



Assisting Units In Managing Recruiting and Retention

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National Recruiting & Retention Manager



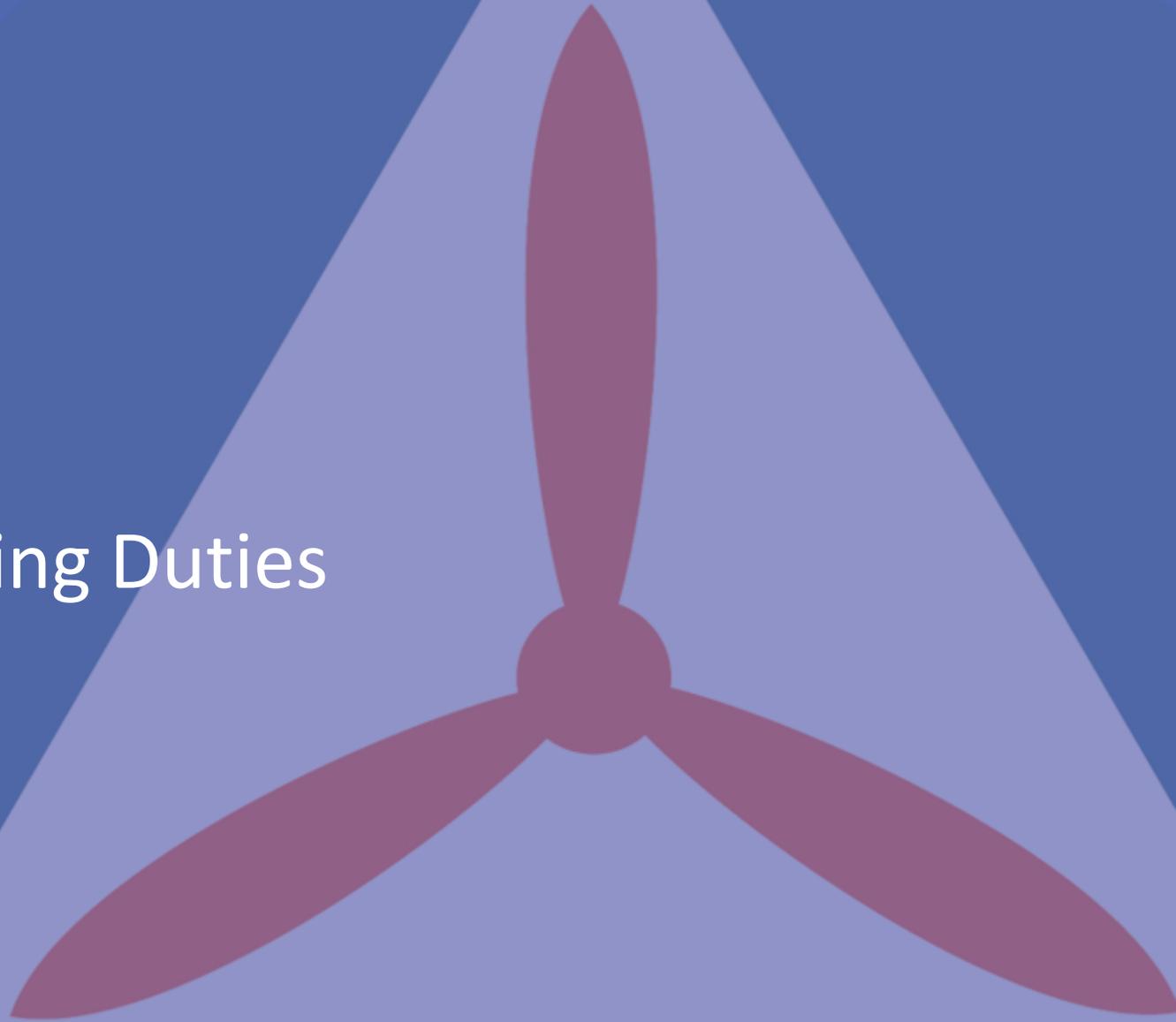
Who IS This Guy?

- 36 year CAP veteran, Michigan & New Hampshire
- 6 time squadron commander
- Recruiting & Retention Manager since 2015
- Army Veteran, Helicopter Mechanic, Skydiving Instructor
- Curently: Sq CC, Wing Personnel & Recruiting, National Recruiting



Today

- Differing Echelons, Differing Duties
- The Factors
- Training and Assistance





Squadron & Group Recruiting Officers

- The language in the current CAPR 20-1 is operative
(20-1 PDF)



Wing & Region Recruiting Directors

- New CAPR 20-1 language proposed.
- Your role as advisor to the commander as well as an action officer
- You're not so much recruiting as enabling

(Proposed language for Region & Wing PDF)



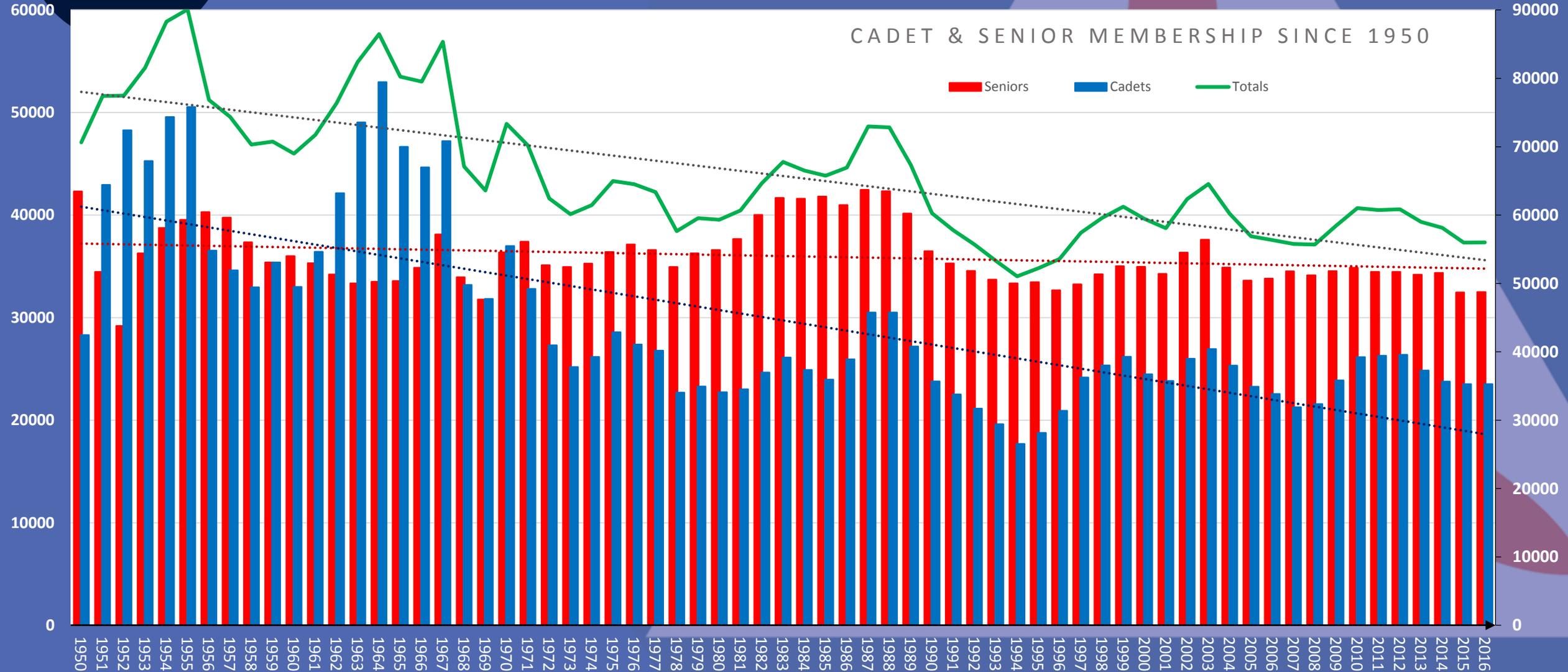
Lets Look At The Trends

- As a way to frame the discussion, what are the membership trends?



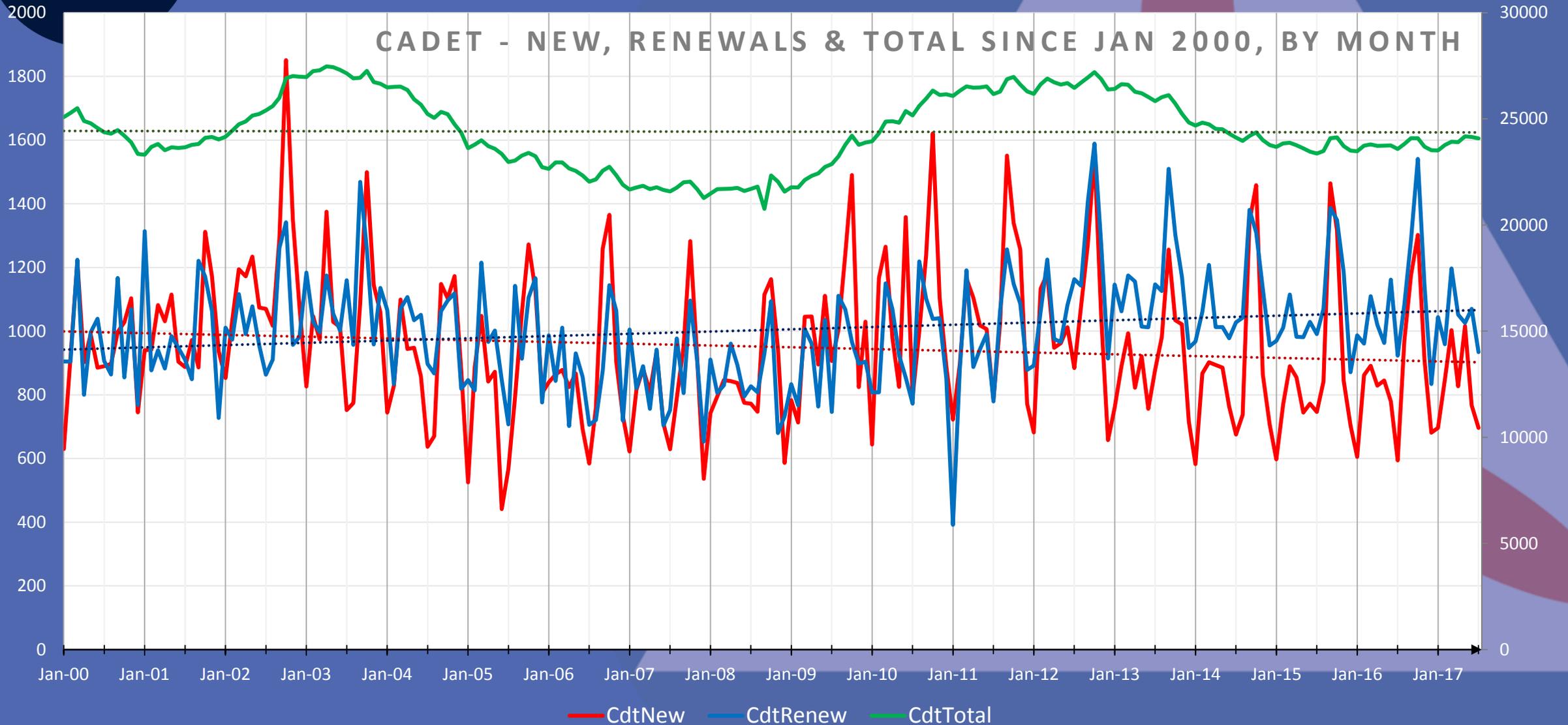
Membership Since 1950

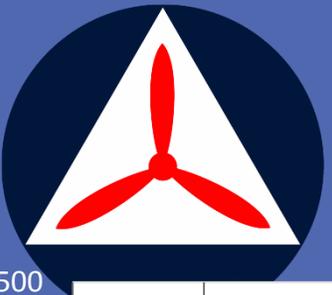
CADET & SENIOR MEMBERSHIP SINCE 1950



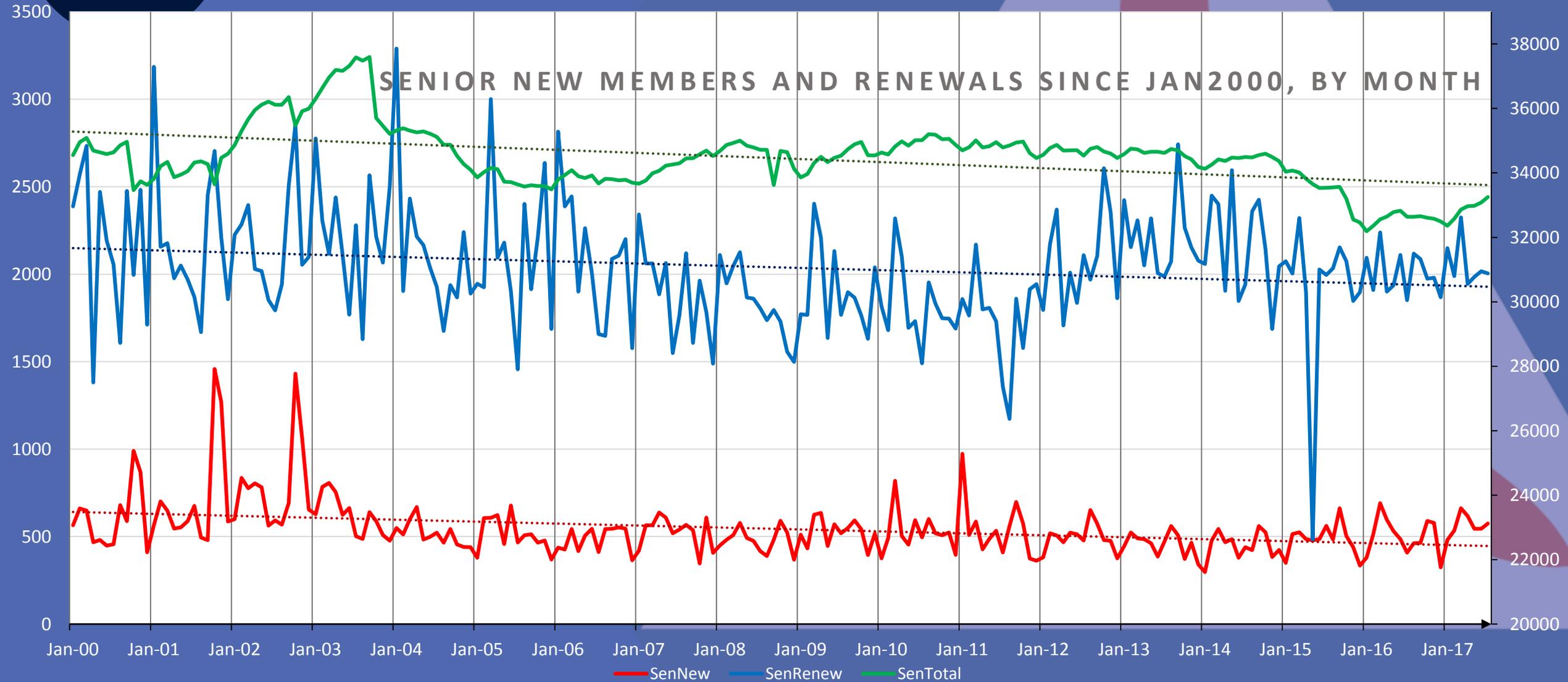


Cadet Membership Since Jan 2000





Senior Membership Since Jan 2000





Lets Look at The Factors

- Determine what things your echelon is doing that either hurts or helps the membership process
 - If it helps, KEEP DOING IT!
 - If its not helping and contributes to member frustration, advancement issues, training delivery, etc, identify the problem and help your commanders to fix it.



Are You Being Served?

- The **non-member** population. Be the **Facilitator**.
 - Getting prospects with units. Following up with units to ensure the loop is closed. Propsect report in eServices.
 - Review unit contact in eServices/GoCivilAirPatrol.com
 - Test unit contacts out to be sure they even work!
 - Look at their website or Facebook from a non-member perspective.
 - Are units onboarding? Whats the experience from a non-member perspective? Act together? Not together?



Are You Being Served?

- The **member** population. Be the **Leader**
 - Early engagement is key to retention.
 - >60% of first year members are gone before 6 months.
 - Why?
 - What are we doing to correct?
 - Need training pipeline/roadmap. Varies by unit.
 - Are we meeting member needs? Training? Check outs? Mission sign offs? Functional training? Form 5s?
 - Try to remember what it was like when you were a newbie.



Training & Assistance

- Recruiting Workshop for PD
 - Required for progression in PD (Tech rating)
 - Lean on senior & master-rated to conduct
 - Half day schedule isn't onerous, run concurrent with other training, but probably not wing conference.
 - Do these 2-3x/year
 - Currently in beta-testing



Training & Assistance

- You're the subject matter expert for your echelon.
 - Marshal the forces below you
 - Answer questions
 - Remove obstacles
 - Give ideas
 - Train newbies.





Training & Assistance

- Unit visits
 - Visit during unit recruiting events.
 - Watch the experience from the prospect's POV
 - Are units onboarding/membership boards?



Training & Assistance

- Broad-based contact and routing
 - Have a state level contact form (website, wing HQ phone, whatever) that builds a spreadsheet/database of prospects that **you** track at your echelon.
 - Review prospects report list. You're the SME for your area: forward to the units you know are local. Follow up with prospects as quality control. "Did the unit get back to you?"



QUESTIONS?

You can always email me at dninness@cap.gov





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registration fee refunded**

<https://www.surveymonkey.com/r/17NatCon>

Save the Date
23-25 August
2018

National Conference &
Command Council

Anaheim Marriott
Anaheim, California



Online Registration Opens April 2018