

Recruiting & Retention

Lesson Plan:

Duration: 50 Minutes

Teaching Method: Lecture/Discussion

References: Student Guide & Slide Presentation

Teaching Aids/Handouts: Student Guide & Slide presentation

Reading Assignment: Student Guide

Lesson Objective: Comprehend the importance of recruiting & retention in your unit.

Desired Learning Outcomes:

1. Discuss the importance of recruiting.
2. Formulate and apply recruiting techniques for cadets and seniors
3. Define “retention”.
4. Discuss the importance of retention in maintaining the quality and continuity of the unit.
5. Formulate and apply retention techniques for cadets and seniors.
6. Discuss the importance of recruiting cadets into the senior member program.

Lesson Strategy

This Recruiting and Retention segment is designed to get unit commanders thinking about and planning their programs around what is needed to attract and retain members, both cadet and senior.

Emphasis should be placed on the *quality* of plans and programs which the unit commander selects, not just the quantity. It is worthless to have ten things to do at every meeting if the members can only use what's in two of them. Sometimes it's better to only have a few activities if they are pertinent as well as interesting.

CAP Unit Commanders Course: Director/Instructor Guide

This class will discuss the importance of a robust recruiting and retention program, and will cover the techniques of attracting members, retaining them, and making them valuable contributors to the unit.

Recruiting and retention should be given equal weight in the discussion. Turn sub topics into questions and have the participants provide the answers. Along with the “how,” have the participants answer “why” they would take such action.

Keep the discussion focused on sub topics, not on “what if” questions, there is time provided in the free-form discussions and case studies for that later.

The teaching outline provides an introduction, outline of the main points, and a conclusion to be adapted as required to meet the needs of a particular wing. The presenter should personalize the lesson to reflect the unique characteristics of the wing.

Lesson Outline:

MAIN POINTS:

- I. Importance of recruiting.
- II. Recruiting techniques.
- III. Retention defined.
- IV. Importance of retention.
- V. Retention techniques.
- VI. Importance of recruiting cadets into the senior member program.

Teaching Plan

Lesson Objective: Comprehend the importance of recruiting & retention in your unit.

ATTENTION:

Two major tasks allow you to have the people you need to complete the squadron’s mission: recruiting and retention. First, you find and attract good people, then you work to keep them.

MOTIVATION:

Recruiting and retention are living processes. There is no set “time” to recruit or retain, it must be done constantly to ensure that you keep your best people while replenishing the unit when turnover does occur.

OVERVIEW:

This segment will give you a better understanding of the recruiting and retention functions. It will show you why they are important as well as sharpen your skills in these areas.

TRANSITION:

STATE: The **most** important resource you have in your unit is not your material; it's your **people!**

Main Points:

MP I. Importance of recruiting

- A. Builds a good foundation of people for your unit.
- B. Can broaden the unit's base of knowledge and specialties.
- C. Continually brings new blood into the unit to stimulate creativity.
- D. Alleviates unit turnover.
- E. Counteracts member burnout.

MP II. Recruiting techniques

- A. Develop a unit home page on the internet.
- B. Hold several open houses annually.
- C. Attend career days at public schools.
- D. Encourage cadets to wear their uniforms to school once a month.
- E. Display recruiting materials at stores, shopping malls, and airports.
- F. Target recruit for members with special skills.
- G. Encourage parents of cadets to join.

MP III. Retention defined

- A. Retention is the act of keeping and maintaining a solid foundation of people.
- B. The best laid recruiting plans may go awry if there is not an organized, or real, program keeping the members interested and motivated once they've joined.
- C. Poor retention is the death knell for CAP squadrons.

MP IV. Importance of retention

- A. It reduces the need to constantly recruit new people.
- B. It provides for corporate memory and history.
- C. It counteracts member burnout by keeping more people in staff positions (reducing the need to piggy-back).

MP V. Retention techniques

- A. Use the “Great Start Program”!
- B. Make full use of a unit awards and decorations program.
- C. Encourage vigorous but useful training.
- D. Schedule occasional activities away from the squadron.
- E. Encourage effective communication.
- F. Ensure administrative matters are handled effectively.
- G. Make and stick to a schedule.
- H. Encourage members to participate in the process of running the unit.

MP VI. Importance of recruiting cadets into the senior member program

- A. Good for the cadet and unit.
- B. It takes advantage of the cadets existing skills.
- C. Cadets need to be *recruited* for senior membership because:
 - 1. Cadets are not automatically entered into the senior program.
 - 2. The senior program is different in structure and learning environment.

QUESTION AND ANSWERS:

Use the suggested questions to facilitate the discussion, and field any questions that the students may have.

Lesson Summary:

SUMMARY:

This segment gave you a better understanding of the recruiting and retention functions. It showed you why they are important, as well as, sharpened your skills in these areas.

REMOTIVATION:

Recruiting and retention are living processes. There is no set “time” to recruit or retain, it must be done constantly to ensure that you keep your best people while replenishing the unit when turnover does occur.

CLOSURE:

Two major tasks allow you to have the people you need to complete the squadron’s mission: recruiting and retention. First, you find and attract good people, then you work to keep them.

Suggested Questions:

1. **List three reasons why retention is vital to your unit?**

Answer:

- It can reduce the need to constantly train new people.
- It provides for corporate memory and history, so members know why something has taken place, not just what.
- It counteracts member burnout.

2. **How can turnover be HEALTHY for a squadron?**

Answer: It brings in fresh motivation and ideas.

3. **Why is encouraging your cadets to turn senior good for your unit?**

Answer: Cadets already know about CAP and the local program; they have much expertise to contribute.

Field any other questions that the students may have.