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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.

For detailed information, visit:

[www.aha.org/center/next-generation-leaders-fellowship](http://www.aha.org/center/next-generation-leaders-fellowship)