

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.

