



## Coast Guard Flag Voice 26

### CG TEAM RECRUITING

To illustrate the idea "Everyone is a Recruiter," I would like to share some examples of extraordinary efforts that have come to my attention.

Recently CG Activities San Diego held an exemplary recruiting event, hosting 40 high school counselors for a "Day with the Coast Guard" and exhibiting great coordination between the local recruiting office and the Command's Chiefs' Mess.

Running from 0830 until 1330, the schedule included a tour of the facilities, HH-60/UTB/Rescue Swimmer SAR Demo, lunch in the galley, and a tour through several shop areas. The event was planned to expose the 40 counselors to our best sales force, Coast Guard people, to a maximum extent. As they toured the shops in small groups guided by a CPO, the counselors met members from every rate who told what they did, explained how they fit in the CG mission, and then answered questions. Observing all the CG "trades" in their workplace will help the counselors relate the experience to interested students back at school. At lunch, they sat among the CPOs and crew, where they talked more about CG stories and events.

Most of the counselors were from San Diego, but some drove from as far away as Riverside, Oceanside, Vista, and Yuma. Many of them had no previous knowledge of the Coast Guard. By the end of the day, they were effusive about the Coast Guard, Coast Guard people, and the event. Many commented they better understood the differences between the Coast Guard and DOD services and many appreciated our approach of "inform and educate" rather than trying to turn them all into Coast Guard recruiters with a hard sell. All left with a bag full of CG information, a promise of a quick response to any request for additional information, and an offer to host any group of interested students on a similar tour.

This event was made possible by top-down Command leadership support, the Chiefs for latching onto this project, their supporting cast of junior petty officers, and CPO Randy Washington from the recruiting office. This event exemplified our goal, "Every Coastie a Recruiter."

As summed up especially well by the CO, CAPT Harvey Johnson: "I know the Recruiting program is faced with a number of challenges for which there is no single solution. This event - mirrored across the Coast Guard - might be one of the many initiatives that will be needed to reach 'our' recruiting goals."

Other examples of events and support for the recruiting effort:

ISC Cleveland, Group Cleveland, the local PSU, and local recruiters hosted a group of guidance

counselors from Lorraine, Ohio for a day and took them underway on small boats, served lunch in the galley, etc. This complemented a program the recruiting office runs with several small boat stations in their area to spread the word and give prospects a closer look at the CG. They have a shadowing program in which students can spend a day or weekend at the CG Station learning about CG missions. The enthusiasm engendered by the counselors' day was tremendous, according to local Coasties.

Several times a year, Cleveland recruiters spend 12 hours at a station for the "Visiting Recruiter Program." The station is open to the public; the crew (and the recruiters) give tours of the station and talk to students about the CG.

PO Schnitzer at RO Cleveland provides "Recruiting Briefings" to nearby stations before they participate in local boat shows and distribute recruiting literature. RO Cleveland also set up an "Animal Adoptathon" in coordination with Station Lorain and the Animal Protection League (APL). People came to the station to adopt animals.

RO Lansing has an excellent working relationship with Groups Grand Haven, Detroit, and Sault Ste. Marie and the Auxiliary. These units often provide tours to RO Lansing prospects. RO Lansing gets a lot of support from PSU 309 for local boat shows. They worked with ISC Cleveland and Headquarters Office of Reserve Affairs to get funding for Reservists to attend local boat shows and bring the PSU boats, which are a huge draw. Working the shows together, the recruiters and Reservists are able to spread the word about CG Reserve, Active Duty, and Auxiliary opportunities and sign up people for Boating Safety classes.

Recruiting Office Jacksonville, FL in conjunction with the CGC PEA ISLAND, CGC HAMMER, MSO Jacksonville, Station Mayport and Group Mayport, held a Ground Hog Shadow Day event, with individual tours and demonstrations at each of the units for local area high school students. The event gave students a broad spectrum of information from a number of different units vice shadowing one person at one unit. I know many other commands held productive Ground Hog Day events around the Coast Guard.

My sincere thanks to all involved and I know there are other terrific programs and events out there helping us raise the visibility of our Service and attract our future workforce. Other examples of great events and related lessons learned are always welcome; your local Recruiters-in-Charge are your POC's as they can best help you decide what level of effort is necessary as each RO has different needs. POC for inquiries at the Recruiting Center is LCDR Ed Swift (703) 235-1233.

Regards, FL Ames

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