

Working with the Community

DURATION: 15 Minutes

TEACHING METHOD: Discussion (Live or Webinar)

READING: Student Guide

Teaching Aids/Handouts: Asset/Need Assessment Form

LESSON OBJECTIVE: Know how to reach out to other organizations and citizens in their community in order to appropriately expand their squadron's exposure to, interaction with, and possible membership recruitment from, their local community.

DESIRED LEARNING OUTCOMES (DLO):

1. Discuss how to realistically approach other organizations and citizens in his/her community in order to further his/her squadron's goals.
2. Describe how to work with other organizations in order to recruit members and identify local talent & expertise.
3. Explain how to keep members' interest in their program alive and growing.

LESSON STRATEGY: This lesson is designed to give the students a fundamental knowledge and data base that will serve them in several areas simultaneously: recruiting, building interest in your squadron's activities (both within your members and the community), retention of your members, and promoting the CAP brand.

INSTRUCTOR NOTE: This lesson focuses on how squadrons can use community support, work with other organizations, and recruit/retain members.

Students should have completed the assigned reading in the pre-course before coming to the class. This allows you to spend most of your time on the discussion questions and exercises. Survey the students to see how well they've absorbed the material and adjust your plan as necessary.

REVIEW: Ask students if they have any questions about the reading. If they have questions, answer them. If not, proceed with a short review. Ask students to share the most important points from the reading. Start with how units can garner support from the community. Move to where to recruit key types of talent. The students should be able to identify how to keep member interest high. Encourage several students to participate/share.

BRIDGE: We just talked about how units fit into the structure of the communities they serve and how the unit can get support from the community. We also talked about recruiting talent and keeping members engaged.

SUGGESTED DISCUSSION QUESTIONS: Feel free to add or adjust questions as necessary to meet the students' needs as well as the unique conditions in your wing.

Lead off Question: What is the role of the unit commander in garnering support for the unit from other organizations and the community? When is the commander not the best person to seek resources from others?

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Supporting Question: What resources are most helpful in your communities? Allow students to share their success with others. These ideas may be invaluable.

Supporting Question: Where can a unit turn when it needs facilities for (insert activities)?

Supporting Question: What role do resources play in recruiting and retaining members?

Supporting Question: You were asked to complete the squadron asset form and bring it with you to class. What did you find surprising when you completed this “inventory”?

Supporting Question: What do you plan to do to build on your squadron’s strengths? How do you plan to mitigate your unit’s weaknesses?

CLOSURE: Many squadrons have outstanding programs, but what they have to offer is unknown. Other squadrons can improve what they have to offer by making some fundamental changes. Both squadron situations will be improved with a community outreach program that is realistic, flexible, approachable, available, and above all IS NOT A SECRET.

CLOSELY RELATED LESSONS: Squadron Staff Responsibility, Meeting Planning

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Attachment 1

Squadron Asset Assessment Form

Squadron

Strength / What We Have To Offer	Weakness / What We Need

Member

Member	Area of Interest	Skill Level	Availability

Community

Organization	Point of Contact	What They Need	What They Can Offer

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Organization	Point of Contact	What They Need	What They Can Offer