



COMDTINST 1131.20
3 APR 1991

COMMANDANT INSTRUCTION 1131.20

Subj: Coast Guard Academy Information Program

1. PURPOSE. This instruction publishes information concerning the Coast Guard Academy Information Program (AIP). The AIP program is designed to select and train Coast Guard Officers and Auxiliarists to represent the Academy in cadet admissions activities.
2. DISCUSSION.
 - a. The latest U.S. Department of Labor, Bureau of Labor Statistics study indicates minorities and women will comprise a substantial percentage of the new workforce in FY 2000. During the next decade, significant demographic changes will occur which will affect employers in the private sector, the Federal sector, and the military. These changes will have dramatic implications on the recruitment of Coast Guard Academy applicants.
 - b. The need for high-potential new workers will be higher during the next decade than ever before. At the same time, the size of the pool from which the workforce will be drawn will be smaller than it has been for the past 20 years. The competition will be intense.

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2.
 - c. The Coast Guard Academy has traditionally been successful in attracting applicants. However, our nation's changing demographics indicate the number of high school graduates is declining. Thus, competition among colleges and universities for the dwindling pool of qualified applicants is keen.
 - d. The success of the Coast Guard in the near and distant future is dependent on our success today in attracting highly qualified minority and women students. Prospective cadets must be given guidance/instruction in Coast Guard Academy admissions procedures, cadet life, and Coast Guard career opportunities.
 - e. The Coast Guard Academy Information Program is dependent upon the services of Active duty and Reserve officers, as well as Auxiliarists who volunteer to become Academy Information Officers (AIO's). To be designated as an AIO, an individual must attend an orientation seminar sponsored by the Coast Guard Academy. During training, officers are briefed on Academy admission standards and procedures, the Academy curriculum, the Academy's recruiting programs, and target organizations (e.g., Urban League, League of United Latin American Citizens, Kiwanis, etc.).
 - f. Individuals interested in participating in the AIP should contact the Coast Guard Academy Associate Director of Admissions.

3. RESPONSIBILITIES.

- a. Commandant (G-PRJ) shall:
 - (1) Publicize the AIP through internal publications.
 - (2) Assist the Academy in targeting cities for participation in the program.
 - (3) Provide travel funding for participants attending the AIP orientation seminars.
- b. Commandant (G-R) shall:
 - (1) Publicize the AIP through internal publications.

3. c. District Commander(r) shall:
 - (1) Assist the Academy Director of Admissions by identifying interested reserve officers for participation in the Academy Information Program. Officers affiliated with civilian educational systems are particularly desirable.
 - (2) Issue TEMAC orders to AIO's, as requested by the Academy Director of Admissions.
- d. Director of Admissions, U.S. Coast Guard Academy shall:
 - (1) Administer the Coast Guard Academy Information Program.
 - (2) Coordinate participation in AIP.
 - (3) Develop the programs for the training of AIO's
 - (4) Designate AIO's upon completion of their training.
 - (5) Assist AIO's in identifying high schools for participation in AIP.
- e. Regional Recruiting Commands shall:
 - (1) Designate a Regional Recruiting Command POC as Liaison Officer for AIP.
 - (2) Assist the academy in identifying high schools for participation in AIP.
 - (3) Assist the Academy in developing recruitment training program.
- f. Commandant (G-N) shall:
 - (1) Assist the Academy Director of Admissions by soliciting for Auxiliary participation.
 - (2) Continue administration of the auxiliary AIM program in conjunction with the overall AIP objectives.

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3. g. Commandant (G-H) shall:
 - (1) Publicize the AIP while conducting outreach activities with national organizations representing minority and women's interests.
 - (2) Assist the Academy Director of Admissions by identifying and establishing liaisons, and developing programs with appropriate minority and women organizations in support of the AIP.
- h. Academy Information Officers shall:
 - (1) Develop a continuous working relationship with high school officials to identify and influence minority and female students, regarding educational opportunities at the Coast Guard Academy.
 - (2) Establish personal contact with qualified students to increase the number of prospective applicants for the Academy.
 - (3) Maintain an impeccable military appearance at all times.
 - (4) Submit an activity report to the Director of Admissions on a quarterly basis.
4. ACTION. Area and district commanders, commanders of maintenance and logistics commands, unit commanding officers, and Commander, CG Activities Europe are highly encouraged to support and participate in the AIP program. Innovative recognition of individual participation in the AIP program is strongly encouraged. Each officer's participation in the AIP program shall be recognized in the Officer Evaluation Report.

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