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25 January 2024

MEMORANDUM FOR RECORD

FROM: CAWG/CC

SUBJECT: Nondirective Publication Disclaimer – CAWGP 39-2-1

1. Attached to this memorandum is California Wing Pamphlet 39-2-1. This pamphlet is a nondirective publication, as that term is defined on page 18 of CAPR 1-2.
2. Compliance with this pamphlet is not mandatory. Any requirements or procedures explained in this pamphlet are either directed by other, directive publications or are provided as suggested methods, techniques, and/or best practices.
3. To the extent that the requirements or procedures explained in this pamphlet exceed the requirements and procedures directed by Civil Air Patrol, Pacific Region, or California Wing directive publications or by applicable law, a failure to comply with the requirements or procedures explained in this pamphlet shall not constitute a discrepancy for purposes of a Compliance Inspection or Subordinate Unit Inspection, nor shall they be grounds for termination of membership under CAPR 35-3.
4. Any directive language used in this pamphlet to describe a requirement or procedure which exceeds the requirements and procedures directed by Civil Air Patrol, Pacific Region, or California Wing directive publications or by applicable law, shall be interpreted as nondirective.

A handwritten signature in blue ink, appearing to read "C. E. Newton".

CRAIG E. NEWTON, Col, CAP
Commander

Attachment:
CAWGP 39-2-1, 25 Jan 24

California Wing Pamphlet 39-2-1

Recruiting at Schools

25 January 2024

OPR: R&R



1. Purpose. Schools are a great way for local CAP squadrons to recruit both cadets and senior members and forge partnerships within the community. The following document shows some helpful ways to start a partnership with schools and how to recruit seniors and youth through schools.

2. Getting into Schools. The hardest part about recruiting from schools is getting an inside source or invitation with the school. Luckily, there are a couple of ways to get inside schools.

2.1. *Through Our Cadets.* Talk with your cadets and ask them to get you in contact with their math or science teachers or their principal to try to form a partnership with Civil Air Patrol. Even if cadets are homeschooled, Aerospace Education Members can be home school parents.

2.2. *Directly Contacting Schools.* You can also reach out directly to local schools. Most schools have websites with a "Contact Us" page and ways for you to contact someone at the school. Please be aware that if you email a school using your CAP signature, it might be directed to spam because of the CAP website links attached to your CAP signature. It might be worth modifying your signature for the initial emails to the school.

2.3. *Networking Through Parents and Other Resources.* Many parents of our cadets are either friends with school teachers or have some form of contact with the school. If you have good communication with your cadets' parents, you can try to get in contact with the local schools through parents.

3. Arrange a Meeting. Once you have positive contact with the school, you will need to have a meeting with the school. This meeting can come in a variety of forms.

3.1. *Meeting With the Principle.* You might be meeting with the principal alone or with a small number of faculty and staff. For this meeting, try to emphasize CAP's desire to partner with schools and to help schools have access to the different resources through CAP such as STEM kits and aerospace books. Talk to the principal about CAP's Aerospace Education Members and the opportunity for free STEM kits, TOP Flights, and the fact that it is a one-time payment of \$35 and a yearly email saying you want to renew your membership. Most principals will be very interested in accepting this offer because it is a way for their school to get STEM kits and other resources for \$35.

3.2. *Meeting With the Teacher(s).* You might be meeting with the entire math and science departments. For this meeting, again try to emphasize the benefits of becoming an AEM and how CAP would like to help them and their classes in any way we can. Most teachers will either

ask their school to pay for their membership or directly pay for themselves out of pocket in order to gain access to CAP's STEM kits and books.

3.3. *Meeting With the Class.* Occasionally, you will be asked either directly by a teacher or by the faculty to speak to students in a classroom setting. In this circumstance, you should give a recruiting pitch to the students and discuss CAP's STEM kits so that they and their teacher will want their teacher to become an AEM.

4. Resources. Regardless of who you are going to speak with at the school, it is important to have some resources to give them for more information or for them to look back and review. Here are some good resources to bring with you to your meeting at a school.

4.1. *AEM Presentation.* There is an AEM recruiting presentation from National Headquarters that can help you recruit AEM's and goes into higher detail on the various ways that CAP can partner with local schools. Please be sure to review this information beforehand. The presentation can be found at the link shown here: https://www.gocivilairpatrol.com/media/cms/AEM_Briefing_7A2E292559449.pdf.

4.2. *AEM Flier.* Sometimes you will not have access to the equipment to present a PowerPoint presentation, but you can bring a few fliers to pass out. The flier can be found here: https://www.gocivilairpatrol.com/media/cms/AEM_FLIER_SUE_2018_WITH_LINKS_final_252F31E215EDA.pdf.

4.3. *AE Curriculum Listing.* This is another flier showing the various AE books that CAP can give to educators. This is good to show the variety of grade levels and subject matters to educators for them to see how CAP's curriculum can integrate with their curriculum. The curriculum listing can be found at the following link here: https://www.gocivilairpatrol.com/media/cms/Jan_2022_CAPs_Free_K12_Aerospace__S_1CE9C63401DFB.pdf.

4.4. *STEM Kit Listing.* This is another flier showing all of the current STEM kits available to AEM's and educators. This is a good resource to show whoever you meet with at the school to show the resources and the different difficulty levels of some of the STEM kits. The STEM kit listing can be found at the following link here: https://www.gocivilairpatrol.com/media/cms/STEM_Kit_Flier_2022_2AD752CC99173.pdf.