

**CIVIL AIR PATROL SENIOR MEMBER TRAINING PROGRAM**

**SPECIALTY TRACK STUDY GUIDE**

**RECRUITING AND RETENTION OFFICER**

*Forward*

In order for Civil Air Patrol, or any volunteer organization, to develop and maintain a strong membership base and a well qualified, trained, and experienced force of volunteers, it must rely on the good will and understanding of its prospective, active and inactive members, in addition to the public. The recruiting and retention program includes activities designed to make the Civil Air Patrol missions and activities attractive to the public and Civil Air Patrol's current membership. The overall goal is to persuade and ensure that membership in Civil Air Patrol is worthy of the prospective, active, and inactive member's time and commitment. Recruiting and retention could best be described as human resources, salesmanship, and career development counseling. While every member of Civil Air Patrol is charged with the responsibility as a recruiter, appointed recruiting and retention officers carry the additional responsibility of full-time active pursuit of finding and retaining qualified individuals to fill the needs of the unit and the organization.

The *Recruiting and Retention Officer Specialty Track Study Guide* is for individuals to use in progressing from the entry level of technician to the intermediate level of senior and the highest rating of master. The technician level provides the individual with basic information to use in performing duties as recruiting and retention officer at the unit level. The senior level prepares the individual to serve as an efficient recruiting and retention officer at the unit level, group level, or as an assistant to the wing director while also serving as an experienced adviser to the commander. The master level provides for a person to advance to the highest level by gaining extensive knowledge of all phases of the recruiting and retention program. At this point the individual will then be qualified to serve in any capacity within the recruiting and retention program throughout Civil Air Patrol.

**RECRUITING AND RETENTION STUDY GUIDE**

**TECHNICIAN RATING**

**Preface:** The "Technician" rating is the entry level of the Civil Air Patrol recruiting and retention program. It is designed to encourage, promote and instruct the basic professional skills necessary to implement a beginning program of (1) career counseling, and (2) internal retention evaluation activities.

**1. OBJECTIVES:** To develop a basic knowledge of recruiting and retention skills as it relates to the national membership development program and the units at large under guidance available through NHQ CAP/LMM. Provide a means by which the recruiting and retention officer gains professional skills necessary to recruit and retain qualified volunteers into Civil Air Patrol, the United States Air Force Auxiliary.

**2. TRAINING OBJECTIVES:**

a. Read and become familiar with CAPR 20-1, *Organization of Civil Air Patrol*, CAPR 39-2, *Civil Air Patrol Membership*, CAPP 50-5, *Introduction to Civil Air Patrol*, CAPR 50-17, *CAP Senior Member Professional Development Program*, CAPR 52-16, *CAP Cadet Program Management*, and CAPR 60 Series, *Emergency Services*.

b. Obtain a working knowledge of CAP history and its current missions.

c. Become familiar with the required reporting system as it pertains to wing recruiting and retention policies and the requirements set forth by NHQ CAP/LMM.

d. Become familiar with all dues applicable to your respective unit for all forms of membership.

e. Obtain a working knowledge of membership requirements for all forms of membership and the specific requirements for those positions that require certain qualifications such as Medical and Legal Officer and Chaplain.

**3. PERFORMANCE REQUIREMENTS:**

a. Two consecutive years membership in Civil Air Patrol as cadet, senior, or a combination of both.

\_\_\_\_\_  
(INITIAL JOIN DATE)

b. Complete 6-month internship

\_\_\_\_\_  
(INCLUSIVE DATES)

c. Attend a minimum of one (1) recruiting and retention workshop/seminar.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

d. Obtain a "technician" rating in some other specialty track (preferably Public Affairs, Cadet Programs, or Senior Programs).

\_\_\_\_\_  
(EARN DATE)

\_\_\_\_\_  
(SPECIALTY TRACK)

e. Demonstrate and document ability to perform recruiting and retention related tasks:

1) Participate in at least one (1) planning session with the unit commander and/or command staff.

\_\_\_\_\_  
(DATE)

2) Establish and maintain a list of local middle school, high school, college, Experimental Aircraft Association (EAA) Chapters, Aircraft Owners and Pilots Association (AOPA) Chapters, classified advertisers, and other educational, emergency services, and aerospace related contacts.

\_\_\_\_\_  
(DATE VERIFIED)

- 3) Give a presentation on Civil Air Patrol to a non-CAP organization or group.

\_\_\_\_\_  
(DATE) (ORGANIZATION OR GROUP)

- 4) Arrange for and visit at least one (1) non-CAP facility or meeting for the purpose of recruiting such as a school, college, or aerospace club.

\_\_\_\_\_  
(DATE) (FACILITY OR MEETING)

- 5) Complete and submit a recruiting and retention plan or report in accordance with wing policy.

\_\_\_\_\_  
(DATE SUBMITTED)

- 6) Earn a minimum of one (1) Senior Recruiting Ribbon or one (1) Cadet Recruiting Ribbons with three (3) bronze clasps for a total of seven (1 – senior ribbon) to eight (4 – cadet ribbons) members recruited.

\_\_\_\_\_  
(DATE EARNED / TYPE – CDT or SR) (DATE EARNED / TYPE) (DATE EARNED / TYPE)  
\_\_\_\_\_  
(DATE EARNED / TYPE)

- 7) Counsel at least two (2) members upon membership expiration on issues regarding their retention and future with Civil Air Patrol.

\_\_\_\_\_  
(DATE) (MEMBER / DATE MEMBERSHIP EXPIRES)  
\_\_\_\_\_  
(DATE) (MEMBER / DATE MEMBERSHIP EXPIRES)

**CERTIFICATION:**

**I do hereby certify that** \_\_\_\_\_  
(RANK, NAME)

**Has successfully completed the requirements and documentation to be awarded the Recruiting and Retention Officer "Technician" rating. \***

\_\_\_\_\_  
(UNIT COMMANDER)

\_\_\_\_\_  
(DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the basic recruiting officer specialty badge in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of this certification should be sent to the wing director of recruiting and retention.

\*The senior program officer should document this training on CAPF 45b, *Senior Member Professional Development Record*, and update the unit *Senior Training Report*.

## RECRUITING AND RETENTION STUDY GUIDE

### SENIOR RATING

**Preface:** The “Senior” rating is the intermediate progressive level of the recruiting and retention program. This level is designed to build on the skills previously learned and to continue to expand personal and quality performance as they relate to (1) career counseling, (2) internal retention evaluation, and (3) as a liaison to armed forces recruiters and other similar organizations in order to enhance and promote the growth and expansion of Civil Air Patrol’s missions and programs.

**1. OBJECTIVES:** To enhance and expand the professional skills of the recruiting and retention officer in order to clearly and confidently communicate with prospective, active, and inactive members regarding the multi-faceted programs within Civil Air Patrol. To apply this combined knowledge to the process of making these programs appeal to individuals through counseling and evaluation of the interests of the individual. To act as primary advisor to the unit commander on recruiting and retention matters. To develop, manage, and implement a recruiting and retention plan or program that attracts prospective, active, and inactive members to Civil Air Patrol missions and goals through the guidance from NHQ CAP/LMM.

#### 2. TRAINING OBJECTIVES:

**a.** Obtain a working knowledge of the vital role Civil Air Patrol plays in support of the community youth, emergency services, and as a leader in aerospace education as its three primary missions for America.

**b.** Obtain basic knowledge in professional human resources and career counseling skills through internal and external classes in order to understand and attract prospective, active, and inactive members to Civil Air Patrol and using relationships with organizations and the general public usually forged by public affairs.

**c.** Become an instrumental adviser to the unit commander in planning special events that undoubtedly could be used to attract new members and stimulate interests in currently active and inactive members.

**d.** Learn the advantages of advanced human resource skills through involvement and participation in emergency services classes and events including the responsibilities of the Civil Air Patrol Incident Command System positions.

**e.** Become proficient in the use of audio and visual aids to enhance the presentations to audiences.

**f.** Become proficient in career counseling to current members to include jobs inside and outside Civil Air Patrol.

**g.** Become familiar with jobs available in the United States military through alliances forged with area recruiters.

**h.** Become proficient in the process and completion of CAPFs 2a, 12, 13, 15, 17, 31, 35, 58, and 120.

**i.** Become familiar with the process and completion of CAPF 2b.

**j.** Become familiar with area state legislators and attempt to forge closer relations and work toward his/her possible induction into the wing’s state legislative squadron if such relationship does not already exist.

**k.** Become familiar with area federal legislators and attempt to forge closer relations and work toward his/her possible induction into the congressional squadron if such relationship does not already exist.

#### 3. PERFORMANCE REQUIREMENTS:

**a.** Complete a 18-month internship as a Technician level Recruiting & Retention Officer.

\_\_\_\_\_  
(INCLUSIVE DATES)

**b.** Attend a minimum of two (2) recruiting and retention workshops/seminars.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

**c.** Demonstrate and document ability to perform recruiting and retention tasks:

**1)** Participate in at least two (2) planning sessions with unit commander and/or command staff.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(DATE)

- 2) Submit a minimum of two (2) classified ads in local media to fill unit positions or attract new members.

_____	_____
(DATE)	(POSITION)
_____	_____
(DATE)	(POSITION)

- 3) Give a minimum of two (2) Civil Air Patrol presentations to non-CAP organizations or group.

_____	_____
(DATE)	(ORGANIZATION OR GROUP)
_____	_____
(DATE)	(ORGANIZATION OR GROUP)

- 4) Complete General Emergency Services training.

\_\_\_\_\_

(DATE COMPLETE)

- 5) Perform as trainee or qualified mission participant in any position for two (2) SAR/DR missions (practice or actual).

_____	_____	_____
(DATE)	(MISSION NUMBER)	(POSITION)
_____	_____	_____
(DATE)	(MISSION NUMBER)	(POSITION)

- 6) Arrange participation in, plan for, implement and manage a (1) potential recruiting activity such as an open house, air show, festival, fair, or exposition.

_____	_____
(DATE)	(EVENT)

- 7) Complete and submit a minimum of two (2) recruiting and retention plans or reports in accordance with wing policy.

_____	_____
(DATE SUBMITTED)	(DATE SUBMITTED)

- 8) Counsel at least three (3) members upon membership expiration on issues regarding their retention and future with Civil Air Patrol

_____	_____
(DATE)	(MEMBER / DATE MEMBERSHIP EXPIRES)
_____	_____
(DATE)	(MEMBER / DATE MEMBERSHIP EXPIRES)
_____	_____
(DATE)	(MEMBER / DATE MEMBERSHIP EXPIRES)

**CERTIFICATION:**

**I do hereby certify that** \_\_\_\_\_  
(RANK, NAME)

**Has successfully completed the requirements and documentation to be awarded the Recruiting and Retention Officer "Senior" rating. \***

\_\_\_\_\_  
(UNIT COMMANDER)

\_\_\_\_\_  
(DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the senior level recruiting officer specialty badge in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of this certification should be sent to the wing director of recruiting and retention.

\*The senior program officer should document this training on CAPF 45b, *Senior Member Professional Development Record*, and update the unit *Senior Training Report*.

**RECRUITING AND RETENTION STUDY GUIDE**

**MASTER RATING**

**Preface:** The "Master" rating is the highest level of achievement for the recruiting and retention officer. This level is the culmination of the professional skills learned and demonstrated to maximize Civil Air Patrol's recruiting and retention strategies as they relate to (1) career counseling, (2) internal retention evaluation, and (3) as a liaison with armed forces recruiters and other similar organizations in order to promote the growth and expansion of Civil Air Patrol's missions and programs.

**1. OBJECTIVES:** To attract individuals to Civil Air Patrol, its missions, objectives and personnel in a professional manner as it relates to and under the guidance of NHQ CAP/LMM. To act as primary consultant to the unit/group/wing/region commander on Civil Air Patrol recruiting and retention matters. To be able to develop, manage, and implement a solid program for the unit. Become a leader and mentor for other members within Civil Air Patrol by demonstrating knowledge, professionalism, and performance. Encourage others to pursue the recruiting and retention officer specialty track.

**2. TRAINING OBJECTIVES:**

- a. Obtain advanced skills in human resources and career counseling as they relate to attracting prospective, active, and inactive members to Civil Air Patrol, its missions, and programs.
- b. Be able to interpret Civil Air Patrol policies, procedures, and regulations in order to apply them to any situation that might arise.
- c. Be able to analyze membership trends as they relate to the unit and advise the commander to appropriate action.
- d. Demonstrate proficiency in instructing other members in human resources/career counseling techniques and strategies by conducting workshops, seminars, and other related training events.
- e. To act as a mentor/instructor for other members to enhance their understanding of recruiting and retention and how it builds a positive image of Civil Air Patrol to prospective, active, and inactive members.
- f. To aid in the expansion of Civil Air Patrol through the organization, guidance and assistance in the chartering of new units.
- g. Obtain a working knowledge of CAPR 20-3, *Charters and Other Organization Actions*, CAPP 4, *How to Start a Civil Air Patrol Unit*, and CAPP 50-2, *Civil Air Patrol Core Values*.
- h. Become proficient in the process and completion of CAPF 27.

**3. PERFORMANCE REQUIREMENTS:**

a. Complete a 12-months (subsequent) internship at group or higher level or 24-months as a Senior level Recruiting & Retention Officer.

\_\_\_\_\_  
(INCLUSIVE DATES)

b. Attend a minimum of one (1) wing or region conference.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

c. Demonstrate and document ability to perform recruiting and retention tasks:

1) Participate in at least two (2) planning sessions with unit commander and/or command staff.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(DATE)

2) Submit a minimum of four (4) classified ads in local media to fill unit positions or attract new members.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(POSITION)

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(POSITION)

**3)** Arrange participation in, plan for, implement and manage two (2) potential recruiting activities such as an open house, air show, festival, fair, or exposition.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(EVENT)

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(EVENT)

**4)** Perform as qualified mission participant in any positions for two (2) SAR/DR missions (practice, actual or evaluation).

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(MISSION NUMBER)

\_\_\_\_\_  
(POSITION)

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(MISSION NUMBER)

\_\_\_\_\_  
(POSITION)

**5)** Plan and conduct a minimum of two (2) recruiting and retention workshops, seminars, or conferences for your unit.

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

\_\_\_\_\_  
(DATE)

\_\_\_\_\_  
(LOCATION)

**6)** Complete and submit a minimum of two (2) recruiting and retention plans or reports in accordance with wing policy.

\_\_\_\_\_  
(DATE SUBMITTED)

\_\_\_\_\_  
(DATE SUBMITTED)

**7)** Establish and maintain a list of local (for unit), area (group), or selected (wing) middle schools, high schools, colleges, EAA chapters, AOPA chapters, armed forces recruiters, and other educational, emergency services, aerospace, and military related contacts.

\_\_\_\_\_  
(DATE VERIFIED)

**8)** Establish a strategy for the organization, formation, and chartering of (a) new unit(s) where it is needed in your area (group), or wing.

\_\_\_\_\_  
(DATE VERIFIED)

**CERTIFICATION:**

**I do hereby certify that** \_\_\_\_\_  
(RANK, NAME)

**Has successfully completed the requirements and documentation to be awarded the Recruiting and Retention Officer "Master" rating. \***

\_\_\_\_\_  
(UNIT COMMANDER)

\_\_\_\_\_  
(DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the master level recruiting officer specialty badge in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of this certification should be sent to the wing director of recruiting and retention.

\*The senior program officer should document this training on CAPF 45b, *Senior Member Professional Development Record*, and update the unit *Senior Training Report*.