Implementing Corhort Recruiting

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What is Cohort Recruiting?

Cohort recruiting is the process of channelizing the new member recruiting, inprocessing or on-boarding and training functions into well defined chunks or “cohorts”

In the Cadet Great Start materials,
this is referred to as “pipeline” recruiting

Why Use Cohort Recruiting?

- Units already have limited resources, use wisely!
  - Cohort takes advantage of economies of scale
  - Concentrates new member admin requirements in a smaller period
  - Concentrates training events and introduction to CAP

Why Use Cohort Recruiting?

- Build repeatability and consistency of action
- Maximizes training value for both new members & trainers
- Reduces administrative overhead

Cohort Recruiting Disadvantages

- Does not satisfy the “right now” crowd. *(This might actually be a “pro”)*
- *Very* different from the norm. Takes some convincing people to buy in. “But we’ve never done it this way before!”
- Potential to lose prospective members due to waiting for your next training event.

Cohort Recruiting Advantages

- Repeatable – After 1-2 times, you can do it in your sleep.
- Builds economies of scale
- Makes your unit look professional like they have their stuff together.
- Improves resource use: trainers, administrative overhead

Cohort Effort – Look at the Timelines

With Trickle-In Recruiting

JAN				FEB				MAR				
	1		1	2		2		1	3			= 10 cadets

Great Start (5 wks) Great Start (5 wks)

OR

Unit BCT Program (8-10 wks)

With Cohort Recruiting

JAN				FEB				MAR				
	10											= 10 cadets

Great Start (5 wks)

OR

Unit BCT Program (8-10 wks)

Cohort Recruiting Advantages

- Engages your existing members, spreads workload
- Predictable – Members know that for a period after event, you will be doing very specific training.
- Self-filtering – People who wait tend to stick around and become long term members.

Results in a retention improvement!

Cohort Recruiting Effect on Retention

	National Average	Unit with Cohort Recruiting
Cadets	54.35%	**59.68%**
Seniors	71.5%	**89.47%**

National data as of 2 March 2016, Unit data as of 22 March 2016

Excuses Why Cohort Won’t work

- “We’re not big enough to do this!”
- “It sounds like a lot of work”
- “That’s not how other units do it.”

Excuses Why Cohort Won’t work

- “What if they don’t come back?”
- “We’re in a rebuilding phase”

Cohort Does Require:

- A plan
  - A plan to execute a cohort from start to finish
  - A plan for what new members will do **following** their initial training
- A unit schedule (you do have a schedule, right?)
- Continuous advancement

People want to be involved things that are organized and “together.”

Cohort requires planning

Cohort requires organization

Building Your Cohort Plan

- You should have the date 6-10 weeks in advance
  (for example, know at least "in September" by May or June)
- All planning backs up from your unit's recruiting event
- 4+ weeks out, have flyers, advertising
- Make sure <u>everybody</u> in the unit knows the timeline!
  (When recruiting, members <u>will</u> get asked. If the member doesn't know, it will look unplanned and sloppy)

Build Your Advertising

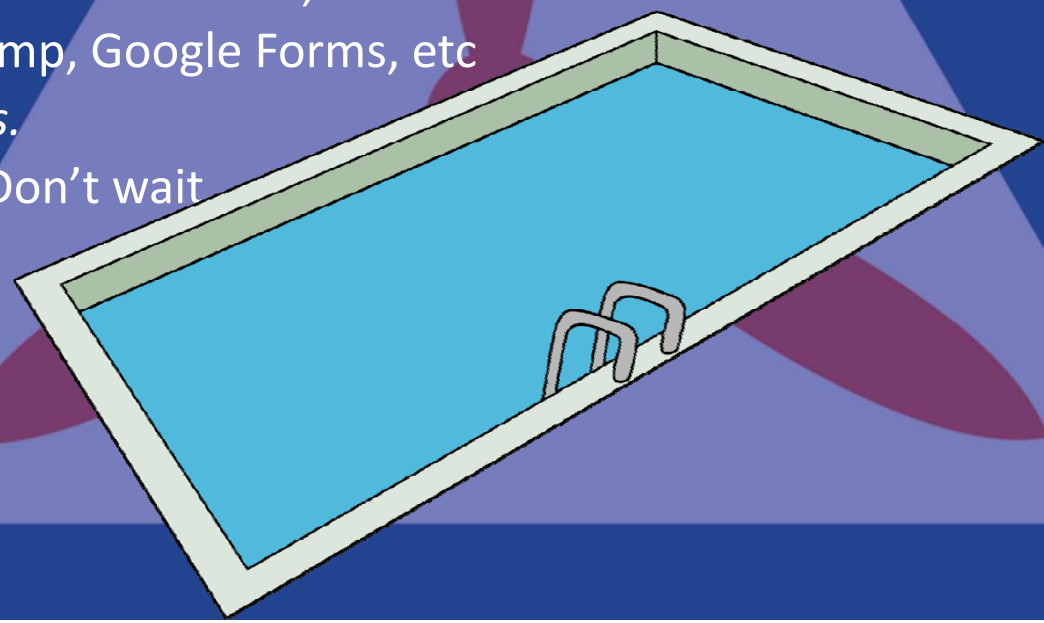
- Flyers – Seem to work great. Definitely a 1m item
- Newspaper – Who reads that anymore?
- Patch.com – It's the "new" newspaper.
- Facebook – Yes, please! Pay for $25 in targeted ads to start
- Web – You have to have one these day

Ease Contact

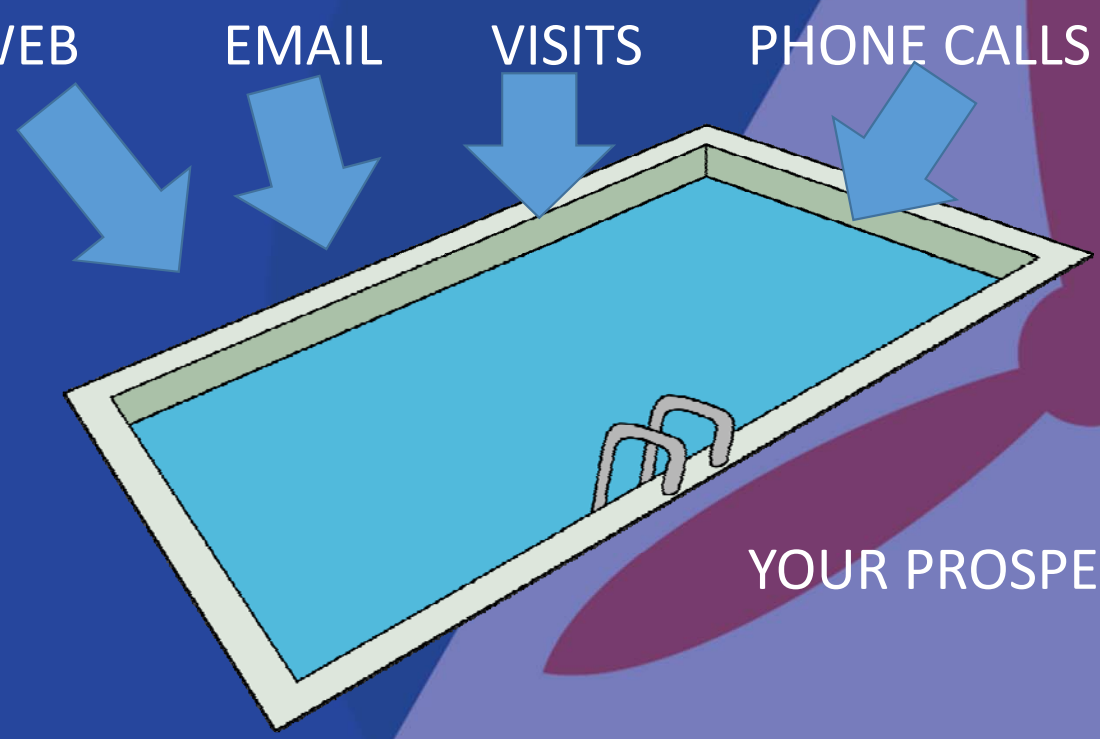
- Have multiple contact avenues.
- Use multiple people, not just one. Just one is a single point of failure.
- Follow up with all interested parties.
- Have a canned email you can cut/paste easily, saves time.
- Do it within a few days of initial contact.

Filling the Tank

- You're always "filling the tank", building your prospects pool
  - Use a spreadsheet? Text file? Database? You decide. Its your pool!
  - Name, address, phone, email, status, contact dates, etc.
  - Automate it if you can using Mail Chimp, Google Forms, etc
  - *Have more than 1 member doing this.*
  - Get back to inquiries IMMEDIATELY. Don't wait



Filling the Tank



Filling the Tank

- Contacts & follow-ups are key. They need the personal touch.
- Be able to tell them *when* to come to your unit.
- Stay up with the prospects in your pool. Send follow ups and notifications

Preparing For The Event

COMMUNICATION

FLYERS

YOUR UPCOMING RECRUITING NIGHT EVENT!!

FACEBOOK + OTHER SOCIAL MEDIA

TV

NEWSPAPER

Hold Your Recruiting Event (Kickoff)

- Purpose: to get people inside your 1m recruiting zone.
- Open House, Recruiting Night. Whatever you want to call it, HAVE ONE
- KISS principle
  - Brief on the organization. Show people what we do
  - Talk about "How to Join." Explain the cohort. Tell them how to show up next week.
  - "Call to join" by your C/CC
  - Takeaways: Things for folks to look over at home in a member packet.
  - Food. Seriously, food.
- Let your members recruit: Cadets recruit cadets, adults recruit adults.
- Sell the CAP you have, not some other CAP

SPRINGHILL
19 69
CAMPS

Now You Have Them!

YOUR EVENT!!

TRAIN 'EM!

GREAT START OR BCT PROGRAM

GO!!

Now, Train the Cohort

- Have a definitive start & end of training (whether you use Great Start or your own Basic Cadet Training)
- Have a plan, put them into the mix immediately (the following week)
- Put them together, and train them together

Integrate The Cohort To the Unit

- Complete your training on time
- Invite moms and dads, make a big deal out of the graduation
- Promote cadets who have completed their Curry (perhaps not all will)
- Assign cadets to your flights, hand them over to your cadet NCOs for follow on training

Now You Have Them!

YOUR EVENT!!

GREAT START OR BCT PROGRAM

START

END

GRAD

A FLIGHT

B FLIGHT

C FLIGHT

YOUR AWESOME SQUADRON

"I pledge that I will serve faithfully in the Civil Air Patrol Cadet Program, and that I will attend meetings regularly, participate actively in unit activities, obey my officers, wear my uniform properly, and advance my education and training rapidly to prepare myself to be of service to my community, state, and nation."

GLR-MI-655 Kevin A. Adams Sq, MI Wing

But, What About After?

- Your unit should have more going on than just great BCT or Great Start
- Monthly training, quarterly plan, activities, events, etc
- You do have this, right?

Extra Effects Of The Cohort On The Unit

- Engages your existing membership
  - Open House / Recruiting night: presenters, display setup and staffing, packet creation, actual member recruiting
  - Inprocessing night: data entry, membership board participants, logistics issue, cadet or senior training

Extra Effects Of The Cohort On The Unit

Enhances ongoing training events

- Planned training beats off the cuff. Every time
- Bring in previously-trained members to execute a small pre-coordinated piece of the overall picture. Helps junior leaders get some supervised training time on small subjects.
- Everybody on the same piece of paper

SMITH
EASTMAN
SAUCIER
CHENEY
HART
CIVIL AIR PATROL

Extra Effects Of The Cohort On The Unit

- Your members recruited and trained together tend to rely on each other and form an identity with their comrades in the same boat. (a cohort!)
- Members identify with the unit, the organization and their cohort.
- Later it gets competitive with their progression, staff positions, etc.
- Veterans: think back to basic training and the people you went thru training with. That was YOUR cohort.

Common Mistakes

- No advertising/publicizing.
- No fliers.
- No well communicated and planned out event

Common Mistakes

- Uninteresting event. Too long event. *Zzzzzzzz*
- No food. Feed people!
- No plan for what happens AFTER training.
- No follow up with prospects or contacts beforehand.
- No follow on training / progression
- Selling the wrong things
- Not repeatable

Maintain Your Cohort

- Follow up at intervals after joining
- With the cohort, its easier for fellow members to notice when someone is missing
- It becomes self-encouraging
- Watch for those who lag behind their cohort peers – it will be obvious. 10 C/TSgts and 1 C/SrA. That guy needs help.

Maintain Your Cohort

- Follow up with members not showing up *(this applies w/o cohort, BTW)*
  - Get them before they lose interest
  - Cadets, especially those doing sports, school plays, etc, are easily "out of the loop," so work to re-engage these members.
- Communicate to your membership regularly

The Proof Is In The Pudding

- Nov 99 – 10 seniors, 27 cadets (< 25% showing up)
- Dec 00 – “No more until January”
- Jan 01 – The start of “cohort” recruiting
- Mar 02 – 80+ cadets, 35 seniors on the books

The Proof Is In The Pudding

Since ‘99, this unit has recruited over 450 cadets, and at least 100 senior members.

Consistently keeps 65-75 cadets, 25-30 seniors.

Each cohort consists of 12-18 cadets, 2-3 seniors.

Not a lot of churn, evened out the waves.

Since ‘99: Never have the words “we’re rebuilding” been uttered

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HART
CIVIL AIR PATROL
MANGAN
CIVIL AIR PATROL

QUESTIONS?

You can always email me at dninness@cap.gov