

Recruiting and Retention

Overview

- Effective recruiting
- Recruiting techniques
- Retention defined
- Retention is vital
- Retention techniques
- Recruiting cadets to the senior program

Recruiting and Retention

Recruiting is very important!

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

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Effective recruiting:

- builds a good foundation of people for your unit
- can broaden the unit's base of knowledge and specialties
- continually brings new blood into the unit and stimulates creativity
- replaces unit turnover
- counteracts member burnout

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Recruiting techniques

- Develop a unit webpage on the internet
- Hold several open houses annually
- Attend career days at local schools
- Encourage cadets to wear their uniforms once a month at school
- Display recruiting materials at stores, shopping malls, and airports
- Target recruiting for members with special skills
- Encourage parents to join
- Use the unit membership board

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“Retention” defined

Retention is the act of keeping and maintaining a solid foundation of people.

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Retention is vital because:

- it reduces the need to constantly train new people
- it provides vital corporate memory and history
- it counteracts member burnout by keeping more people in positions

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Retention techniques

- Use the “Great Start Program”!
- Make full use of a unit awards and decorations program
- Encourage vigorous but useful training
- Schedule occasional activities away from the squadron
- Encourage effective communication

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Retention techniques (continued)

- Ensure administrative matters are handled effectively
- Make and stick to a schedule
- Encourage members to participate in the process of running the unit

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Recruiting cadet members

- Good for cadet and unit
 - Takes advantage of cadet's existing skills
- Cadets need to be *recruited* for senior membership
 - Cadets aren't automatically entered into the senior program
 - Senior program different in structure and learning styles

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Questions & Answers