



Coast Guard Recruiting Liaison Program Guide



Overview: The Coast Guard must take an “All Hands” approach to recruiting in order to maximize recruiting efforts. The promulgation of the Coast Guard Recruiting Liaison will optimize collaboration between Recruiting Offices and local units and assist Recruiters in maximizing exposure of the Coast Guard within the community.

A **Recruiting Liaison** shall be designated by the Commander or Commanding Officer at all O6 shore commands with greater than 100 personnel, and include one officer (O3/O4), with a recommended additional Senior Enlisted Recruiting Liaison (E7-E9) to leverage their unit and unit personnel to create outreach and engagement opportunities within the local recruiting area of responsibility. Smaller Coast Guard units are highly encouraged to designate a Coast Guard Recruiting Liaison as well.

References:

- A. Coast Guard Recruiting Manual, COMDTINST M1100.2G (series)
- B. COMDT COGARD Washington DC 1112182 MAY 22/ALCOAST 176/122
- C. Everyone is a Recruiter Incentive Program User Guide, PSCINST 1120.1 (series)

Roles and Responsibilities:

Recruiting Liaison:

1. Surge assistance – Get to know the local Recruiting Office and make contact with the local recruiters. Assist recruiting efforts and make the local Coast Guard unit available to the local recruiting office for tours, static displays, and other support. Arrange for tours of a Coast Guard unit/cutter. Arrange volunteer support to help at recruiting events and in the local community for events requiring a surge in engagement and interaction with the Coast Guard.
2. Advertise Everyone is a Recruiter (EIAR) at the local unit– Provide opportunities for recruiters to brief at All Hands events and gatherings to educate members on the continuation and enhancement of EIAR which includes the addition of a \$500 cash incentive option for active duty, reserve, and civilian employees who refer a person who has not previously served in the armed forces, and who, after such referral, enlists in the regular component of the Coast Guard or in the Selected Reserve of the Coast Guard. Retirees and Coast Guard Auxiliary members are eligible to receive non-cash incentives. This already established program takes advantage of strong interpersonal relationships to increase CG awareness and in the best-case scenarios, to use positive word-of-mouth to build a pipeline for continued recruiting of audiences by someone they know very well and likely admire.
3. Officer interviews – Identify a pool of officers in coordination with the Education Services Officer or other applicable personnel to facilitate interviews of officer applicants. Each officer interview requires a three-person interview chaired by an O-4 or above.
4. Support Recruiting Offices –Recruiters are specifically trained to identify viable applicant pools. Recruiting Office Liaisons will follow the lead of the Recruiting Offices to ensure that limited recruiting resources are used appropriately.

Local units co-located in Recruiting Office Areas of Responsibility:

1. Encourage subordinate units to participate in this program by seeking volunteers and supporting those designated members to act as Recruiting Liaisons as operations and primary duties permit.

2. Identify unit lead(s) to serve as Recruiting Liaison(s) and serve as a conduit between that unit and the recruiting office to increase community engagement and generate Coast Guard leads.
3. Remain mindful of opportunities to invite recruiters or potential applicants to participate in (e.g. caretaking of Delayed Entry Program applicants by inviting them to different events, boat crew physical fitness assessments, or inclusion in other activities that aid in CG exposure).

Local Recruiting Office:

1. Notify Recruiting Liaisons of upcoming events that could use support from local units (e.g. static displays of small boats, etc.) with sufficient time to appropriately staff and locate possible resources.
2. Notify Recruiting Liaisons of upcoming officer interviews in a timely manner to avoid late-notice requests.
3. Provide assistance with processing EIAR recognition with CG RC.

CG Recruiting Command:

1. Provide the Recruiting Liaison with adequate training regarding their responsibilities.
2. Provide local units with a template Recruiting Liaison designation letter.
3. Include the Recruiting Liaison in regular CG RC communications, including relevant policy updates.
4. Provide the Recruiting Office Liaison with the necessary resources to conduct effective outreach, including supplying promotional giveaways and other recruiting tools through their local Recruiting Office.