



Recruiting & Retention

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Presented as part of the Oregon Wing
Professional Development Workshop Series

Welcome



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- NHWG/CC
- CAP Recruiting Manager Emeritus

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- CAP Recruiting Manager
- Former WAWG Recruiting Manager

Lt Col Edward Bos



- ORWG/IG
- Professional recruiting experience

Overview



Week 1

- Beginning with 'Why?'
- The Evolution of CAP Culture
- Moving Onto How
 - CAP Job Description(s)
 - CAP Specialty Track Progression
 - Why Goal-Setting Matters
- Annual Planning Activity for Recruiting
- What Prospecting is, and How to Do it.

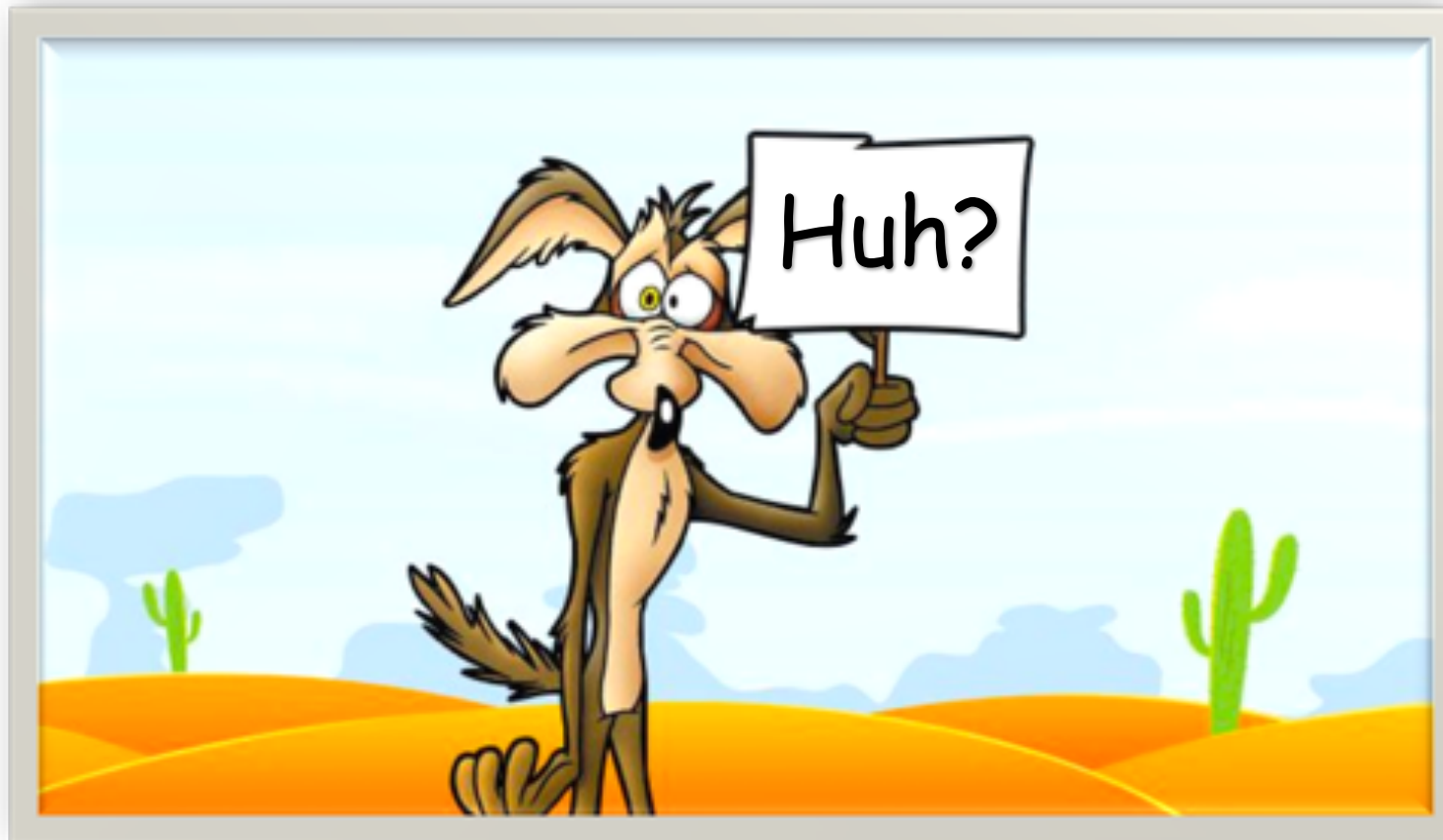
Week 2

- What is Cohort Recruiting
 - Steps & Best Practices
 - Tie-Ins with Other Directorates
 - Planning Activity
- What is Year-Round Recruiting
 - Steps and Best Practices
 - Mentoring and Why it's Vital
- Incentivizing Recruiting by Unit Members

Week 3

- Recruiting Skills
 - Sales Training Basics
 - Role Playing Exercise
- Resources for Additional Training
 - Online
 - In-Person
- Starting New Units
 - How it Benefits Existing Units
 - How it Benefits the Wing and the Corporation
 - Tactics, Techniques, and Procedures

Questions so Far?





Beginning with 'Why?'

Why Are You in CAP?



- ▶ Let's Discuss

- ▶ Why are you in the Civil Air Patrol?

- ▶ Why ARE you in the Civil Air Patrol?

- ▶ Why are YOU in the Civil Air Patrol?

- ▶ WHY are you in the Civil Air Patrol?

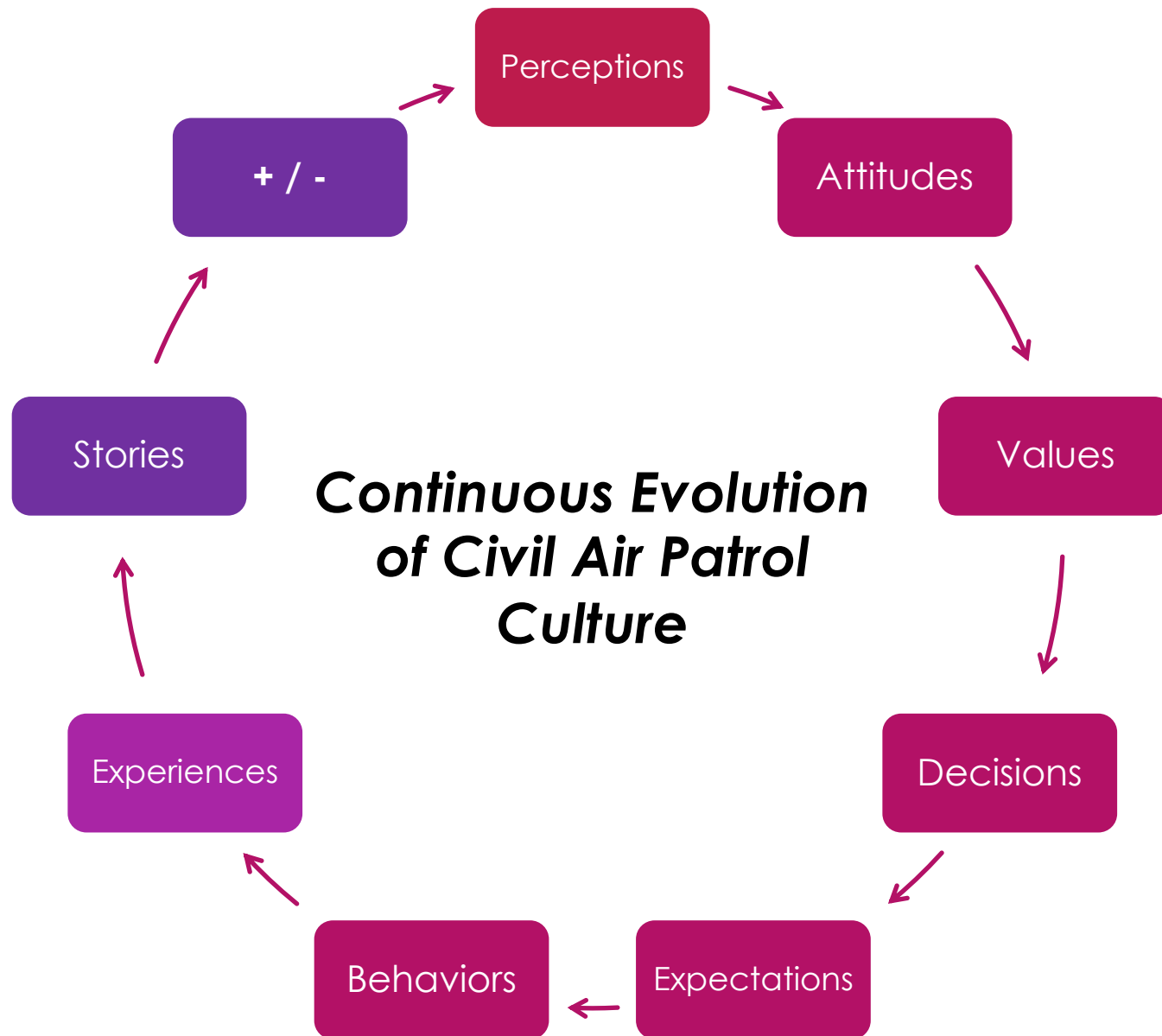
Why Are We Recruiting?



- ▶ Let's Discuss the Reasons for Appointing Recruiting & Retention Officers
 - ▶ For the community
 - ▶ For the unit
 - ▶ For the Civil Air Patrol
- ▶ Do these reasons matter? Does CAP matter? Then recruiting is worth it!



The Evolution of CAP Culture



Members join CAP based on their *Perceptions* of the unit, its membership, and its activities

Experiences are the key point in the cycle where leadership can generate the greatest impact

Attitudes, Values, Decisions, Expectations, and Behaviors can be self-realized or peer-driven but leadership is able to exert little influence in these areas

Stories have both positive and negative influences on member perceptions and ultimately have the greatest impact on culture





Moving Onto 'How'



Job Description: Unit/Group



- ▶ Formulates plans and establishes policies, procedures, and programs, designed to assist CAP in attracting new members and retaining current members at the unit level. They shall:
 - ▶ Plan, organize and conduct periodic membership drives and open houses to attract new members and to stimulate interest in current inactive members.
 - ▶ Provide content for unit web site pertaining to the membership process and other appropriate new member information.
 - ▶ Serve as the unit's point of contact for recruiting matters and new member inquiries.
 - ▶ Make presentations to outside groups, both youth and adult, to attract new members.
 - ▶ Stage display booths and provide recruiting coverage at local high schools, shopping centers, air shows, and other public events.
 - ▶ Personally contact individuals expressing an interest in CAP by telephone, internet inquiry, etc, and follow up to ensure that all interested persons are fully informed on the CAP program and local unit activities.
 - ▶ Follow up with current members periodically during their membership year, and especially within 60 days of initial membership and between 120 and 90 days before membership renewal.
 - ▶ Informally survey members who chose to not renew to identify potential organizational or membership issues. Maintain a close watch on unit membership and participation trends to identify and engage members at risk of not renewing before they reach the end of their membership year.
 - ▶ Advise their respective commander on guidance from higher headquarters and statistics and trends related to recruiting and retention.
- ▶ The Recruiting & Retention Officer should be familiar with all aspects of the Civil Air Patrol program, particularly the CAP Constitution and Bylaws, Civil Air Patrol History, CAPR 20-1, and CAPM 39-2.



Job Description: Wing/Region

- ▶ Formulates plans and establishes policies, procedures, and programs, designed to assist CAP Commanders and Recruiting and Retention Officers at their echelon and subordinate echelons in attracting new members and retaining current members at the unit level. They shall:
 - ▶ Plan and conduct periodic awareness activities appropriate to their respective echelon to attract membership opportunities to subordinate echelons.
 - ▶ Make presentations to state & region-wide outside groups, both youth and adult, to attract new members and raise awareness of Civil Air Patrol, its membership, its missions and capabilities.
 - ▶ Ensure subordinate echelons have recruiting plans in place that are adequate and meet the goals and aims of their echelons. Assist subordinate echelon Recruiting & Retention Officers in creating recruiting & retention plans.
 - ▶ Provide content for wing/region web sites pertaining to joining Civil Air Patrol, means of contacting subordinate units, and any other applicable new member information.
 - ▶ Stage display booths and provide recruiting coverage at echelon-appropriate events, such as air shows, and other public events. Coordinate local efforts with wing or region assets (displays, aircraft, etc) to ensure maximum coverage.
 - ▶ Monitor the prospective member process to ensure that prospective members are responded to by subordinate units in a timely fashion.
 - ▶ Provide subordinate echelons with data and statistics pertaining to new member joins, retention rates and other key metrics.
 - ▶ Mentor group or squadron Recruiting & Retention Officers (wing) or wing Directors Recruiting and Retention (region) on matters of recruiting, techniques, training or other matters.
 - ▶ Conduct periodic training for Recruiting & Retention Officers at their echelon and below, to include Senior Professional Development Courses (SLS/CLC/TLC/RSC, etc) and wing and region conferences.
- ▶ The Director of Recruiting & Retention should be familiar with all aspects of the Civil Air Patrol program, particularly the CAP Constitution and Bylaws, CAPR 20-1, and CAPM 39-2.

Questions so Far?



Specialty Track # 226



Technician

- 2 years membership
- 6 mo's in OJT
- Attend 1 workshop (!)
- Technician in another specialty
- Planning session with CC
- Prospect List
- Present to non-CAP group
- Visit another group's meeting
- Submit annual plan or report
- Recruit 7-8 members
- 2 exit interviews

Senior

- 18 mo's in OJT
- 2 more workshops
- 2 more planning sessions
- 2 more presentations
- GES
- ES participation
- Hold recruiting event
- 2 more recruiting plans or reports
- 3 more exit interviews

Master

- 12-24 mo's in OJT
- Attend a conference
- 2 more planning sessions
- 4 classifieds
- 2 more events
- Host 2 workshops
- 2 more plans or reports
- Update prospect list
- Plan new unit

Specialty Track #226



- ▶ Takeaways
 - ▶ Annual Planning & Reporting
 - ▶ Ongoing Recruiting Training (workshops, etc)
 - ▶ Ongoing Participation & Expertise in CAP (pro. dev., ES, etc)
 - ▶ Regular Outreach (speaking, visiting, etc)
 - ▶ Regular Recruiting Events (open houses, booths, etc)
 - ▶ Exit Interviews & Reporting (don't withhold that information)
 - ▶ Recruiting New Members



Goal Setting

AND TYING-IN TO ANNUAL PLANNING

Why Goal Setting Matters



- ▶ Give us a direction to work towards
- ▶ Lets our leadership share a vision and know that we can see it too
- ▶ Accountability
- ▶ Manageability
- ▶ Other thoughts?

Why Annual Planning Matters



- ▶ In the job description
- ▶ To identify goals for recruiting & retention
- ▶ To identify resources for accomplishing goals
- ▶ Accountability
- ▶ Manageability
- ▶ Continuity
 - ▶ You might get promoted to National Commander overnight

1st Exercise Begin



ANNUAL PLANNING

- 20 Minutes
- Worksheet Emailed

1st Exercise Debrief



ANNUAL PLANNING

- Thoughts?
- How will you use this in the future?

2nd Exercise Begin



PROSPECTING

- 20 Minutes
- Focus on Summary
- Try 1 Prospect Detail Sheet

2nd Exercise Debrief



PROSPECTING

- Thoughts?
- How will you use this in the future?

In Summary



- ▶ Why Recruiting?
- ▶ Evolution of CAP Culture
- ▶ Recruiting & Retention Responsibilities
- ▶ Goal Setting
- ▶ Annual Program Plan
- ▶ Prospecting

- ▶ Part 2 continues on 1 May 2020
 - ▶ 2100 - 2230 hrs EDT
 - ▶ 1800 - 1930 hrs PDT
 - ▶ 0100 - 0230 hrs UTC (2 May 2020)

- ▶ Until then, if you have further questions:

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