



AEMs: Recruiting and Retention

Building Relationships



Building a relationship between AEOs and AEMs establishes a bond that can translate to better AE mission accomplishment and a larger youth impact through increased retention of AEMs.

AEMs can also be an important cadet recruiting source. Thus, connections between AEOs and AEMs, which also includes cadet involvement, can introduce students to the Cadet Program and help build squadron cadet membership.

This guidance package outlines methods and benefits of AEOs engaging with AEMs.

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Connecting with educators who can help CAP connect with and inspire next-generation aviation enthusiasts!

Who is an Aerospace Education Member (AEM)?

- 1- Any formal or informal K-12 educator can become an Aerospace Education Member (AEM): classroom teacher, home school parent, educator/leader in youth organization, museum or library educator, or other.
- 2- AEMs **DO NOT**:
 - a. belong to a squadron; **they are members of NHQ-004**
 - b. wear a uniform of any kind, even to take their Teacher Orientation Program (TOP) flight
 - c. attend any squadron meetings on a regular basis; but, may be invited to teach a particular lesson to a squadron, if so desired
 - d. progress in rank; there is no rank as an **AEM** Senior Member
- 3- AEMs **CAN**:
 - a. use CAP products and programs to promote aerospace/STEM subjects and careers to youth
 - b. take Teacher Orientation Program (TOP) flights at their closest airport as arranged by the Wing DAE and coordinated with the Wing DO
 - c. visit a squadron meeting and/or bring interested students to visit a squadron meeting by first coordinating with the PoC on the squadron locator page, the squadron commander, or the squadron AEO
 - d. decide they want to change their membership to a regular Sr Member and join a squadron by getting squadron commander approval



Recruiting AEMs.

1- *Why is it important for CAP members to recruit AEMs?*

- a. To help fulfill CAP's Congressional mandate to provide aerospace education to the general public.
- b. Educators can introduce CAP to the general public (i.e. their students, other educators, and others) through their use of CAP's aerospace/STEM education products and programs.
 - (1) Specifically, both formal and informal educators interact daily, and are powerful influencers, with young people who may have an interest in aviation-themed STEM programs and potential careers. These young people may also have an interest in learning about and joining CAP as a cadet.
 - (2) Educators also interact with other educators at their schools, in their systems, at conferences, and in the general public. They can be excellent ambassadors for CAP.
- c. Educators can be great quest resource persons to help teach aerospace/STEM topics to the cadets periodically.
- d. CAP members can earn credit toward earning the Recruiter Ribbon. Reference [CAPR 39-3](#), paragraph 21k(2) Interim Change Letter, 22 Feb 2019.

2- *Where to locate potential AEMs for recruitment.*

- a. Introduce the AEM program to personal contacts who are involved in any type of formal or informal education. (EX: child's, grandchild's, or family member's teacher; people in your social groups: i.e., service, community, or faith-based groups)
 - (1) Try to use your contact to gain trusted access to the school principal to request time to make a presentation to interested staff.
- b. Attend air shows, community events, or educational symposiums and showcase CAP's aerospace/STEM education materials and STEM Kits to pique interest with educators in the general public.



3- What resources are used for AEM recruitment?

- a. The [AEM flier](#) is the best first introduction to individuals or groups.
 - (1) Use the print version when doing a face-to-face intro.
 - (2) Use the electronic version when communicating electronically, so the “hot links” will be ready for easy clicking on each program.
- b. If doing a presentation to a group, the CAP Overview for AEMs PowerPoint presentation can be used.
 - (1) [PowerPoint version](#) (found at the bottom of the page- can make changes to reflect your needs)
 - (2) [Pdf version](#) (cannot make changes; use as is)
- c. Other resources:
 - (1) Use the [Educators Page](#) for a quick, and complete, overview to share with educators
 - (2) Invite a current AEM to share info about the program:
 - ~ how products and programs have been used
 - ~ how their TOP flight experience brought excitement and enthusiasm about aviation
 - ~ how CAP adult and cadet members have provided classroom support
 - (3) Take sample products for display
 - ~ STEM Kits
 - ~ aerospace/STEM curriculum



4- *Assisting educators who are ready to join.*

- a. Educators are curious about why CAP needs:
 - (1) partial Social Security number (this is a requirement to become a member of the USAF Auxiliary)
 - (2) U.S. citizenship (this is a requirement to become a member of the USAF Auxiliary)
 - (3) two separate e-mail addresses (e-mails sent to schools are many times sent to a spam folder; so, an alternative e-mail address ensures the annual renewal e-mail is received)
- b. If helping educators [join online](#), having copies of the [paper application](#) available is helpful if the online membership program gives an error message and the teacher cannot continue online.
- c. If working with anyone using a [paper application](#) (when online problems arise; when paying by check; or when a group of teachers from one school are providing one check for all teachers to join):
 - (1) Ensure that EVERY section of the application is completed, as directed.
 - (2) Ensure the writing is legible- in pen, with careful printing for legibility by membership processors.
 - (3) Ensure ALL background information is answered with a “yes” or “no” response by the applicant.



Retention of AEMs.

AEMs must renew their membership each year or it will expire. AEMs are offered a free “in-kind” renewal which requires them to identify the CAP AE products and/or programs they plan to utilize during the next year of membership. This is NOT a lifetime membership, but an annual free renewal. Maintaining contact with your AEMs will increase retention and continue to build ambassadors for CAP.

- NOTE: some AEMs have been incorrectly informed that the one-time \$35 membership fee provides them a “lifetime” membership. This is not accurate. This is a one-time membership fee with free annual renewal- IF the teacher renews with the auto renewal e-mail sent each year.)

1- Personal contact via e-mail or phone call to new AEMs is most helpful. Some ways to assist are:

- Help them set up their [eServices](#) account as a *First Time User*.
- Guide them on how to navigate [eServices](#) and get into the Aerospace Education section where all of their work will be done:
 - download [K-12 AE curriculum](#)
 - apply for a [K-12 STEM Kit](#)
 - register for the [K-12 Aerospace Education Excellence \(AEX\) program](#)
 - register for the [K-6 Aerospace Connections in Education \(ACE\) program](#)
- Offer to assist with a classroom visit, career day, or other event.
- Try to connect with the ACE classrooms near you, as is listed on the [ACE Listing](#).
 - Offer to help with an ACE Lift-off event at the beginning of the year.
 - Offer to teach an ACE lesson.
 - Offer to send a speaker to the classroom.
 - Offer to present ACE completion certificates to the students at the end of the year.
- Offer to “adopt” an ACE classroom in the [“Adopt-a-Classroom” program](#).
 - The 6th grade is the target grade level, but any 5th- 8th grade class who is participating in the ACE program can be adopted by a local squadron.
 - All info is found in the [Adopt-a-Classroom program guide](#).
- Ask if they would like to schedule their [Teacher Orientation Program \(TOP\) flight](#) at their closest airport.
 - Encourage them to get another educator friend to join as an AEM so both of them can take their flight together.
- Offer to bring a cadet to speak to the 5th grade and upward students about the [CAP Cadet Programs](#).



2- ***Maintaining a connection with AEMs in your wing (if the DAE); in your squadron (if the AEO).***

- a. Send periodic e-mails of interest and information to the AEMs near you.
 - * AEOs should work with the Wing DAE to help gain access the Wing AEM report in eServices, which includes e-mail address. Or, directions are:
 - (1) Go to Member Reports→ Aerospace Education→ *Reports→ AEM Listing (w/names)
 - At *Dates, check '**Return All Dates**'
 - For Report Format:
 - 1- For clear listing with all information to print, ***select PDF.***
 - 2- For listing where e-mails can be extracted to send e-mails to your AEMs, ***select CSV.*** (This format is also best to expand the address column to copy and paste for e-mail transmission.)
- b. Work with the Wing DAE and other squadron AEOs to develop a ***Wing AEM Newsletter*** to be distributed periodically (monthly or quarterly). (Ask for interesting input from your AEMs to be included in the AEM Newsletter and highlight those AEMs who provide submissions.)

3- ***Networking opportunities amongst AEMs.***

- a. Plan a small workshop and invite area AEMs to network with each other.
 - (1) Ask experienced AEMs to conduct lessons using CAP's curriculum and/or STEM Kits.
 - (2) Plan with Wing DO team to conduct TOP Flights during part of the workshop day.
 - * Ensure a TOP Flight request is submitted from the Wing DAE to ae@capnhq.gov prior to planning your event.



Renewal of AEMs.

1- *AEMs sometimes do not renew because:*

- a. They are very busy and might miss their renewal e-mails.
- b. They only entered a school e-mail address and they might not receive the renewal e-mails due to school system spam issues, moving to another school system with a different e-mail address, and/or retirement.
- c. They do not have any connection to CAP members to keep them engaged and interested in the program support available to them. (Stay engaged!)



2- *It is **strongly encouraged** that DAEs and AEOs maintain a connection with their area AEMs in order to remind them about their upcoming membership expiration--- **before they expire!***

- a. DAEs and AEOs should use the following directions to track their AEMs who are going to expire in 90 days.
 - (1) Go to Member Reports→ Aerospace Education→ *Reports→ AEM Expiring Members Report
 - For Report Format, **select CSV**. (This format is best to expand the address column to copy and paste for e-mail transmission.)
 - Your Wing's Expiring AEMs should come up
- b. Stay engaged!

3- *Info for AEMs about renewals.*

- a. 90 days prior to membership expiration, a renewal message will be on the eServices Homepage as a "reminder banner."
- b. 60 days prior to expiration, an automated e-mail will be sent to the e-mail address(es) on file in eServices to remind AEMs it is time to renew.
 - (1) Educator members can click on the renewal link in that e-mail for easy and free renewal.
 - (2) Educators will check the products and/or programs they plan to use in the upcoming year that will be their "in-kind" contribution to their free AEM renewal.
- c. If there has been no response to the previous notice, another renewal e-mail will be sent at the 30 days from expiration point.
- d. At the date of expiration, when there has been no online renewal, the AEM expires and the option of doing the quick online renewal will close.

4- What to do for AEMs who have expired. (* Doesn't apply to AEMs who have not expired.)

a. To locate your AEMs who have expired within the last 90 days, DAEs and AEOs should use the following directions to track their AEMs who are expired. (90 days is as far back as eServices will search.)

(1) Go to Member Reports → Aerospace Education → *Reports → AEM Listing (w/names)

Select the following:

- View Inactive Members Within Past 90 Days ONLY
- Member Type- AEM
- * Dates- Return All Dates
- For Report Format, **select CSV**. (This format is best to expand the address column to copy and paste for e-mail transmission.)
- Your Wing's Expired AEMs (within the last 90 days) should come up

b. After an AEM has expired, there is a "grace period" (which is no more than one year), when the AEM can complete and return to ae@capnhq.gov a "[paper renewal form](#)" for a no cost renewal. **(This paper renewal form IS NOT for AEMs who aren't expired.)**

(1) This action impacts NHQ having to hand-enter the renewal with membership services, so it is strongly encouraged that AEOs and DAEs stay abreast of renewals and get the AEMs to complete their online renewals prior to expiration.

c. Beyond the "one-year grace period," expired AEMs who wish to renew cannot use the renewal form, but will now need to **"REJOIN."**

(a) AEMs will need to complete a [paper application](#) and pay another \$35 to rejoin.

(b) AEMs will maintain their previous CAP ID# in eServices.

(c) The REJOIN process CANNOT be completed online. Only a paper application can be used at this point.

(d) NOTE: This process also incurs hand-management by NHQ AE and membership services, thus, we continue to encourage DAEs and AEOs to get AEMs engaged and renewed **BEFORE they expire.**



**Stay engaged with your AEMs! Provide experiences for them!
This will increase retention and their networking opportunities!**

Appendix

(Click on each item to connect to the document.)

- 1- [Sample e-mail sent automatically to new AEMs upon joining.](#)
- 2- [Sample e-mail sent automatically to AEM when membership is set to expire within 60 days.](#) This is their automated e-mail renewal notice.
- 3- [Sample e-mail that DAE or AEO can send to AEMs to remind them that their membership will expire within 60 days](#) (or within 30 days, or whatever date the DAE or AEO can get the e-mail sent).
- 4- [Sample e-mail that DAE or AEO can send to AEMs who have already expired in the last few months.](#) (This is NOT valid for use for AEMs who have expired over a year. In that case, the AEM cannot renew, but will need to rejoin.)

~ THANK YOU FOR ALL YOU DO TO REACH OUT TO EDUCATORS WHO REACH THE YOUTH OF AMERICA!

Questions? ae@capnhq.gov