



HEADQUARTERS CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
ELMENDORF AFB, Anchorage, Alaska



01 JANUARY 2024

Recruitment Plan 2024

Introduction

This document represents the plans of the Alaska Wing for its Recruitment Program. It was prepared by 2nd Lt Elizabeth Justus, Wing Recruiting Officer, with assistance from Lt Col Bryan Emerson, Assistant Wing Recruiting Officer.

Overview

The Alaska Wing of the Civil Air Patrol (CAP) plans to implement a new system of SMART goals to increase the effectiveness of its recruiting efforts by increasing the number of members who recruited at least one member within the past 12 months (42) and the total number of new members recruited (60) by December 31, 2024.

The basis for the determination of the proposed effectiveness enhancement shall be the Member Recruiting Report found in eServices. See the attached annual report dated November 2023. Currently, 42 of the 840 wing volunteers recruited and documented collectively 60 new members. Of these, 10 were identified as Cadets, as 31 Seniors and 19 uncategorized. We have arbitrarily set the growth rate at 10% for a total of 46 recruiters and 66 recruitees, which might be met simply by more diligent reporting. However, as we increase the reported gains due to better record keeping, future years' gains will be more impactful.

GOAL 1: Increase Recruitment by Current Members

Objective: Grow documented recruiters from 42 to 46.

Strategy: Describe the awareness and importance of attributing new recruits to current members.

Tactic: The Wing Recruiting Officer will correspond monthly with all members through articles in the monthly digital magazine and with squadron commanders by email, phone and in-person.

Measure of Success: The Wing Recruiting Officer will review monthly Member Recruiting Reports and will report progress toward the growth objective in the monthly wing staff meetings.

GOAL 2: Increase Recruitment of new Members from 60 to 66

Objective: Grow documented recruiters from 60 to 66.

Strategy: Describe the recruiting process to current members and encourage their participation.

Tactic: The Wing Recruiting Officer will correspond monthly with all members through articles in the monthly digital magazine and with as many as possible via email, phone and in-person.

Measure of Success: The Wing Recruiting Officer will review monthly Member Recruiting Reports and will report progress toward this goal in the monthly wing staff meetings.

The plan will be reviewed each year.

Distribution

Upon approval of the Commander, this plan will be communicated to every Squadron Commander and Unit Recruiting Officer in the wing, as well as to the Region Recruiting Staff.

APPROVED:

**Derk C MacPherson, Eqn CAP
Commander, Alaska Wing**

DISTRIBUTION: 1 Each (Electronic)
AK Squadron and Unit Recruiting Officers
PCR Recruiting Staff