volunteer engagement due to the COVID-19 pandemic. In addition, patient and staff experience scores have not rebounded since the pandemic began. At the same time, the number of requests from students to volunteer at the hospital has increased.



Project Goals



Develop a student-focused volunteer program at the hospital that connects students to meaningful opportunities based on their interest and availability and the hospital's needs. Work to grow program participation by at least 5% by end of fiscal year 2023.



Create an unpaid internship for a student volunteer coordinator who will facilitate and expand the student volunteer program.



Implement a long-term recruitment pipeline for the health system through increased leadership team engagement with local high school and university students, without additional support from full-time employees.

Actions Taken

- Recruited two student volunteer coordinators, one for high school student volunteers and one for college student volunteers.
 - High school student volunteer coordinator created marketing materials and volunteer schedule and assisted with interviewing students.
 - College student volunteer coordinator assisted with student volunteer orientation and worked with university career program teams in the area and hospital leaders to develop nonclinical volunteer opportunities.
- Met with student volunteers weekly to review wins and opportunities for improvement and make adjustments to program as needed.

Positive Outcomes

- Increased number of student volunteers from previous year by 170%.
- Onboarded 17 new student volunteers in fiscal year 2023, with 13 more scheduled for onboarding.
- Increased number of student volunteer programs from previous year by 150%.
- Created, posted and hired five new and ongoing internships for health administration students within pipelines for finance, community outreach and recruitment.
- Overall, patient satisfaction scores are rebounding and trending in a positive direction.
- Decreased voluntary turnover from above 23% in June 2022 to below 20% in May 2023.



