

U.S. COAST GUARD
RESERVEVIST
[SPECIAL RECRUITING ISSUE]

Help us make the
ordinary...

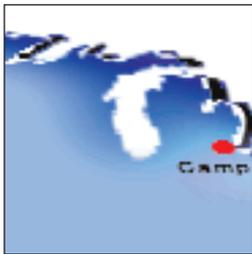
Special
Reserve Recruiting
Issue



U.S. Coast Guard Reserve **heroes wanted.**

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ask what you can do for your Reserve



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ON THE COVERS: CIVILIAN RAMEL ROWLEY IS TRANSFORMED TO SN ROWLEY AFTER JOINING THE CG RESERVE.



Talk about Mobile Recruiters! This USCG van is shown at last summer's national Boy Scout Jamboree at Fort A.P. Hill, Va.

As scheduled, this issue is the first "Special Issue" of 2002 and is devoted entirely to a subject you've no doubt heard a lot about lately — RECRUITING!

What do you think of when you hear that word? My Webster's defines it as "To engage (persons) for duty in the armed forces." I think of the many hard-working Coast Guard recruiters I've known, recruiting offices I've visited (including the office I first enlisted at in Chesapeake, Va.), and various Coast Guard posters, bumper stickers and other paraphernalia I've seen to help sell our Coast Guard.

But recruiting is a lot, lot more than that — it's all about people!

The Coast Guard has roughly 106 recruiting offices nationwide and about 200 full-time recruiters in the field.

And they need our help!

A while back, the Coast Guard Recruiting Command published a pamphlet entitled "Everyone is a Recruiter User Guide." It is full of useful information to help Coast Guardsmen recruit for our great organization. The point is, we're all recruiters whether we like it or not. Just by putting on your uniform, you are making a statement, and you never know what seeds you may be planting.

Next year, the Reserve program is looking to grow from 8,000 to 9,000 Selected Reservists with more growth slated for the immediate years to come. Again, you can be part of the answer. Talk with potential recruits — your neighbors, members of your church or school. Perhaps you can give a talk about the Coast Guard at your local community service club (Optimists, Lions Club, Kiwanis, etc.), or arrange for a tour at your local station. Let's all do some recruiting this year — remember, many hands make light work!

A few years ago, *The Reservist* reported that Station Port Canaveral held career day for the county's high school counselors. The counselors were invited to the station for a day to become familiar with the many missions and opportunities available for high school graduates in today's Coast Guard. It was a big hit. Port Canaveral also held Shadow Days for candidates considering joining the Coast Guard or Coast Guard Reserve. (For full text of this article, see Jan/Feb 1998 *Reservist* on-line at www.uscg.mil/reserve). Great ideas!

If nothing else, use the cards and posters printed in this issue to help to pass the word to potential recruits, and take a minute to memorize the following phone number and Coast Guard recruiting Web site so you can refer potential recruits any time. It's another aspect of being Semper Paratus:

1-877-NOW-USCG,
www.gocoastguard.com

— ED.



**Rear Admiral
Carlton D. Moore,
USCGR
Acting Director of
Reserve and Training**

This special recruiting insert has been designed to provide you with valuable information to fulfill this urgent request. Please read it thoroughly and begin thinking of ways you can interest others to join our task of supporting the Coast Guard and our Nation. Most of you can point to someone who piqued your interest enough to join. Why not do the same for others?

We Need More People

Since the attacks on America last September, the Coast Guard has been sharply challenged to meet daunting, new threats at home as well as continue participating in joint forces assignments overseas. In addition to increased operational tempo throughout the Coast Guard, one major result has been the elevation of the Homeland Defense mission to major program status. These challenges have produced a clear need to increase the size of both active duty and Reserve forces. Current demand by Reserve Program customers on the active side suggest a Selected Reserve sized in excess of 12,000. That represents an increase of over 50 percent from our present onboard strength of 7,900. Clearly, training infrastructure and funding limitations tell us it cannot be done in one or two years. It will take a multi-year effort on the part of all members of the team to make it a reality.

Internally, we are identifying obstacles to recruiting expansion and resolving them where possible. One current area needing course corrections is the Reserve Personnel Allowance List (RPAL). We have established the Reserve Workforce Structure Board (RWSB) to address major misalignments that have grown within the RPAL since its inception in 1997. The RWSB is tasked with minimizing those discrepancies to create a more flexible billet system, more able to change with changing times. Expect to see positive changes soon.

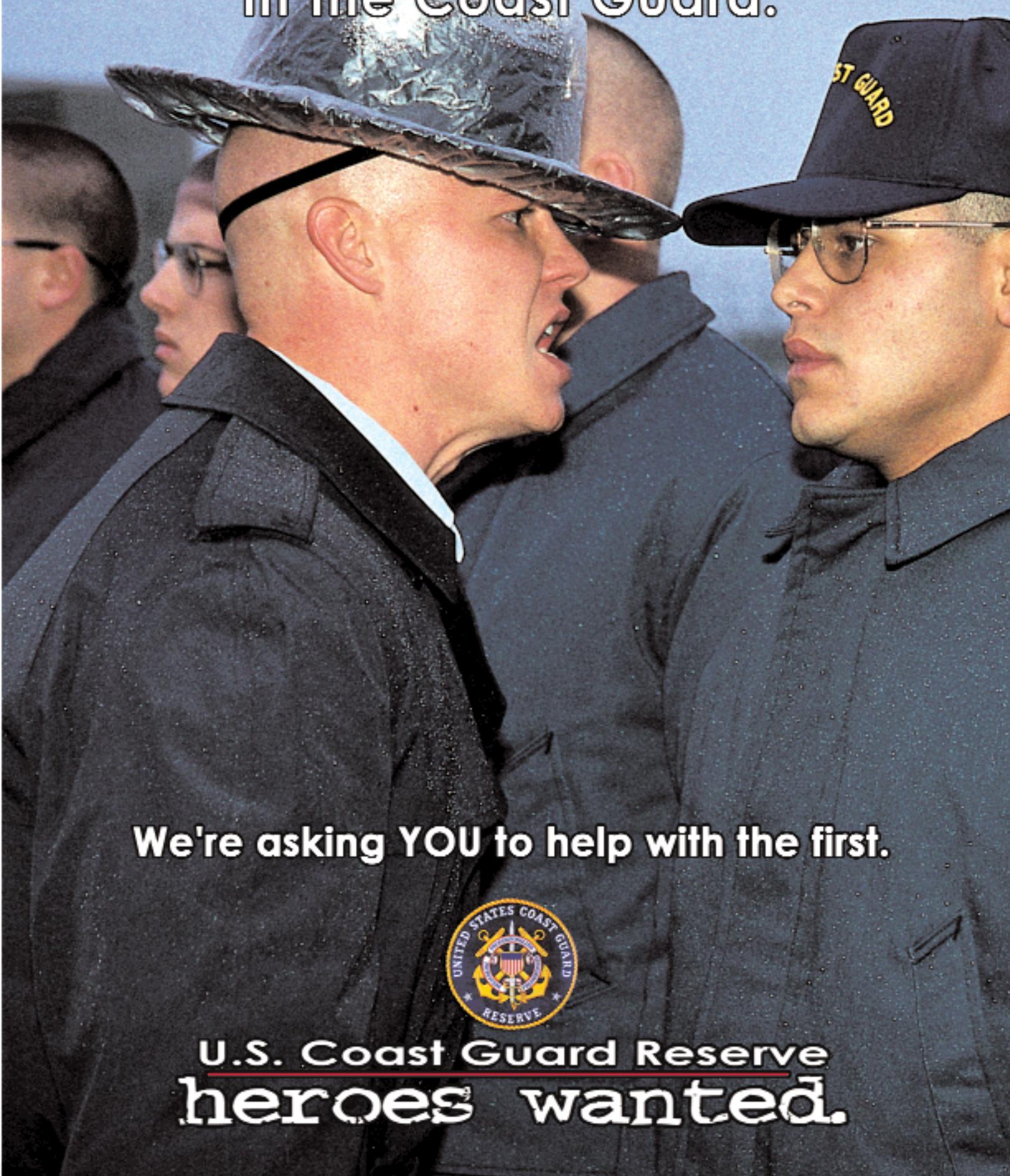
These internal initiatives will better prepare us to achieve our number one challenge — recruiting. We already know the regular recruiting force is fully engaged in simply meeting its increasing active

duty missions. To meet added Reserve missions will require our assistance. Therefore, a major move is underway to increase our Reserve Mobile Recruiter force to 36 by the fourth quarter of this year. That represents an increase from just four mobile recruiters at the end of FY01. Already, nearly 25 are onboard and training for their tasks as this Recruiting issue goes to press. Another tool we have provided is a major expansion of our incentive programs, including effective bonus offerings, which are explained in greater detail in this insert.

While these initiatives may seem on paper to fully cover our recruiting projections, we cannot be lulled into believing they will. Any recruiting program needs the efforts of all its members to have a chance at success. With record accession goals facing us, I am strongly urging all members of *Team Coast Guard* to help in any way they can. As an example of how far-reaching this can be, past Reserve recruiting campaigns have received invaluable assistance from members of the Auxiliary and Retiree populations, proving help can come from all corners.

This special recruiting issue has been designed to provide you with valuable information to fulfill this urgent request. Please read it thoroughly and begin thinking of ways you can interest others to join our task of supporting the Coast Guard and our Nation. Most of you can point to someone who piqued your interest enough to join. Why not do the same for others? Your professional recruiting force is standing by ready to help you in any way they can. With our current shortages, we need your help more than ever.

He has the second hardest job
in the Coast Guard.



We're asking YOU to help with the first.



U.S. Coast Guard Reserve
heroes wanted.

How You Can Help

Keeping the Coast Guard Reserve staffed with quality people is a big job. This is especially important as we continue expanding the size of our Selected Reserve (SELRES) in our post 9/11 world. Our force optimization staffs at Integrated Support Commands, ISC(pf)s, and recruiters in the field need your help in identifying good leads. You can do this most effectively with just a little bit of knowledge about Reserve recruiting programs.

Where new accessions come from

Each year, Commandant (G-WTR-1) develops a Reserve Recruiting Plan that includes our goals for new accessions. Our current recruiting plan calls for 718 new enlisted personnel to join the Coast Guard's SELRES by fiscal year end (Sept. 30). In addition, another 400 personnel who are released from active duty (RELAD) are targeted for voluntary transition to the SELRES. This is part of a multi-year plan to increase the overall strength of the Selected Reserve from 8,000 to 9,000 by the end of FY03. To reach that level, assuming we meet our FY02 goal, next year's mission will have to be a minimum of nearly 1,300 new and 400 RELAD accessions. Officer accessions for FY02 remain at FY01 levels. However, with FY03 strength increases, they are expected to experience a modest increase to keep pace. Taken together, these levels far exceed any in recent memory and will require everyone's help to achieve.

Enlisted Accessions

Non-Prior Service with minimal civilian experience (RPs & RKs)

Age: 17 — under 28; FY02 Target: 302

These programs consist of new recruits requiring the broadest of initial training. Generally, non-prior service programs allow the Coast Guard the flexibility to train people to fill unit needs. Prior to attending guaranteed

Class "A" resident training, RPs and RKs must successfully complete the eight-week recruit training cycle at TRACEN Cape May, N.J.

In the RP program, a new recruit goes directly to a guaranteed Class "A" school after recruit training. Their shipping dates to Cape May are scheduled to coincide with class convening dates of their particular "A" schools. Thus, young adults, not tied to civilian school schedules, are targeted. Due to the quick return on our initial investment, the RP program is set to bring in 152 new recruits this fiscal year.

The RK program is designed for students. Typically, RKs attend their recruit training the first summer they join (RK Phase I). Upon graduation, they return home to begin drilling at a unit during the school year (RK Interphase), learning their skills and working toward advancement to SN/FN. The following summer, they will attend class "A" school to complete their rating requirements (RK Phase II). The FY02 target for the RK program is 150.

Non-Prior Service with matching civilian skills (RX); Age: 26 — under 35; FY02 Target: 118

RXs, or Direct Petty Officers, are enlistees whose specific civilian skills closely match current needs of the Service. RXs attend the Non-Prior Service version of Reserve Enlisted Basic Indoctrination (REBI), a two-week school at Training Center Cape May, that will orient them on basic military requirements and current Coast Guard policies and procedures. This is in lieu of the full eight-week recruit training regimen. Recruiting packages are forwarded to ISC (pf)s, who are responsible for obtaining rate/rating determinations and potential billet/unit assignments.

Prior Service with greater than five years since separation (RQs, RNs & RJs)

This group consists of prior service personnel, including Coast Guard/Coast Guard Reserve, whose separation occurred five or more years ago. They are required to attend the Prior Service version of (REBI), a two-week resident indoctrination at TRACEN Cape May similar to the non-prior service version, but without much of the basic military instruction. These accessions must be processed through a recruiter so that the necessary physicals, rate/rating determinations and other paperwork can be completed.

CG/CGR Prior Service with less than five years since separation (RQs & RNs) FY02 Target: 153

These enlistees require no initial training and are available for billet/unit assignment immediately upon enlistment. As overall SELRES strength increases are authorized and corresponding training infrastructure

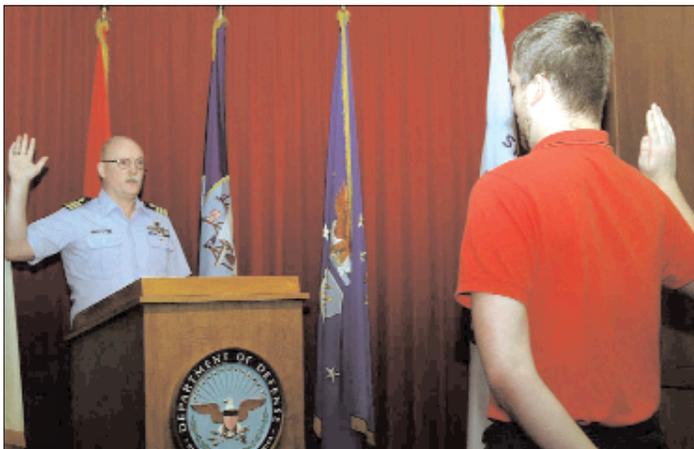


Photo by PA3 Aida Cabrera-Vlaanik, USCG

Chris Pennewell, right, of Federal Way, Wash., is sworn in by his father, CG Reservist CDR Jim Pennewell on April 29, 2002. The swearing-in is one of the milestones in the process of joining Team CG.

limitations are experienced, it is this group that becomes an ever-increasing target to meet accession goals.

RELADs (RQs & RNs)

FY02 Target: 400

Regular Coast Guard members who are about to separate from active duty (whether still within their military service obligation or beyond — for our purposes, we refer to both groups as RELADs, for “released from active duty”) present an ideal target population for the Reserve because of the up-to-date training and experience they bring with them. Among important options available to these personnel is a minimum-hassle enlistment in the SELRES.

This year the Office of Reserve Affairs established an In-Service Transfer (IST) Team located at Headquarters to help meet our FY02 goal. This team assists the Coast Guard Personnel Command, ISC (pf)s, field commands and career development advisors in their efforts to contact and counsel all separating personnel six-months prior to discharge. Our plan calls for 400 enlisted RELADs to enter the Reserve this fiscal year. ISC (pf)s are authorized to bring RELADs aboard anywhere that they can be effectively employed. Currently, RELADs in aviation ratings are required to begin a lateral to another rate upon entering the SELRES.

Officer Accessions

While some of our officer accessions come from the RELADing active duty pool (the “R-to-R,” or “Regular-to-Reserve” program), we commission 60 new officers each year through the Selected Reserve Direct Commission (SRDC) program. SRDC applicants are chosen via an annual process that includes ISC (pf) selection panels and a final selection board at the Coast Guard Personnel Command. Applicants are limited to those with prior military service. CGR enlisted applicants apply via their chain of command. All other applicants are processed through the normal Coast Guard Recruiting process. An ALCOAST announces the solicitation every fall. However, applicants are encouraged to begin putting their packages together as early as possible by either visiting their local Coast Guard recruiter, or by downloading the required forms and information from the following Web site:

www.uscg.mil/reserve/training/srdc.html.

Separate from this group, Reserve Chief Warrant Officers are appointed from Reserve enlisted members E-6 and above.

Other Recruiting Goals

In order to ensure that we get the people we really need, there are a few other requirements addressed in the Coast Guard Reserve’s recruiting plan that you should know about. They are:

Summary of Reserve Recruiting Programs

RP

Eight-week recruit training followed immediately by guaranteed “A” school.

Requirements: No prior military or civilian experience required.

Ages 17 — under 28.

RK

Three-sectioned student program:

Phase I: Eight week recruit training first summer.

Interphase: Drills at assigned command during RK’s school year

Phase II: Guaranteed “A” school following summer.

Requirements: No prior military or civilian experience required.

Ages 17 — under 28.

RX

Direct Petty Officer Program:

Attend two-week REBI training, then begin drilling at assigned command.

Requirements: No prior military service required; rate/rating matching civilian experience required.*

Age 26 — under 35.

* *Waiverable in certain cases where enlistee agrees to attend “A” school after REBI (depending on seat availability)*

RQ/RJ/RN

Prior military service programs:

attend two-week Prior Service REBI, then begin drilling at assigned command.*

Requirements: Prior military service, eligible for enlistment.

Ages: under 30 for prior E-3, under 40 for prior E-4 or above.

* *If prior Coast Guard, active duty or Selected Reserve within last five years, no REBI required, begin drilling at assigned command upon enlistment.*

- **SELRES Billet Assignments:** All new accessions are targeted for filling specific, vacant RPAL billets or billets that are projected to be vacant. However, when that is not possible and you have an otherwise fully qualified prospect, current policy (ALCOAST 511/01, www.uscg.mil/reserve/msg/coast511-01.htm) allows creation of temporary billets for assignment if receiving commands can provide valid, continuing justification for the additional reservists and have the capacity to train and support them.

- **"A" School Assignments:** All RPs and RKs will be guaranteed a specific "A" school at the time of enlistment. The choice of schools is based primarily on school quota availability.

- **IADT Requirements:** With regard to fulfilling Initial Active Duty for Training (IADT) requirements, those programs requiring full recruit training (RP/RK-eight weeks) and REBI (RQ/RJ/RN w/>five years out-two weeks), that training must be completed before they may begin drilling at their units.

What is your Office of Reserve Affairs doing to help?

Selected Reserve Incentive Programs

As needs of the Coast Guard Reserve change, financial incentives must be responsive to those changes. While we may perhaps never compete "head-to-head" with our Department of Defense Reserve counterparts, we do, nonetheless, have much to offer in our overall packages. To help answer the need to expand our Selected Reserve, both for enlistments in general and specific rates/ratings and unit assignments in particular, the Reserve is able to provide such incentives this year. For more information on specific programs currently available for enlisted Reserve recruiting, please refer to ALCOAST 231/02. It may be found online at either www.uscg.mil/reserve/msg02/coast231-02.htm or www.uscg.mil/hq/g-w/g-wt/g-wtr/Relad/hq/reserve/BONUS/Bonindex.htm.

At present, officer recruiting incentives are limited to SELRES Physician Assistants. See the SELRES PA Bonus ALCOAST 118/01 (www.uscg.mil/reserve/msg/coast118-01.htm or www.uscg.mil/hq/g-w/g-wt/g-wtr/Relad/hq/reserve/BONUS/Bonindex.htm) and the Health Professions Loan Repayment Program, ALCOAST 279/02 (www.uscg.mil/reserve/msg02/coast279-02.htm).

Reserve Mobile Recruiter Force

The Reserve is not the only component of *Team Coast Guard* that is expanding. The regular active duty side is growing as well and an integrated, complementary approach to recruiting is necessary to ensure all mission targets are achievable. The original 1997 concept of the Reserve Mobile Recruiter Force, which was established to provide the Recruiting Command with a short-term kick start for Reserve recruiting, has evolved. Scheduled for phase out in FY02, it has instead taken on a vastly expanded role since Sept. 11. Today, it is in the process of expanding from its FY01 mission in only six PSU markets to 36 recruiters nationwide. This ambitious program has become crucial in assisting a fully-tasked regular active duty recruiting force meet its increased Reserve goals. "Mobiles" are volunteers from the ranks of the SELRES on long term, Reserve-funded active duty contracts. They are strategically assigned to recruiting offices in major metropolitan markets where multiple Coast Guard commands exist. This effort also gives the Reserve a bonus opportunity to recruit in areas that will help build a more diverse force. If a mobile recruiter is assigned within your area, that person is the specialist for prospects to contact.

Recruiting is a never ending, challenging, and potentially rewarding job. Using your imagination and knowing recruiting policies and regs, you can make a huge difference in helping the Coast Guard meet its multi-mission objectives. Positive results can only ease everyone's workloads and create tremendous payoffs. We need everyone to work together like never before in our history. Today is not soon enough!



Did someone say, "Mayday"?

**U.S. Coast Guard Reserve
heroes wanted.**

For more information call
1-877-NOW USCG
or visit
www.gocoastguard.com

What can you do?

As a member of Team Coast Guard, you can do a great deal to help our recruiting efforts for both the Coast Guard and Coast Guard Reserve.

First, remember this: **1-877-NOW-USCG!** That's the number you or a potential recruit can call to be connected to a recruiter in your local area. You may also want to check the Coast Guard Recruiting Homepage: www.gocoastguard.com.

Second, be ready to be a spokesperson to your family, friends, co-workers and acquaintances. Think about what you'll say if they ask you about your Coast Guard Reserve work. Know where your local recruiting office is and have a general knowledge about the basic requirements to join and current incentives available. If a Reserve Mobile Recruiter is assigned to that office, be sure to help your prospective reservists make that contact. If one is not nearby, follow through with a call to your recruiting office to ensure an acceptable contact is made.

For your prospects, be ready to give them your honest opinion about why you drill, addressing both the pluses and the minuses — give them the big picture. Offer to take them down to the recruiting office, get recruiting materials and information for them. (We have provided you with special pull-out posters and business cards inside this issue!) You might also arrange for a visit to your command during a time when both command and Reserve representatives can meet with them.

Other things to be aware of

The Coast Guard Recruiting Command in Arlington, Va., says you can help in recruiting by:

- Making people aware that both the USCG and USCGR are hiring, that there are job opportunities in our Reserve.
- Encouraging people to contact their local recruiting office or call **1-877-NOW-USCG**.
- Promote community involvement by local Coast Guard units and provide USCG information to the public.
- Encourage individuals scheduled for RELAD to visit our Web site either directly at: www.uscg.mil/hq/reserve/RELAD/hq/reserve/relad/index1.htm, or through the "Stay Coastie" page off the USCG internet home page, www.uscg.mil/staycoastie/postcg.htm.

In addition, urge them to seek assistance from their ISC (pf)s, Reserve colleagues and their Career Development Advisors. They are there to help and can ensure RELADers are armed with the information necessary to make the right decision.

— *CDR Steve Nye, Commandant (G-WTR-1)*
E-mail: snye@comdt.uscg.mil

Three reasons you should encourage others to join:

- They may be eligible for bonuses and other financial incentives ranging from \$1,000 to \$30,000, plus pay for drills and active duty.
- They may be eligible for educational benefits, including the Montgomery GI Bill and Coast Guard Tuition Assistance, as well as formal and on-the-job training.
- They'll experience the pride and personal growth that comes with serving their country.

Three things you can do to help them join:

- Tell them about the Coast Guard. Tell them about the range of opportunities available to them. Be honest about how tough and demanding the job can be.
- Take them to visit their local recruiter, or share the Coast Guard's toll-free recruiting number with them (1-877-NOW-USCG).
- When appropriate, arrange for prospective applicants to visit your local command for a first-hand look at the Coast Guard.



U.S. Coast Guard Reserve
heroes wanted.

SELRES BONUS PROGRAM (15 May 2002)

This document, prepared by G-WTR-1 staff, briefly outlines the various Reserve Bonus programs currently available. It is intended to be used as a guide to assist personnel in determining if a SELRES bonus is applicable in a given situation. **These charts do not contain all the eligibility requirements.** Level I denotes "most critical", Level II denotes "critical". Review the references below for **specific guidance** on eligibility requirements.

	Level I	Level II	New	\$2K	Total
-6 yr enlistment (RP, RK, RX); MK, BM, PS, FS, TC, YN, ET				\$2K	\$7K
-Assigned to a Naval Coastal Warfare Forces Unit (NCWFU)	\$5K			\$2K	\$4K
-6 yr enlistment (RP, RK, RX); GM, DC; Assigned to a NCWFU		\$2K		\$2K	\$4K
-6 yr enlistment; All pers assigned to Maritime Safety & Security Teams (MSST)		\$2K		\$2K	\$4K
-All 6 yr initial enlistments not listed above				\$2K	\$2K

	Level I	Level II	Total
-6 yr enlistment (RQ, RJ, RN); MK, BM, PS, FS, TC, YN, ET; Assigned to NCWFU	\$5K		\$5K
-3 yr enlistment (RQ, RJ, RN); MK, BM, PS, FS, TC, YN, ET; Assigned to NCWFU	\$2.5K		\$2.5K
-6 yr enlistment (RQ, RJ, RN); GM, DC; Assigned to NCWFU		\$2K	\$2K
-3 yr enlistment (RQ, RJ, RN); GM, DC; Assigned to NCWFU		\$1K	\$1K
-6 yr enlistment (RQ, RJ, RN); All personnel assigned to a MSST		\$2K	\$2K
-3 yr enlistment (RQ, RJ, RN); All personnel assigned to a MSST		\$1K	\$1K

Reenlistment & Extension	Total
-No bonus at this time	\$0

Affiliation	Level I	Total
-Member executes a written agreement to serve in the SELRES for the entire remaining period of reserve obligation	\$50/mo for ea. mo. remaining MSO	\$2.4K

Physician Assistant	Total	
-Special Pay for SELRES PAs: Members execute a written agreement to serve in a PA billet at one of the six PSUs	\$10K/yr up to three (03) yrs	\$30K
-Health Professions Loan Repayment Program (HPLRP): Members execute a written agreement to serve in a PA billet for six years; pymts (less taxes) made to financial institution(s) on behalf of member	Up to \$20K/yr up to \$50K max over three (03) yrs	\$50K

References: Title 37, U.S. Code, Section 308: Current SELRES Bonus (ALCOAST 231/02); SELRES Bonus Programs, COMDTINST 7220.1A; Special Pay for Selected Reserve Physician Assistants (ALCOAST 118/01); HPLRP, Title 10 USC 16302 (ALCOAST under draft)

Know Your Reserve Recruiters

If you look around your work environment and neighborhood, you are likely to find qualified folks who have the commitment, honor and drive it takes to become a member of the Coast Guard Reserve. You've decided to tell them about your job — the pride you feel as a member of the Coast Guard, the training you've received and the lifelong friends you've made. Chances are they will like what you've told them and want to find out more. You will want to direct them to the Reserve section of the Recruiting Web site (www.uscg.mil/jobs/reservejobs2.htm) and to the Reserve Home Page (www.uscg.mil/reserve/) to learn more about us. However, do you know the next step?

It's getting them in touch with a recruiter. You could just tell them to call their local recruiter by calling 1-877-NOW-USCG, but think about how much more it would mean if you referred them to someone you know! Better yet, make it easy for your prospects by setting up their first recruiter meeting. Offer to take them or to go along.

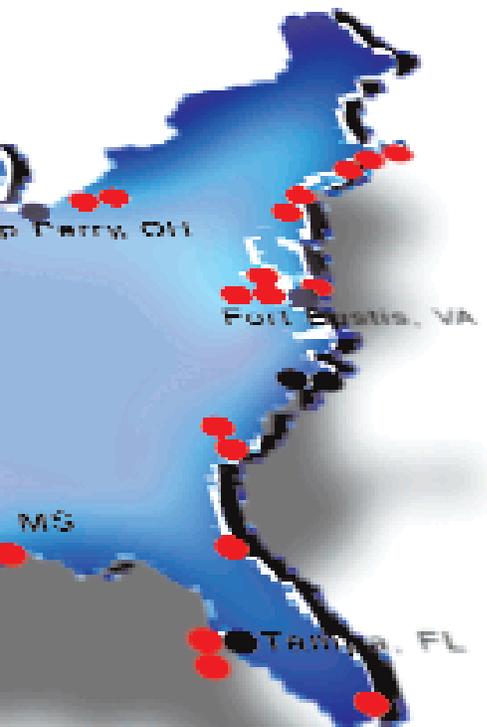
While every recruiter should be able to discuss all programs offered by the Coast Guard, some recruiters have special training in a focused mission to meet the special needs of Reserve recruiting:

- **Reserve Mobile Recruiters** — This program was first started in 1998, with 10 reservists coming on ADSW-RC, equipped with laptops, printers, GSA cars and cellular phones. Each recruiter was assigned directly to a local recruiting office. Their job was to find qualified Reserve prospects at key locations around the country. The original vision of the program would prove to be so successful it would be phased out by FY01. However, with post 9/11 expansions of both the Active Component and Selected Reserve well underway, that direction has been sharply reversed to assist a now very-stretched regular Recruiting Command. To help meet the FY03 SELRES strength projection of 9,000, an increase of over 12 percent, the mobile recruiting force is being expanded from four members in FY01 to 36 by mid-Summer 2002.



As this insert goes to press, 24 of the 36 have been selected and hired and are awaiting specialized training. They are being strategically located in major metropolitan areas where 1) general populations are high, 2) Coast Guard commands exist and 3) the highest potential exists to recruit a diverse workforce. Find out from the inset list of locations if one is in your region, and get in touch with them through the recruiting office to which they will be assigned.

• **Regular Recruiters** — Just because we are hiring a larger Reserve Mobile Recruiting force, don't think the regular recruiting arena isn't helping. On the contrary, recruiting offices are dedicated to assisting in Reserve recruiting whenever possible. However, they are busy folks and will welcome any assistance you and your fellow reservists can provide to make that job easier. Give them a call or, better yet, pay them a visit to learn ways you can help them in an unofficial capacity.



RESERVE MOBILE RECRUITERS

<u>State/Territory</u>	<u>City/Metro Area</u>	<u>#Mobiles</u>
AL	Mobile	1
CA	Cerritos	1
CA	Los Angeles/Long Beach	1
CA	Sacramento	1
CA	San Diego	1
CA	San Francisco	1
CA	San Jose	1
FL	Miami	2
FL	Tampa	1
LA	New Orleans	2
MA	Boston	1
ME	Portland	1
MI	Detroit	1
MI	Lansing	1
NY	Buffalo	1
NY	Long Island	1
NY	New York	1
NY	White Plains	1
OH	Cleveland	2
OR	Portland	1
PA	Philadelphia	2
PR	San Juan	1
RI	Providence	1
TX	Corpus Christi	1
TX	Houston	2
VA	Alexandria (Wash., DC area)	1
VA	Norfolk	2
VA	Richmond	1
WA	Seattle	2

What Recruiters Do With A “Lead”

A “lead” or “prospect” is a potential applicant who may be interested in serving in the Coast Guard or Coast Guard Reserve. Reserve recruiting presents a special challenge to Coast Guard recruiters. Recruiters cannot just enlist anyone who meets enlistment qualifications. They must attempt first to recruit to specific Reserve Personnel Allowance (RPAL) billet vacancies in specific areas. If none are available, they are authorized under ALCOAST 511/01 (www.uscg.mil/reserve/msg/coast511-01.htm) to recruit to temporary billets created by their Integrated Support Command Force Optimization and Training Branch, or ISC (pf).



USCG photo

In either case, close working relationships among recruiters, ISC (pfs) and local commands are of absolute necessity. Recruiting offices obtain RPAL vacancy lists from ISC (pfs). Those lists will show what unit, rate or rating specialty (e.g. BM3, MK2, YN1) is needed.

Finding leads is the toughest part for any recruiter. They can be generated by advertising in papers, television, radio, career fairs, school visits, word of mouth, and other creative means. Once a lead is established, the recruiter must interview and pre-qualify applicants for entry into the Service.

One thing a recruiter determines during an interview is whether the person meets minimum qualifying Coast Guard standards. Disqualifiers include age, police record, drug use, medical problems, too many dependents, too much prior service time or not possessing the skills for the position they are seeking. The recruiter also determines programs (RP, RK, RY, RX, RN, RJ, RQ) for which the applicant is qualified (see Page 3). The recruiter contacts the ISC (pf) to verify a billet is still open, and if so, begins processing the applicant for enlistment (if a billet cannot be found, creation of a temporary billet is considered under ALCOAST 511/01). This includes scheduling for ASVAB testing, physical exam, police clearance, etc.

Then comes the real paperwork. An enlistment package needs to be completed. Non-prior service applicant packages (RP, RK, RY) differ from those of prior service (RQ, RJ, RN) or direct petty officer (RX) applicants. A rate determination package is also required by the ISC to determine the applicant's qualifications for the rating or specialty sought. E-4 rated matches may be approved at the ISC (pf) level.

E-5 and above packages must be forwarded by the ISC (pf) to Headquarters where the applicable Force Rating Manager and Personnel Command approve. Once the ISC approves (E-4) or receives approval (E-5 and above), an enlistment authorization letter is sent to the recruiting office, assigning rate/rating and unit. When final approval is received by the Recruiting Office, enlistment arrangements begin. The applicant is given a copy of COMDTPUB P1573.1 B, *What is a Drill?* or referred to the Web site version (www.uscg.mil/reserve/drill/windex.htm) to further acquaint them with the Coast Guard Reserve. An applicant is enlisted when eligibility is confirmed. The rest is caretaking to keep applicants motivated until they attend either the eight-week basic training course or the two-week Reserve Enlisted Basic Indoctrination.

Every enlistment is different and brings with it an array of options including waivers and problems that arise during processing. Good communication is essential to make the process flow smoothly. If a recruiter cannot get the answers they need from the ISC or Recruiting Command, their credibility is at stake. It also creates frustration for both recruiter and applicant alike.

As you can see, Reserve recruiting is not easy. Coast Guard Recruiters and Reserve Mobile Recruiters are tasked with recruiting for active duty, Reserve and certain officer programs. It requires “teamwork” among recruiters, ISC (pfs), Recruiting Command, Personnel Command, Office of Reserve Affairs, and all Coast Guard units and commands. Let's make *Team Coast Guard* a reality by working together to meet our goals!

— Field Recruiter-In-Charge

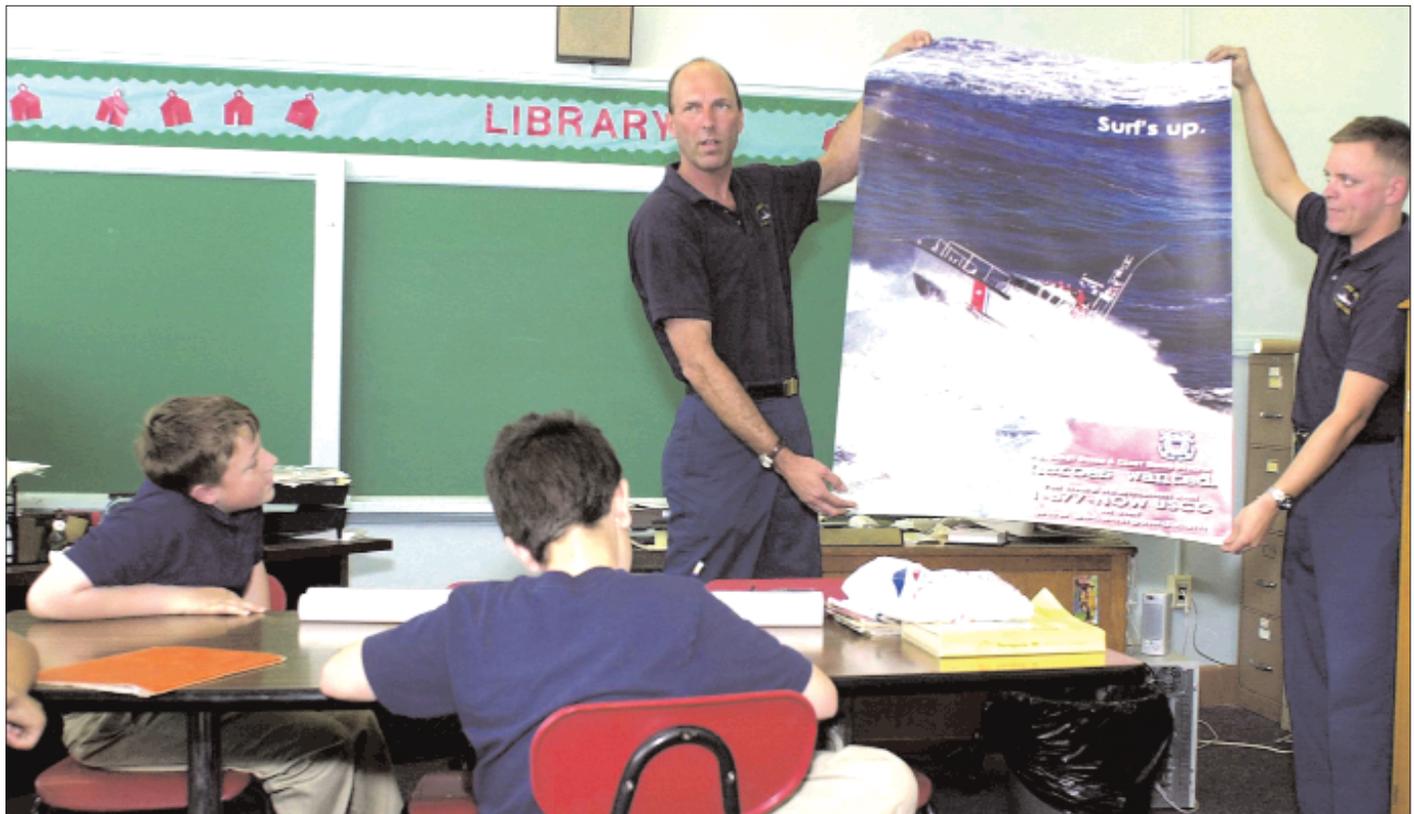


Photo by PA3 Chad Saylor, USCG

Above: Chief Petty Officer Barry White and Seaman Adam Upham show posters of Coast Guard missions to the students. Below: Katie Andrews, 20, right, of Tacoma, Wash., enlisted into the Coast Guard Reserve April 22, 2002. She was sworn in by her father, CG Reservist LT Jim Andrews, left.



Photo by PA3 Aida Cabrera-Vlasnik, USCG

Coast Guard Recruiters of the Year for FYs 2000 and 2001

Each year, the Coast Guard recognizes the top recruiters from across the nation, both Active Duty and Reserve.

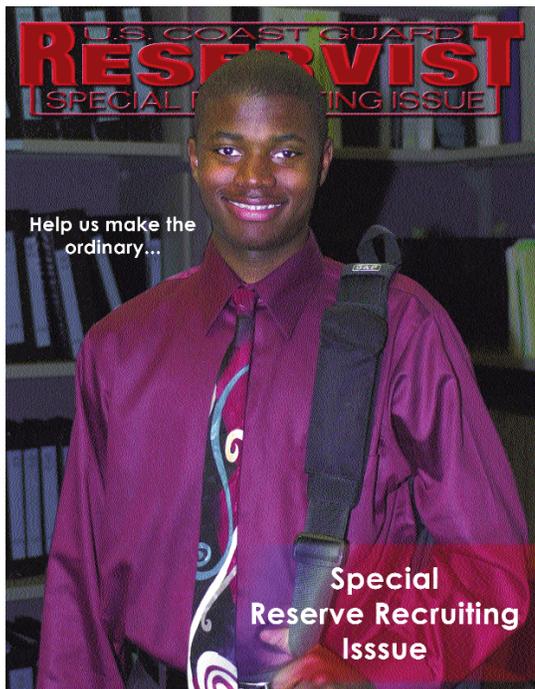
EMC Craig Brewis, assigned to Recruiting Office (RO) Providence, was the Active Duty Recruiter of the Year for 2001. Brewis distinguished himself as the top recruiter by enlisting an astonishing 276 percent of assigned mission. BMC Gregory Satchwell, of RO Tampa, is recognized as the top Reserve Recruiter of this Year for the third year in a row. Satchwell's exemplary efforts in 2001 resulted in his achievement of 200 percent of assigned mission.

Due to the events of Sept. 11, 2001, the 2000 Recruiting Awards ceremony was cancelled. BM1 Jess Farmer, RO Louisville, was the Active Duty Recruiter of the Year for 2000. He distinguished himself by enlisting 170 percent of assigned mission. BMC Satchwell continued his superior performance by enlisting 173 percent of assigned mission in 2000. ALCOAST 053 (R 081915Z FEB 02) announced the winners of this award.

(www.uscg.mil/reserve/msg02/coast053-02.htm)

Why I'm Joining the Coast Guard Reserve

By Ramel Rowley



“Joining the USCG Reserve is an opportunity that shouldn't be overlooked, and as a student I will take advantage of this fine opportunity. Yes, I want to go to college and will do so, but first, it's off to Cape May for the start of a great adventure!”

Ed's note: Ramel Rowley has served as an intern in the Office of Reserve Affairs at Headquarters for the last two summers. He graduated from Bowie High School in Maryland on June 4, 2002. After his internship ends in late summer, he plans on going to Coast Guard boot camp at TRACEN Cape May, N.J. We asked Ramel to jot down his reasons for wanting to join the Coast Guard Reserve and they are published here. We will follow up with Ramel after boot camp and see how it went.

As a recent high school graduate searching for direction, I see joining the USCG Reserve as an opportunity that will prepare me for the future. Joining the United States Coast Guard will allow me to accomplish a number of goals involving my educational and professional career. Family tradition, opportunity, and doing my part as a United States citizen are all things that influenced my decision to join the USCG Reserve.

Once I enlist in the military later this year, I will become the third generation to participate in the Armed Forces. My grandfather, Clarence A. Rowley, fought in World War II, serving in the U.S. Navy. My father, Chief Clarence T. Rowley, has served in the USCG for over 20 years. Both my grandfather and father have created a tradition in the Rowley family by serving their country and I want to continue that tradition.

The United States Coast Guard Reserve offers many opportunities often overlooked by young adults searching for direction. Interning two consecutive summers at USCG Headquarters has provided me with a massive amount of information on the Coast Guard. A great number of military personnel as well as two recruiters have made me aware of the benefits that the military offers students such as myself. The discipline that I will gain from joining the Reserve has the potential to mold me into a better student and person. I will take these learned lessons and apply them to my life in order to be a successful young man.

Aside from the personal reasons I mentioned, joining a branch of the military is a civic duty that should be carried out by those who are willing to do so. In order to protect the citizens of the U.S. and the American way, the military must be represented by a group of strong spirited, patriotic, and determined individuals, such as myself.

Basic training is the first step I will take. At Boot Camp, I expect to gain an understanding of the USCG, and further explore what I would like to do in the future as a Coast Guardsman. While in basic training, I expect to find direction, learn the essential survival tactics, weapons training, and undergo extreme physical training. These fundamentals will help create a well-rounded individual who is well prepared for the military.

Joining the USCG Reserve is an opportunity that shouldn't be overlooked, and as a student I will take advantage of this fine opportunity. Yes, I want to go to college and will do so, but first, it's off to Cape May for the start of a great adventure!

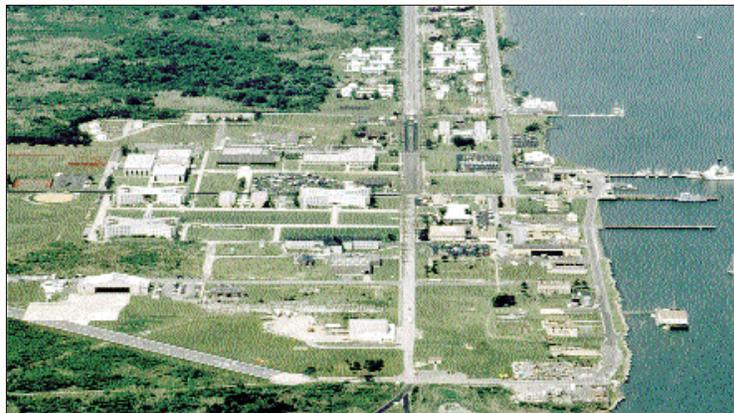
Where it all begins...

Recruit Training Center Cape May, N.J.

The United States Coast Guard Training Center at Cape May, N.J. is the home of the Coast Guard enlisted corps, and our nation's only Coast Guard enlisted accession point and recruit training center. Thousands of the finest young men and women in service to the United States of America pass through the gates at Cape May each year. The Coast Guard officially opened its training center here May 31, 1948.

The training center's goal is to graduate apprentices with the pride, commitment and basic skills to serve the American public in the U.S. Coast Guard. The training center strives to instill, in all its people, the Coast Guard's Core Values of Honor, Respect and Devotion to Duty.

In addition to "boot camp," the training center also hosts four other training programs. These include: Recruiter School, Company Commander School, Reserve Enlisted Basic Indoctrination, and the Maritime Academy Reserve Training Program.



The Training Center is open to the general public, free of charge, every Friday from 9:30 a.m. to 2 p.m. All other group tours must be pre-arranged through the Public Affairs Officer, 609-898-6969 or e-mail: wcarson@tracencapemay.uscg.mil

For more information, write: USCG Training Center, 1 Munro Ave, Cape May, NJ 08204. Also, see Cape May's Web site at: www.uscg.mil/hq/capeMay/Index.htm

Coast Guard Academy New London, Conn.



Founded in 1876, the United States Coast Guard Academy has a proud tradition as one of the finest and most selective colleges in America. The smallest of the five Federal Service Academies, the Academy provides a four-year Bachelor of Science program with a full scholarship for each individual. Unlike the other Federal Service Academies however, there are no congressional appointments.

The mission of the United States Coast Guard Academy goes well beyond academics. The mission is:

"To graduate young men and women with sound bodies, stout hearts, and alert minds, with a liking for the sea and its lore, with that high sense of honor, loyalty, and obedience which goes with trained initiative and leadership; well grounded in seamanship, the sciences, and amenities, and strong in the resolve to be worthy of

the traditions of commissioned officers in the United States Coast Guard in the service of their country and humanity."

After successfully completing the Academy program, each graduate receives a Bachelor of Science degree in one of eight majors and a commission as an Ensign in the U.S. Coast Guard. Each graduate is required to serve a minimum of five years of active duty upon graduation.

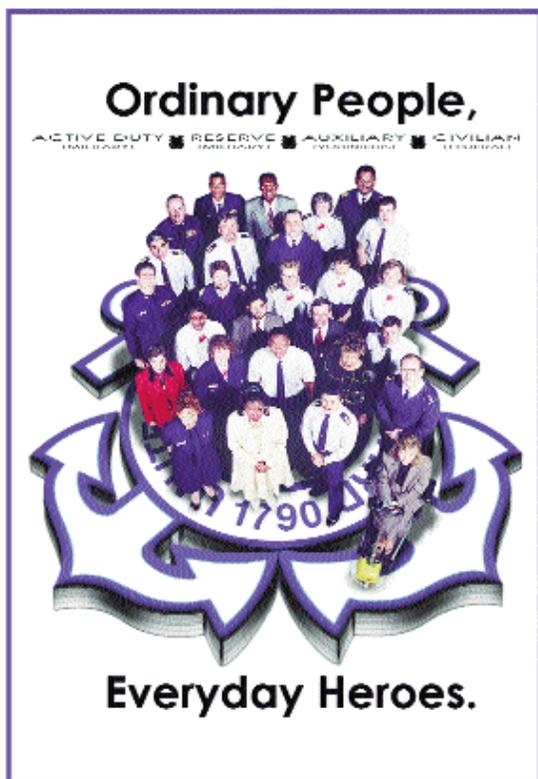
Admission to the Academy is based on nationwide competition. An average of 265 students enter the Academy each year out of approximately 5,500 applicants. The student body, known as the Corps of Cadets, consists of approximately 850 cadets including approximately 30 percent women and 20 percent minorities, plus international students representing various countries.

The Academy is also home to the Leadership Development Center, including the Chief Petty Officers Academy, Chief Warrant Officer Indoctrination Professional Development course, Command & Operations School, Officer Candidate School, Officer-in-Charge/Executive Petty Officer School and Leadership and Quality Staff. The Reserve Officer Candidate Indoctrination (ROCI) Course also convenes at the Academy each year. The campus is in New London, Conn., located on the western shore of the Thames River, and has 26 buildings on 120 acres of land. Halfway between New York, N.Y. and Boston, Mass., the Academy is easily accessible by plane, train, bus, or car.

For more information, write: Director of Admissions, U.S. Coast Guard Academy, 15 Mohegan Ave., New London, CT 06320-9807 or call 1-800-424-8883; e-mail: admissions@cga.uscg.mil Academy Web site: <http://www.cga.edu/admiss/>

Diversity: Winning the “War For Talent”

By Mr. David Benton,
Workforce Policy Advisor
to the Commandant
E-mail: dbenton@comdt.uscg.mil



The balance of power has shifted to the *talented*. The Federal government, the military, and most certainly the U.S. Coast Guard are fully aware there is a war on — a “War for Talent.” The competition is right in front of us and we can no longer think nor operate in old ways. The Coast Guard has to be assertive and accurate in its efforts to land the best talent — to be the “Employer of Choice.” To be the “Employer of Choice” is vital as newer recruits will find their desired workplace based on what is offered in meeting their job aspirations. Employers who believe they can continue to be the same as they were five, 10 or 15 years ago will find they cannot keep pace with their workforce needs. The world is changing around us at an incredibly fast rate; this is why it is essential to view recruitment costs as an investment and not an expenditure.

Recruiting is the first door folks open to learn about our organization. We want to ensure we present ourselves as offering the best opportunities and potential experiences. Otherwise, we will not be the choice new recruits will make for professional opportunity and advancement. Employers who lose sight of that will find their costs increased and their retention of talent reduced abysmally...the competition for talent is fierce and only the best organizations will come in first in that race.

Coast Guard leadership is highly focused on how we recruit, how we treat and train, and then how we retain members. We can no longer merely deal with short-term recruitment needs but also must deal with the long-term benefit of how we do it and the resultant effect of our many hours and dollars expended on recruitment.

COMPASS, a program to broaden the Coast Guard’s recruitment presence and reach in communities around this country, is a program the Coast Guard can be very proud of. It was an idea supported by VADM Thomas Barrett, former Director of Reserve & Training, and now the Vice Commandant. He took the lead to develop the COMPASS concept — now it is in motion and has proven to be a prudent expenditure of funds. Collateral-duty recruiters were selected and resources were allocated to make COMPASS a viable approach for increasing the diverse talent needed in the Coast Guard Reserve.

In the past, agencies generally looked for an experienced candidate for a specific job — a round peg for a round hole. They didn’t have to go very far to find them, either. Federal agencies could go each year to the same schools, or national minority and women conferences, to local employment sources, and related industries to meet their hiring needs. It is highly evident times have changed, and we need to revisit our processes as COMPASS did and build measurements to track our performance.

Recruit Continuously

Recruiting should be a routine and continuous process. Make everyone a recruiter in the organization. Your best advertisement is through your members. Ensure that you have “hooks” for enticing folks into your service too. “Ordinary People Doing Extraordinary Things” was one slogan mentioned in the Office of Reserve Affairs at Headquarters many times. It resonates with vigor, vitality and meaning. Yes, there are many ways to build “hooks” and ways to build an appetite for working in the Coast Guard...our mission, our humanitarian role, and maybe even more.

Things to Consider When Recruiting

Here are some things to consider and questions to ask when recruiting:

Here are some “old versus new” recruiting strategies

Old Recruiting Strategies

Grow your own
Recruit for vacant positions
Recruit where it was successful
Advertise to job hunters
Specify compensation ranges & stay in them
Recruiting is about screening
Hire as needed with no overall plan

New Recruiting Strategies

Pump talent in at all levels
Hunt for talent continuously
Tap many diverse pools of talent
Find ways to reach passive candidates
Break the rules & find the best talent & pay
Recruiting is about selling & screening
Develop a recruiting strategy for each type of talent

- Do we recruit Generation X and Y on their terms or merely our tried and true methods?
- Strive to build community partnerships — cities, colleges/universities, schools.
- Encourage youth to stay in school and to strive to come in our doors.
- Ensure we know the language of the many communities and customers we serve.
- Establish formal partnerships that you feel strongly about.
- Use diverse recruiters to help connect with a diverse constituency and diverse communities.

Ensure that recruiters have a gusto for recruitment beyond merely a job experience. The talent you meet at recruiting sites will keep you aware of where we need to go to recruit. We need to learn from the new generations what they value and hold in high regard.

When do we achieve “enough” diverse talent? Never — we need to continue to be innovative and creative.

Build Recruitment strategies and compensation

There are three kinds of recruitment or outreach we should consider:

1) Build and maintain a presence in minority communities and women’s groups around the country.

- a) Attend various conferences, seminars, workshops, colleges/universities/high schools, etc.
- b) Establish mutually beneficial Memos of Understanding (MOUs) to work directly with them on their level.
- c) Working together, write articles that are published in both their newsletters and in our publications as well.
- d) Build partnerships with groups outside the Coast Guard.

2) Direct Recruiting where we can measure the numbers of people talked to and recruited

- a) Build diverse recruiting teams (role models at every exhibit booth)
- b) Ensure we have Coast Guard presenters/speakers

- a) at all minority/women conferences.
- c) Develop awards of appreciation and recognition for organizations successfully working with the Coast Guard.

3) Ensure we have folks who can go back as alumni of their schools and draw the best talent to the Coast Guard.

- a) Ask each District to develop a recruiting strategy. In the first year, it can be as simple as looking at attrition and needs within the organization.
- b) Then having a complement of staff to ensure selection of that needed talent. This initial plan would include where to recruit, who will do it, and how. A way to measure and assess the effectiveness of that effort is necessary in order to plan for the next year.
- c) The following year: the process is improved on using measured data by targeting opportunities where we made the best gains, and who was responsible for those results.

We’ve Set the Journey in Motion

Private industry is using Diversity as a marketing tool to draw talent into their respective organizations. Why? The reason is that Diversity cares about everyone having the ability to reach their desired potential and to have an environment that sincerely takes its people’s needs at heart. It is also important to know that Diversity ensures we have an enabling work environment that supports all our differences and similarities in the workplace.

The Coast Guard is one of the best in building a foundation for Diversity — Vice President Gore and a study done by the Department of Commerce said so a few years ago. This is not to say that we have reached our Diversity goals — but we’ve set the journey in motion. We’re doing great things — organizational assessments, Diversity Advisory Council (DAC), summits — lots of ways for people to share their views and to help the organization be a leader in Diversity and the Employer of Choice throughout this nation.



Extraordinary.



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