

**OTS 614 RECRUITING AND SELECTION
LESSON PLAN**

2 periods

Introduction

Recruiting is an ongoing part of the operation of a Corps. A plan for recruiting should always be in place, whether you wish to increase your numbers significantly, or maintain your complement.

Responsibilities of Branches and Corps

The Branch is responsible for recruiting potential Corps officers and Instructors.

The Branch is responsible for assisting the Corps CO with recruiting cadets. Therefore the Branch Council, with the Corps CO and Officers, should organize and assist with recruiting campaigns. Recruiting brochures depicting the variety of cadet activities are available from the Division or National Office.

Recruiting Plan

The effort in a recruiting plan could range from simple to extensive, as it depends on your needs.

Here are some suggestions;

Minimal Effort

- At your Corps location telephone, set up a answering machine which gives out basic information in it's greeting, such as (but not limited to);
 - Welcome message
 - *"Welcome to Navy League Cadet Corps LOTS OF FUN, a nautical youth organization for boys and girls 9 to 12 years of age."*
 - Day(s)/Hours of operations
 - Website or E-mail address or Telephone number where more information could be sought.
- At your Corps location, put up posters which provide the basic information (see above). If you are sharing space at a DND facility, maintain a poster on your notice board and your entrance. Note: DND may limit the locations for posters.
- Always have registration/information packages prepared in advance ready for distribution. The package should contain the necessary enrolment forms, and any relevant local information. One family registering their child may want to distribute a package to a friend.
- Ask your cadets to seek out their friends/relatives! This is perhaps the easiest method. You can remind them on a monthly basis, or perhaps in a concentrated effort, every week, for a period of one month.
- You may wish to establish a "Best Recruiter" award for the cadet who brings in the most New Entry cadets. This could be awarded at Annual Inspection.
 - Alternatively, this could become a periodic contest, where twice a year, a prize is given for bringing in the most new entry cadets over a three-month period.

- Even as simple as awarding a cadet a pop, for bringing in a potential new entry.
- Your volunteers can also actively participate.
- Print out generic business cards, which contains the basic information (see above). Hand out a dozen to each of your volunteers.
- Participate in local citizenship activities. This is normally inherent to a Corps' training plan. For example, participating in the local Remembrance Day and/or Battle of Atlantic ceremonies/parades, Santa Toy Parade, etc...
 - Carry a banner (if permitted), with your relevant basic information.

More Effort

- Appoint one of your volunteers to the position of “New Entry” or “Recruiting” officer, who will carry out recruiting plan.
- Ask your Branch Public Relations Chairperson (or equivalent) to put an advertisement in the local paper. Another suggestion is to seek out the local free papers. These usually cater to the hamlets or small areas of a larger city.
- Send out promotional materiel to the local elementary schools. Note: Consult with the school board first, as you may require their permission first, and/or to follow a prescribed procedure. This idea may be best to mail out in late August (or December), so that a group of new cadets can arrive at the start of a training session.
- Establish a website. Be sure to review the NL(23) “The Internet – User Guideline”. The posted information could simply be the basic information (see above). You may also wish to post your weekly activity calendar, keeping it up-to-date.
- Alternatively to your own website, establish a “entry” in your local on-line directory.
- A second alternative, on the website of your Branch, is to establish a page(s) with the basic information.
- Participate in local Boating Shows. Approach the organizer of the show, and inquire if you may receive a free (or reduced cost) spot for establishing a recruiting booth. A suggestion is to setup “watches” of one officer with a couple of cadets, all in uniform, all able to answer questions from the general public.
- Look for other similar events to establish a recruiting booth.
- Speak to local community groups.

Discussion

Have the candidates brainstorm in groups, and then report their findings to the whole class.

- List their recruiting “Best Practices”.

Selection

Selection of adult volunteers (officers or civilian instructors) is covered in The League Volunteer Screening Program. Direction can be found in the NL(100).

There is to be no discrimination by sex, race, religion, or any other personal factors in the recruitment of Cadets.

Regarding special needs/disabilities, NL(8), chapter 5, paragraph 5.02.02 describes;

.02 Cadets with disabilities and/or special needs may be enrolled providing:

(a) The parents or guardians:

(i) Are fully aware of the nature of Cadet activities, the Corps quarters' physical limitations, and the Officers' and C.I.'s qualification and supervision limitations; and,

(ii) Consent, without reservation, in writing; and,

(b) Any required special conditions of supervision are met;

(c) The administering of medications is not involved in the treatment or accommodation at the Corps; and,

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(d) Application is made through the Branch to the Division with a general description of the special requirements of the candidate, and Corps preparations for his enrolment.

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Note: Information of this type is extremely sensitive and must be handled in confidence at all times.

Regarding current age restrictions, NL(8), chapter 5, paragraphs 5.02, 5.09 and 5.10 describes enrolment, maximum age, and extensions.

NOTE: At the 109th Annual General Meeting of the Navy League of Canada in March 2004, the eligible age for Navy League Cadets was lowered to 9 (nine) years of age. The upper age limit of 13 (thirteen) remains. I.e. A cadet may turn 13 during and complete that training year (Sept to Aug).

Any cadet below or above the age restrictions, will not be covered by the Navy League's insurance. The Commanding Officer can be personally held liable. Those officers found to approve enrolment of such aged youth, can loose their Navy League Officer warrants.