



*******FLAG VOICE 182*******

NEW CIVILIAN HR RECRUITING PROGRAM

A new civilian recruiting initiative is underway! The goal is simple - to establish and maintain a dynamic marketing and recruiting program that will provide the Coast Guard with the necessary talent and diversity to perform current and future missions. You already know that our civilian workforce is essential to daily operations and readiness. But were you aware that Coast Guard civilians serve in more than 200 different types of positions and work in over 100 locations across the country? Each program area has unique recruiting challenges. Clearly, a multi-faceted strategy is essential to meet these varied requirements.

The Office of Civilian Human Resources, Workforce Management Division (G-WPC-2), has established a team of civilian recruiters who will work together with Command Staff Advisors, Human Resource Specialists, and Program Managers and their staffs to assist in filling current and future vacancies Coast Guard-wide. Recruiter assignments are as follows:

Recruiter	Telephone/E-mail	Program Area
Carl Dolder	202-493-1907/cdolder@ballston.uscg.mil	G-CCS, G-CRC, G-CI, G-I
Winston Casey	202-493-1105/wcasey@ballston.uscg.mil	G-CIT, G-S, G-L
Bernard Jenkins	202-493-1099/bjenkins@ballston.uscg.mil	G-M, G-O
LaRita Jones	202-493-1131/ljones@ballston.uscg.mil	G-D, G-H, NPFC
Daisy Valentin	202-493-1100/dvalentin@ballston.uscg.mil	G-W, G-CFP, G-A

Although I have not listed individual field units in this grid, it does not mean that those staffs cannot access the recruiters, only that the information is too extensive to publish here. Field units and the CSAs supporting those units will normally work with the recruiter who is matched to your HQ program manager. In many cases, the program manager will convey local interests directly to the Civilian Recruiting Team, but in some situations, it will be most efficient for unit representatives to work directly with the recruiters. This is a new endeavor and like any start-up initiative, relationships that add value and efficiency to the process must be developed. Throughout this period of growth, the recruiters will strive to maintain a high degree of responsiveness to your needs.

To be most effective, the civilian recruiting team has developed a flexible program that focuses resources in four areas:

Connect with candidates - Research shows that companies who are able to establish a connection with candidates are more likely to succeed in hiring them. To build this linkage, we're developing recruiting displays, a new recruiting web page, brochures, and a cutting edge CD-ROM to advertise Coast Guard-specific benefits. All are aimed at marketing the Coast Guard as an employer of choice.

Streamline the hiring process - Avue Digital Services (ADS), a web-based classification and staffing system, has been deployed Coast Guard-wide. It will expedite the application process, as well as the issuance of referral lists. Up-to-date information and ongoing feedback is provided on-line to the candidates throughout the hiring process to keep them aware of their status and interested in what the Coast Guard can offer.

Proactive approach to Internet recruiting - A sophisticated Internet recruiting strategy is necessary to successfully compete in the current highly competitive job market. Promoting Coast Guard civilian opportunities on USAJOBS, contracting with CareerBuilders.com to broaden our reach for top-quality, diverse candidates (entry and mid-level), and continuing to list jobs on HireDiversity.com, will enable us to focus our recruiting efforts on the audience with the exact attributes that you need.

Partnerships and Alliances - The team is exploring ways to partner with the Coast Guard Recruiting Command, the Office of Leadership and Diversity (G-WTL), the Office of Civil Rights (G-H), the Coast Guard Auxiliary, and councils and boards that may have a stake in civilian recruiting. Collaborative relationships like these are force multipliers that will strengthen our outreach efforts. Establishing alliances with colleges and universities, alumni associations, professional societies, and industry and trade associations will increase awareness of Coast Guard civilian opportunities. And, not least of all, Coast Guard employees are potential recruiters - we value your help in promoting the advantages of a career with our Service. The effectiveness of the civilian recruiting program depends on the involvement and teamwork of many people.

Our civilian recruiting program manager is Denise Bielan (G-WPC-2) who can be reached at 202-267-1715 regarding any aspects of this program. By working together, we can ensure that you have the workforce to meet increasing mission demands. We welcome your ideas, feedback, and referrals.

Regards, Ken Venuto

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