



## FLAG VOICE #582

### Three Service-Wide Initiatives to Maximize Recruiting Efforts

20 July 2022

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As the Coast Guard seeks to improve recruiting efforts throughout the country, we must take greater strides to attract future service members to our workforce. The best way forward is to galvanize the entire Service and our external stakeholders to maximize our recruiting efforts. The Personnel Service Center has directed three initiatives described below and we are planning additional actions. I appreciate your personal support and engagement.

The first initiative is Surge Operations. This initiative established an Incident Management Team (IMT) at Headquarters to lead recruiting surge efforts between now and the end of the fiscal year. The IMT will coordinate recruiting surge efforts between Coast Guard Recruiting Command (CGRC) and the entire Service. The IMT identified a group of 37 prior trained recruiters to work directly with their local Recruiting Office (RO) to assist in outreach events and generate viable leads. This group is committed to the recruiting mission and has a proven track record of high performance as a former recruiter. Their commands have approved them to assist in Surge Operations for one day out of the workweek.

The second initiative is the continuation of the Everyone Is A Recruiter (EIAR) program. CGRC introduced a \$500 cash incentive 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. All personnel that are not assigned to CG RC are eligible for this incentive. Members are not limited to the amount of referrals they make, and they are able to refer family members.

The third and final initiative is the Coast Guard Recruiter Liaison Program. All shore commands with an O6 CO and more than 100 active duty and/or reserve military members shall designate a Coast Guard Recruiter Liaison. The Recruiting Liaison acts as a conduit between major commands and the Coast Guard Recruiting Command, working closely with the local RO to increase community engagement and generate Coast Guard leads. This collaboration is a vital part of showcasing the Coast Guard, but the Liaison is not a Recruiter. Liaisons coordinate using Coast Guard assets and members to get potential candidates excited and curious about the Coast Guard, and then pass the leads off to the nearest RO.

I appreciate your continued support to our recruiting mission. Additional information is posted at [GoGoastGuard.com/MAX](https://www.uscg.mil/GoGoastGuard.com/MAX). If you have questions or suggestions, contact the CG Recruiting IMT at 202-372-8043 or [COMDT-Recruiting-IMT@uscg.mil](mailto:COMDT-Recruiting-IMT@uscg.mil).

  
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