



**HEADQUARTERS, VIRGINIA WING
CIVIL AIR PATROL
7401 AIRFIELD DR.
RICHMOND, VA 23237-2250**



RETENTION AND RECRUITING PLAN
1 NOV 2015 – 31 DEC 2016

Scope: This annual plan encompasses the routine recruiting and retention activities for the Virginia Wing of the Civil Air Patrol. The purpose of this annual plan is to guide the Virginia Wing and subordinate unit staff in routine recruiting and retention activities that advance the overall mission of the Civil Air Patrol.

Background: The Virginia Wing currently has a membership of 918 seniors and 797 cadets. The Wing faces challenges due to the state's size, diverse population and dramatically differing geographical features. The Wing's squadrons are dispersed widely which can hinder joint training and/or coordinated activities.

The Virginia Wing is growing in reputation for its work in search and rescue and disaster relief damage assessments. This work is essential for growing the Civil Air Patrol brand within local, state, and federal agencies. However, more can be done to increase our name recognition with nongovernmental organizations, the general aviation community and the general public. Increasing public awareness is vital to bolstering recruiting numbers in our local units, and by extension the Virginia Wing.

To assist the Wing and subordinate units to develop and maintain robust organizations, the Virginia Wing Recruiting and Retention Staff has developed this annual Recruiting and Retention Plan to promote CAP throughout Virginia.

Intent: The Virginia Wing Recruiting and Retention staff intends to increase Recruiting and Retention numbers in the Wing by conducting a dynamic Recruiting and Retention program in 2015-16 to foster greater public awareness of Civil Air Patrol in Virginia communities, counties, and regions. The following areas of emphasis are set forth to achieve enhanced promotion of and broader recognition of the Virginia Wing and of Civil Air Patrol in general:

- **ACCESSIBILITY** – Allow better access to information and sharing of resources.
- **BRAND RECOGNITION** – Aggressively market the Virginia Wing and Civil Air Patrol brand through public events and education.
- **COMMUNICATION** – Work with the Virginia Wing Public Affairs Directorate to assist in communication to the public and to key constituencies, the Virginia Wing's role in CAP's congressionally mandated missions of Emergency Services, Aerospace Education and Cadet Programs.
- **EDUCATION** – Constantly striving to maintain training levels to ensure all RROs are equipped with the information necessary to be successful.

Goals: The Virginia Wing and its subordinate units will accomplish the following goals in the period 1 NOV 2015 through 31 DEC 2016:

1. Increase Annual Cadet Membership by 5%
2. Increase Annual Senior Membership by 5%
3. Increase Cadet Annual Recruiting by 25%
4. Increase Senior Annual Recruiting by 15%
5. Increase Cadet Annual Retention by 20%
6. Increase Senior Annual Retention by 20%

These goals will be achieved using the following three key strategies:

1. **ACCOUNTABILITY**

- A. All squadrons and groups shall appoint a unit Recruiting & Retention Officer by 1 Jan. 2016. These appointments shall be made in the Duty Assignment module of eServices. In addition, all Recruiting and Retention Officers (RRO) serving in VAWG must be:
 - 1) Familiar with CAPR 20-1 Organization of Civil Air Patrol; CAPR 39-2 Civil Air Patrol Membership; CAR 173-4 Civil Air Patrol Fund Raising/Donations; CAPR 190-1 Civil Air Patrol Public Affairs Program; and CAPR 900-3 Civil Air Patrol Name, Seal, Logo, Command Emblem and Flag Etiquette and
 - 2) Enrolled in CAPP 226 Specialty Track – Recruiting and Retention Officer.
- B. All squadron Recruiting Officers shall submit a standardized monthly report by the 10th of each calendar month. This report will include information and be in a format specified by the WG RRO. It will be submitted via to the group RRO.

2. **OUTREACH**

- A. The Recruiting and Retention Directorate of the Virginia Wing will:
 - 1) In conjunction with the CP Directorate, conduct a quarterly program (Mobile Squadron Meeting) in each of four Groups. (The program will rotate around the groups so a program will be offered in each group once per year.) The program will feature:
 - a. An all-day meeting for squadron CP staff on best practices for conducting a weekly cadet meeting.
 - b. Various squadrons from around the Wing will be solicited to teach the critical components of the Cadet Program.
- B. Construct a Recruiting and Retention Website by 1 January 2016 with the assistance of both Wing IT and Wing Public Affairs Directorates to include the following sections:
 - 1) PUBLIC PORTAL: TARGET LAUNCH DATE (TLD) – 15 January 2016
 - a. Contact a Recruiter page
 - b. Virginia Squadrons Map page
 - c. Information – i.e. Defining different squadron types page
 - d. How to Join page
 - e. Calendar of Events page
 - 2) MEMBER PORTAL: TLD – 1 January 2016
 - a. Resource Library and Links page

- i. Articles of Interest
- ii. PSAs link
- iii. National's CAP Channel
- iv. Scholarship Information
- b. Sharing Portal (blog) page
- c. Ask a question page

C. Implement and staff Virginia Wing Education booths at the minimum of the following events:

- 1) Virginia Regional Festival of Flight (MAY /JUN- SUFFOLK) (in coordination with VAWG representative on the VA Aviation Council & the DAE)
- 2) Home Educators Association of Virginia annual convention (JUN – RICHMOND)
- 3) Women Can Fly Event (JUN – LYNCHBURG, HAMPTON ROADS, AND WARRENTON-FAUQUIER AIRPORTS)
- 4) Virginia Aviation Conference (AUG)
- 5) Virginia Helicopter Safety Summit (OCT – RICHMOND INT'L AIRPORT)

D. The Wing RRO will conduct quarterly meetings or tele-conferences with Group and Squadron RROs to review the status of Recruiting and Retention efforts in their areas.

E. The Wing RRO in coordination with group & squadron RROs will identify community organizations that we can establish and maintain partnerships with to develop mutually beneficial relationships.

A. Initial efforts will be to reach out to the following organizations:

- a. AFJROTC
- b. EAA Young Eagles Programs
- c. Active Duty Military units/installations
- d. National Guard units

F. The Wing RRO will Conduct classes at the 2016 Virginia Wing Conference:

- 1) How to run a successful Open House
- 2) How to Identify and Save a waning membership

G. Group & Squadron Requirements

Each Group will conduct at least one public Recruiting and Retention event annually with the emphasis on fostering greater public awareness of the missions of The Virginia Wing and Civil Air Patrol for recruiting purposes.

- 1) Each Squadron will take part in at least one local marketing opportunity per quarter. These opportunities may include open houses, school events and assemblies, local community activities, and speaking opportunities with service clubs, i.e. Kiwanis, Rotary, etc. to name but a few.
- 2) Each Group (or a squadron within that group) shall reach out to local media to air at least one NHQ recruiting TV or radio PSA each quarter.

3. TRAINING

The Recruiting and Retention Directorate of the Virginia Wing will:

- A. Hold quarterly workshops for RROs to include training materials for the new RRO as well as continuing education for tenured RROs. (This may be run in conjunction with quarterly RRO meetings to discuss status and partnerships when meeting in person).
- B. The Virginia Wing Recruiting and Retention Directorate will promote conferences, training and educational opportunities and professional development courses to subordinate unit RROs within 10 days of the event being announced. The information will be disseminated both by email communication and posting on the Recruiting and Retention/Wing website.

Col. James A. Covel

Commander,
Virginia Wing

28 October 2015

Date

DISTRIBUTION:

All VAWG Commanders
All VAWG RRO's
VAWG Chief of Staff
VAWG Vice Commander

ATTACHMENTS:

1. Objective List