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AUXILIARY RECRUITING BEST PRACTICES



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So the question is...What do I recruit for?

You Don't Recruit for Skills, You Recruit for Can-Do Attitudes!!!

You can always teach the skill!!!!





COMMUNICATION IS THE KEY

It all begins when you make contact with the public!

- Public Affair Initiatives
- Public Education Opportunities
- Vessel Safety Check Events
- Recreational Boating Safety Visitation Program
- (PV Marketing-Sales Calls!
- Operation Ride Along as guest.

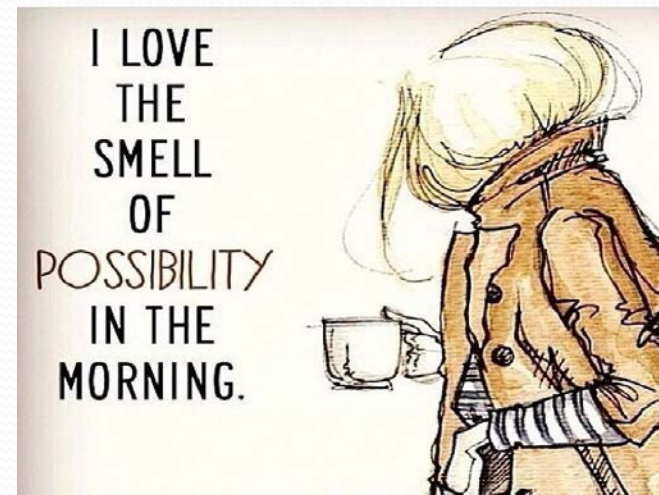




As We Can See....

- With all these possibilities that reaching out to public can bring to us,
- How do we take advantage?
- What are your thoughts?

- Follow up on every lead is a must.
- Weed out the curious but not interested leads.
- Document the names of everyone that seems interested.
- Invite them to meet with you away from the event.





Well Rounded, fully involved Flotillas, Have better Success!

- To be effective and relevant in carrying out our missions, we must consistently infuse “new blood” to sustain the organization. In this case “new blood” is membership!
- When a flotilla is actively engaged in all our cornerstones, they have maximum visibility in our communities and that visibility can attract inquiries.
- Be conscious of the jobs that are available in the unit, Don't' just recruit for the numbers.





Flotilla Staff Officers are also Key to Your Success

- We also have many tools to use sustaining tomorrow's Auxiliary with fresh blood. The key to growing your flotillas is to have passionate program managers and leaders to work with all leads.
- Successful flotillas set expectations and listen to what potential new members want. When you can align the expectations and enthusiasm you can create a new member.





Try Thinking Outside of the Box

- Old Tactics: “Well I invited them to a meeting.” You are not being proactive in the pursuit of building a foundation of new members. The “invite to a meeting” is a tactic of years past that likely nets very little interest.
- Think outside of the Box: Meeting with prospects outside the boundaries of a business meeting is more conducive to one-on-one engagement and aligning expectations. In my opinion, when working with the 17 to 65-year-old crowd, stepping outside the “norm” pays dividends.



THINK OUTSIDE THE BOX

Reviewed, DIR-T USCGAUX



Remember: Stories Sell!

We have the opportunity to tell our story.

- Talk about all the wonderful things that we do in the Auxiliary.
- Be passionate about the mission & the Coast Guard
- Promote the Community and tell why you joined.
- Tell the prospective members what your Flotilla does.
- Get them excited about how they can help.





Find out if they are really interested

- Qualify these individuals
- Meet for coffee to determine degree of interest
- Begin their new-member process
- “Provide homework,” on the initial call and stand back & gauge their interest & dedication to commitment.
- (Remember: Get the “NO’s” out-of-the-way, they = time wasters)





Develop a Recruiting Team

- A Recruiting team? Why Create one?

Going at it alone = High failure rate

- Develop a Flotilla's Recruiting Team

If the numbers will support it.

- Develop a Division Recruiting Team





Who is you Team????

- Flotilla Commander
- Flotilla Staff Officers – HR, VE, PE, PV, Ops etc.
- Experts in Processing the application - Form # 7001!
- Finger Print/Citizenship Verifier (Most likely will go away)
- PA skilled individuals (phone calls, presentations at other Volunteer organizations, “sales calls”)
- Boat Owners



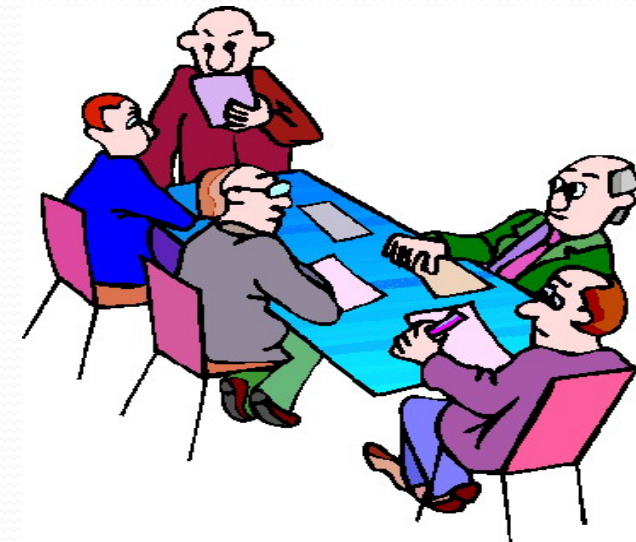


Where is a good place to meet?

Create Bi-Monthly or Quarterly US Coast Guard Auxiliary Informational Events:

- Open house or a social gathering inviting those whom you have met & qualified.
- At your Headquarters: Home Flotilla
- Fire Station
- American Legion Hall
- Community Center
- Coast Guard Stations (This is a great idea)

Face it... everything goes better with food!!!





How May We Differentiate when compared to others???

- Have you thought about some of these?
 - Use Auxiliary hand written note-cards/invitations (Request RSVP for admission)
 - Professionally hand-written / calligraphist
 - Pre-qualify all those invited to your event
 - Most organizations e-mail invitations
- But of course there is nothing like a good old fashion phone call. Works best just about every time. Pick up the phone and make the call.
- Emails are best to reach out to the masses.





What might be a perfect event?

How about a Saturday Morning Brunch at the Coast Guard Station?

- Egg sandwiches * Pancakes * Donuts * Pastries * Juices * Fruit * Tea * Coffee (decaf!) * Condiments * Bottled Water and Plenty of table space & extra chairs (Anticipate spouses, children, etc.)





So You Decide to do a Recruiting Blitz & Brunch

What do you need besides the location and the food?





Now is where your Recruitment Team comes in!

- You must have internet access = to open up the applications
- Multiple lap-tops with members willing to assist. Application Experts
- Ask the Candidates to bring, passports, birth certificates, DD 214's, etc.
- B & W / Color Printer, copier & scanner to make copies of the paperwork.
- Pens with “blue colored” ink
- Recruiting Team * may serve as Hosts. Invitees tend to feel more comfortable with those whom they know.
- Request that individuals bring their “professional resume”
- Facilitate New Member Exam at the open house
(Mentor each person during exam so all achieve 100% score)
- Print MEMBER TRAINING Compendium
- Remember no job is complete until the paperwork is done!





We are on a roll now! Recruit for Attitude

- Create & Identify possible AUXILIARY career path –
- MEMBER RETENTION begins through this conversation!
- Matching training targets with individuals goals and Flotilla needs.
- AGAIN : This is begins the “MEMBER’S RETENTION PLAN”





What are some other great topics to talk about?

Discussion talk-points

- US Coast Guard Auxiliary – Who We Are
- Area of Operation – Where We Operate
- Cornerstones – What We Do & Fellowship
- Culture – Can-Do Attitudes
- Uniforms – The Where, When, How and the \$\$\$\$
- Direction and Training – How We Do It

All of these topics may be very advantageous for family members to hear this as well.





Remember...Everyone is a Recruiter!!!

As Recruiters for the Auxiliary, We should be excited to influence the “people “culture in the Auxiliary.

We should stand by to listen and assist any member in who has successful approaches and ideas to building tomorrow’s membership or wants to know how they can be a better participant in the “Everyone Is A Recruiter values.”

When is the last time your flotilla had a new member?

Wouldn’t it be great if you could answer “In the last quarter”!





Let's Not Forget About Our Mentors!

Mentors: Are a very valuable part of the Team!!! **Retention begins day one!!!!**

- Assign a New Member Mentor right away.
- Best Practices show they should be of similar age and interest.
- The Friendship, Encouragement, Education, Training and skill set begins!!!!
- The Mentor should set the tone for a successful Auxiliary experience and long lasting Auxiliary pathway.





Recruiting Best Practice Recap

Everyone Is A Recruiter!!!

Seek the most passionate people to serve in our HR positions at the flotilla, division & district levels.

Well rounded flotilla engagement. Don't just focus on one area or cornerstone.

Visibility in your communities (PA, VE, PE, PV)

Set expectations. What are the expectations of a potential member, how do they align with your flotilla, the members. What is the best way to marry the two?

Volunteer YES!!!!..... but we do have requirements such as dues, uniform expenses, required training that has to be attended to right off the bat such as an ABS class, AUXCT & the BQC II

Try something new. Inviting to a meeting is not always the best approach.

Assign a mentor immediately with like ages, interests.





So Where do we Stand?

Current Member Status as of 21 AUG 18

Total Members - 24,533

Total New Members – 1171

New Member Status

AP – 952

IQ - 219



Robot Referrals by District Jan-Jul 2018

Month	01 3	014	053	054	070	081	082	085	091	092	095	113	114	130	140	170	Total
JAN	31	54	32	42	74	36	24	25	14	8	22	22	32	23	5	2	432
FEB	2 6	62	23	55	86	36	26	27	13	9	25	23	15	18	8	0	452
MAR	2 6	75	32	49	86	38	32	16	13	9	27	22	28	20	5	6	484
APR	2 6	75	28	42	86	52	30	24	9	16	22	15	30	22	9	5	491
MAY	2 6	79	41	71	100	47	31	25	11	15	22	25	49	15	4	5	566
JUN	4 9	82	45	67	104	60	49	17	13	16	19	28	35	18	13	4	619
JUL	3 6	81	45	49	75	43	39	25	13	15	30	22	26	23	6	3	456

The total number of robot referrals received during this time period was 3341
 Please allow for a 5% error in the above District breakdown due to District crossover,
 duplicate requests and requests not recruiting related.



Recruiting Response Survey Results From Robot Referrals Jan-Jul 2018

397 Responses

Question 1: How did you become interested in the Auxiliary?

- 32.9% Internet Search
- 31.6% Other
- 16.3% Family Member or Friend
- 7.5% A Public event such as a boat show
- 4.7% Attended a boating safety class taught by Auxiliarists
- 3.6% Attended and Auxiliary event
- 2.6% During a vessel safety check
- .08% Job Posting



Recruiting Response Survey Results From Robot Referrals Jan-Jul 2018

397 Responses

Question 2: If you selected other to question 1, how did you become interested in joining the Coast Guard Auxiliary?

Most Popular Responses:

Wanted to serve / give back

Prior Military

Training

From the TV show Boston Legal



Recruiting Response Survey Results From Robot Referrals Jan-Jul 2018

397 Responses

Question 3: If you selected Job Posting, where was the posting?

61.1% Facebook

38.9% Indeed

0% LinkedIn



Recruiting Response Survey Results From Robot Referrals Jan-Jul 2018

Question 4: How quickly were you contacted after making the request on line?

42.2% 1-3 Days

12.6% 4-7 Days

14.4% More than 7 Days

30.8% Have not been contacted (more than 4 weeks since form was submitted)

Our staff resends the referral back down the chain advising that the interested party has not been contacted and monitors the results.



Recruiting Response Survey Results From Robot Referrals Jan-Jul 2018

397 Responses

Question 5: Did the person who contacted you seem knowledgeable and answer all your questions?

64.2% YES

35.8% NO

We have addressed this by asking recruiters to take the BQ II course as a refresher and also refer to the New Member Involvement Plan. We have discussed plans on developing a recruiting video to help new recruiters. When the Join Us Now page has been updated, this will also provide a means of reference for the recruiter.

Thoughts??? Questions???



Thank You



As a Member, What Do You Wish You Could Do?