

We'll begin soon

ANNUAL CADET SURVEY 2022

What did we learn?



Goals

Overall Satisfaction

Participation

Cadet Protection

Awareness

New Cadet Kits

Curry Blues Voucher

Cadet Interactive

Parent Relations

Follow-Up Agenda

CAP National Cadet Team
March 2022

KEY PURPOSES

We're using the Annual Cadet Survey to learn about . . .

- Special demographics: financial needs & disabilities
- Effectiveness of internal publicity efforts
- Fidelity to CPP key standards
- Customer satisfaction on selected programs
- Customer feedback on Cadet Interactive
- Invite feedback on cadet life in general

Main Theme
**Customer
Satisfaction**

through input from three key constituencies . . .

- Cadets
- Parents
- Adult leaders

Lead presenter

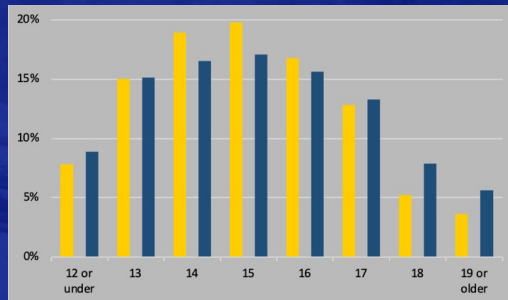


Curt LaFond

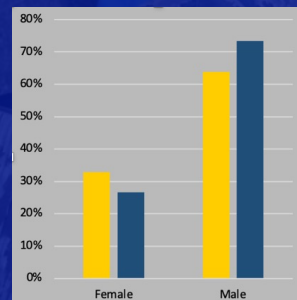
Director of
Cadet Programs

RESPONDENTS

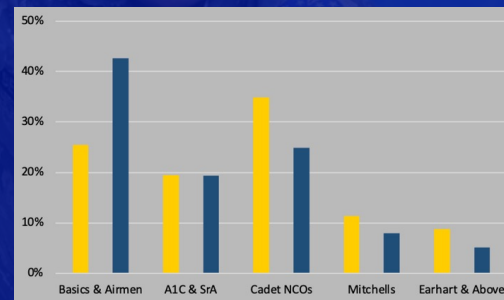
Cadets 2,377
Parents 2,363
Adult Leaders 1,075



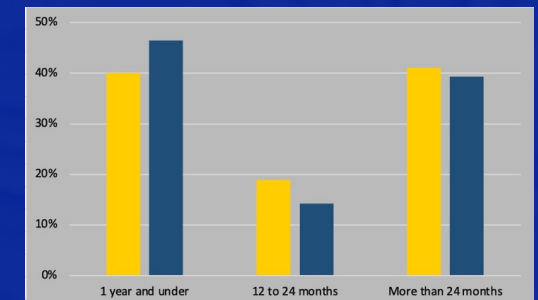
Cadet Age



Cadet Gender



Cadet Grade



Cadet Longevity

Gold Survey Respondents
Blue Full Cadet Corps

Interpretation

Overall, survey respondents are representative of the Cadet Corps when looking at the important factors of age, gender, grade, & longevity.

KEY METRICS

	Cadets	Parents	Adult Leaders
Overall Satisfaction	4.3 of 5.0	4.2 of 5.0	4.0 of 5.0
If nothing stood in my way in 2022, I'd be ...	Extremely active or very active	92%	
	Quit CAP	2%	
If I've been inactive, that's because ...	COVID	30%	44%
	I like CAP but I'm too busy with school, etc.	27%	22%
	I like CAP but my interests have changed	6%	
	CAP is boring	10%	6%

Among inactive cadets, only 35% are convertible.

Interpretation

- Satisfaction is very good, yet there's always room for improvement.
- We should see improvements when cadets become more active in spring and summer.
- Program outcomes (the focus of last year's survey) are exceptionally high, compared with benchmarks.
- Growth opportunities exist more in recruiting to existing squadrons and in recruiting to new (not yet opened) squadrons than in retention.

SPECIAL DEMOGRAPHICS

	Cadets	Parents
Homeschool	31%	
School GPA. (4.0 scale)	3.2	3.2
Identify as having a disability	4%	7%
Receive SNAP, WIC, School Lunch		
Yes	14%	5%
No	76%	93%
Don't know or prefer not to say	10%	1%
Annual Costs		
0 to \$200	30%	33%
\$200 to \$500	32%	43%
\$501 +	22%	22%
Don't know or prefer not to say	18%	3%

Interpretation

- CAP serves **10 times as many homeschoolers** as one would expect given their prevalence in the US population (31% vs. 3% for US*).
- We still need more reliable data about cadets' financial limitations. The variance between cadet and parent data is too great to consider reliable.
- School lunch programs reach 52% of the US population, while at most 24% of cadets qualify for federal aid programs, suggesting that we are **not** reaching a proportionate share of low-income families.

* US Department of Education, National Center for Educational Statistics. 2016

CADET PROTECTION

	Cadets	Parents	Leaders
At CAP activities, at least 2 adults are present.	98%	86%	98%
<i>Disagree or strongly disagree</i>	1%	2%	< 1%
Leaders senior to me take CPP seriously.	98%	98%	95%
<i>Disagree or strongly disagree</i>			3%
Cadets use the wingman concept.	81%		79%
<i>Disagree or strongly disagree</i>	6%		12%
I have access to a trusted, caring adult through CAP	73%		
<i>Disagree or strongly disagree</i>	9%		
CAP adult leaders set a positive example		78%	
<i>Disagree or strongly disagree</i>		5%	

Interpretation

- Two deep leadership is routinely practiced; exceptions are rare.
- The wingman system is used inconsistently. This might be due to COVID and lack of in-person activities. Either way we need local leaders to increase their efforts here.
- The cadet / adult relationship is generally healthy but shows room for improvement and further study.
- Parents are pleased with local leaders, but there is room for improvement.

INFO AWARENESS

	Cadets	Parents	Leaders
Curry Blues Voucher			
I know what it is and how to get involved	87%		80%
I've heard about it but don't know many details	10%		15%
I don't know anything about it	3%		4%
Weighted average	1.16		1.24
"Honor Credit"			
I know what it is and how to get involved			39%
I've heard about it but don't know many details			33%
I don't know anything about it			28%
Weighted average			1.89
Encampment			
I know what it is and how to get involved	79%	57%	
I've heard about it but don't know many details	20%	36%	
I don't know anything about it	2%	7%	
Weighted average	1.23	1.50	
CEAP - Cadet Encampment Assistance Program			
I know what it is and how to get involved	41%	29%	71%
I've heard about it but don't know many details	35%	39%	24%
I don't know anything about it	24%	32%	5%
Weighted average	1.82	2.03	1.34

Interpretation

- Programs that have been around the longest and those that affect the greatest number of cadets are the most well known. No surprise there.
- Programs that are important to first year cadets are not as well known to those cadets as we would like. This is understandable because newcomers face a learning curve. However, it does show an opportunity for improvement in our onboarding processes.

INFO AWARENESS

CONTINUED...

	Cadets	Parents	Leaders
National Cadet Special Activities			
I know what it is and how to get involved	47%		
I've heard about it but don't know many details	37%		
I don't know anything about it	16%		
Weighted average	1.69		

Cadet Wings - Flight Training			
I know what it is and how to get involved	26%	22%	48%
I've heard about it but don't know many details	57%	56%	48%
I don't know anything about it	17%	24%	3%
Weighted average	1.91	2.03	1.55

College Scholarships			
I know what it is and how to get involved		18%	
I've heard about it but don't know many details		44%	
I don't know anything about it		38%	
Weighted average		2.22	

Interpretation

- Knowledge of Cadet Wings has greatly increased since last year, but there's still an opportunity to improve cadet awareness.

- Indeed, with about 70% of cadets expressing an enthusiasm for aviation careers, 17% of cadets not knowing anything about Cadet Wings shows that internal publicity needs more emphasis.

- National-level publicity recently increased via the New Cadet Guide and videos. It will increase further via Curry Webinars. We need wing and squadron leaders to redouble their publicity efforts.

Basic Awareness of Cadet Wings

	'21	'22
Cadets	28%	83%
Leaders	48%	76%

NEW CADET KIT

Describe your thoughts about the New Cadet Kit

Includes materials that helped me get started 81%

Received but barely used the materials 11%

Read the materials but didn't find enough info to get started as a cadet 3%

How important is it that CAP continue providing hard copy cadet texts?

Extremely or very important 90%

Not so important or not at all important 5%



CADET TEXTBOOK PROGRAM



New Cadet Kit



Phase II Kit



Phase III & IV Kit

Analysis & Future Plan

- Cadets express high satisfaction with program.
- Numerous back office adjustments have improved program efficiency.
- Program will continue mostly as-is for next three years.
- Biggest constraint is USPS Media Mail regulations.
- No coin
- No insignia
- No tee shirt
- No nylon shoulder sack

CURRY BLUES VOUCHER

CURRY UNIFORM VOUCHER

Overall, how would you rate your experience using the voucher?

Cadets

4.1 out of 5.0

Parents

Highly satisfied or satisfied 94%

Dissatisfied or highly dissatisfied 3%

A woman in a flight suit is standing next to a small propeller plane, giving a thumbs up. The background is a dark blue sky with some clouds. The plane is white with a red stripe.

CURRY BLUES VOUCHER

CURRY UNIFORM VOUCHER

Transition to Curry Uniform Voucher - FY23

Allow purchase of ABUs **or** Blues

Increase the value of vouchers from flat \$100 to a higher value on a **sliding, need-based scale**

Increase total program investment from \$600K to 900K in FY23

Opt-in / self-identify financial need at point of membership

Maintain relationship with Vanguard, maintain voucher concept, maintain positive customer service track record

Stay tuned . . .

CADET INTERACTIVE

Have you viewed or used Cadet Interactive?

Cadets

56%

Leaders

37%

Is Cadet Interactive easy to use?

Very easy, easy, or adequate

91%

79%

Difficult or very difficult

9%

22%

How likely are you to go for Honor Credit it 2022?

Very likely or somewhat likely

68%

Somewhat unlikely or highly unlikely

16%

CADET INTERACTIVE

Top Requests for Improvements

I need access to more reports or better reports so I can manage cadet progression in my unit	62%
I want more feedback on the parts my cadets did well and/or the parts they answered incorrectly	43%
Cadet Interactive's starting page is hard to locate	39%
I can't tell which modules the cadet needs to complete	34%

Leaders

PARENT RELATIONS

Parents

CAP informs me about cadet activities in a timely manner.

Strongly agree or agree

72%

Disagree or strongly disagree

18%

How would you rate CAP's orientation process for parents?

3.2 of 5.0

Provide more information about college & flight scholarships

47%

Explain in greater detail how cadets advance through the ranks

45%

Provide more details about special events (registration, costs,
equipment, travel, etc.)

40%

Do better at providing local leaders' names & contact info

37%

Interpretation

- Can provide a nationwide standard parent orientation, to some extent
- Need for local "fill in the blank" info persists.
- Youth sports' use of smart phone tools raises expectations for all clubs; CAP's lack of a unified approach hurts us.
- "Parents' Guide" is helpful (89%) but 27% say they do not recall seeing it.



TRENDS WITH OPEN COMMENTS

HARD TO EVALUATE ONLY CP

Comments show presence of friction when CP meets the rest of the CAP organization. CP exists in an ecosystem (WMIRS, uniforms, compliance, aircraft availability, etc.) and will never be the master of its own fate.

CURRENT EVENTS CREEP IN

COVID, mask mandates, virtual event mandates, vaccine efficacy, etc. are all present in the comments. Quite often the discussion mirrors what we hear on cable news or in social media. CAP is operating in an environment largely outside its own control.

TOUGH ATTITUDES AT-LARGE

We see a bit more pointed anger this year, compared with previous surveys. It's been said that people in general are frustrated due to COVID and political turmoil.

FINAL TAKE-AWAYS

We're trying to learn about . . .

1. Special demographics: financial needs & disabilities
2. Effectiveness of internal publicity efforts
3. Fidelity to CPP key standards
4. Customer satisfaction on selected programs
 - A. Textbook programs
 - B. Curry Blues Voucher
 - C. Cadet Interactive
5. Invite feedback on cadet life in general
 - A. Parent orientations & ongoing relationships
 - B. Cadet / senior relations
 - C. COVID, vaccinations, website, eServices

Survey says . . .

MOSTLY GOOD
NEEDS IMPROVEMENT
EXCELLENT

EXCELLENT
EXCELLENT
GOOD, BUT FOR REPORTS

NEEDS IMPROVEMENT
UNEVEN
MORE POINTED THAN EVER

OUR FOLLOW-UP AGENDA

1. Special demographics: financial needs & disabilities **MOSTLY GOOD**
Compare CEAP, Cadet Uniform Voucher rates with this data when the voucher changes.
2. Effectiveness of internal publicity efforts **NEEDS IMPROVEMENT**
Allow time for New Cadet Guide & Parent Guide to take effect
Conduct a formative evaluation of new Curry Webinar program in FY23
Explore opportunities in increasing audience of monthly DCP webinars
- 4C. Cadet Interactive **GOOD, BUT FOR REPORTS**
Actively work Help Desk queue, giving priority to report-related improvements
- 5A. Parent orientations & ongoing relationships **NEEDS IMPROVEMENT**
Develop standardized, fill-in the blank parent orientations for squadrons (Cadet Great Start)
Place greater emphasis on Unit Calendars (DCPs, Squadrons)