

Recruiting and Retention

DURATION: 60 minutes

TEACHING METHOD: Discussion

READING: Student Guide

TEACHING AIDS/HANDOUTS: None

LESSON OBJECTIVE: Recruiting and retention are both separate but highly related topics, for our organization we will not survive if we cannot do both effectively.

DESIRED LEARNING OUTCOMES (DLO):

1. Describe why recruiting and retention are critical to CAP fulfilling its mission.
2. Describe the difference motivations behind recruiting and retention.
3. Discuss Civil Air recruiting and retention as a life-cycle process.
4. Describe the characteristics of leaders appointed to recruiting and retention.
5. Discuss tools available to leaders to determine the success of recruiting and retention programs.

LESSON STRATEGY: This lesson gives the student a management focus on recruiting and retention programs

INSTRUCTORS NOTE: This lesson is designed to promote recruiting and retention as a deliberate focus area involving multiple unit functions and not just the sole responsibility of the wing recruiting and retention officer. Students should have completed the assigned reading before coming to class. This allows you to spend most of your time on the discussion questions. Survey the students to see how well they have absorbed the material and adjust your plan as necessary.

REVIEW: Ask the students if they have any questions on the readings. If they have questions, answer them. If not proceed with a short review. Ask the students to share the most important points from the reading. Start with professionalism and how to look, act, and speak the part necessary to gain new members. Move to various ways members can be retained. Then wrap with unit culture. Students should be able to highlight the cohort recruiting method, why a professional appearance matters, and lastly why their unit culture is the number one determinant of retention.

BRIDGE: We just did a high-level overview of some of the important points of recruiting and retention let's take a deeper dive.

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: If leaders do not make recruiting and retention a priority, how could your wing's mission suffer?

Supporting Question: What is the primary drive or motivation behind recruiting?

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Supporting Question: Although all wings serve the same purpose in Civil Air Patrol what factors may cause their recruiting and retention needs be so different?

Supporting Question: Besides the wing Recruiting and Retention Director, what other staff officers are important to the recruiting program?

Supporting Question: Why is it important for all wing leaders to focus on retention?

Supporting Question: Who are the stakeholders (wing staff officers) who can help ensure the success of a retention effort and what expertise do they add?

Supporting Question: What are some key elements to effective retention?

Supporting Question: How can leaders determine if their recruiting and retention programs are effective?

EXERCISE: Students were asked to prepare the following and bring it to class.

ASSIGNMENT: We discussed that recruiting and retention starts out with defining your mission and what people you need for that mission. Think of 2 or 3 mission critical skills your wing needs to make your mission successful and what are some opportunities do you have to recruit those people? Just as important, what can you do to help retain these new volunteers? Bring your analysis to class and discuss it with your classmates.

CLOSURE: Through your readings and brief discussion, you can see how every aspect of your wing's and Civil Air Patrol's mission is impacted by recruiting and retention. By understanding how developing your wing mission can impact your recruiting and retention, you will be able to better understand what skills your volunteers need to be successful. We also discussed how Civil Air Patrol membership is a life-cycle process. Finally, we discussed some tools wing leaders have to measure their program's success. By better understanding these concepts, you will be well on your way to a wing that not only exists but thrives.

CLOSELY RELATED LESSONS: Diversity and Equal Justice, Effective Communication with External Partners, Leadership Challenges Today, Maintaining High Performing Teams, Staff Officer Process, Choosing the Right People for the Right Job.