



TUSCOLA AIRPOWER

A75.—NC-075 ‘BEST PRACTICES’ Recruiting & Retention

A75. NC-075th Instructor leadership and relationships with the principal, counselors at high school and the feeder middle schools, district leadership, teachers, cadets, students outside of AFJROTC, parents, community, and lots of intentional and deliberate effort are all critical keys in maintaining our unit viability.

A75.1. First, our Instructors set, expect, and enforce high standards in the NC-075th Cadet Corps. They provide daily practical examples of “what right looks like” for the NC-075th Cadet Corps, other students, other teachers, and to our community.

A75.2. Second, our instructors continually solicit the principal’s support with: facilities, transportation, promoting the program within the high school, with middle school principals, district officials, parents, community leaders/organizations, and with school counselors.

NOTE: *We always select the sharpest cadets in providing the NC-075th Cadet Unit Mission Briefing especially to the Haywood Co. School Board and the Town of Waynesville City Council.*

A75.3. Third, our instructors recruit Tuscola High School counselors support in: understanding/advocating for the AFJROTC program (we invite them to our activities, CIA field trips, promotion boards, etc.), helping to coordinate invites for middle school visits, 8th grade forecasting, assistance with brain storming ways to get the word out about the AFJROTC program and ways for them to fit our program into students schedules.

A75.4. Finally, our instructors work hard in “connecting” with the cadets/students to develop a trusting relationships. Our instructors genuinely care about the cadet’s well-being. All the while, our instructors are building a motivated and professional cadet corps; one where we all are AFJROTC ambassadors. Moreover, all cadets are stake holders in the NC-075th especially students (high school and middle school), teachers, administrators, district, parents, and to the community.



TUSCOLA AIRPOWER

A75.5. FACTS.

- Most students join AFJROTC for the sense of belonging to a team. Opportunities for leadership, teamwork, mentorship, CIA field trips, co-curricular activities, competitions, and community service. Although the AFJROTC curriculum is truly “world-class,” the courseware is not the main reason they join the program.
- NC-075 Cadets are the best ambassadors for the program and their interactions with fellow high school students and their display of high standards to other high school and middle school students are what motivate others to join. NC-075 Cadets are active at Tuscola High school and Waynesville Middle school with more than just Color Guards and briefings (although they are great starts). The NC-075th Cadet Corps is involved in running Veterans Day assemblies, organizing team building activities with Waynesville Middle school, community service in the middle schools (drug awareness, anti-bullying briefings, tutoring, etc.), and we are working towards establishing a middle school AFJROTC club where Cadets mentor students after school.
- Our instructors understand the importance of being professional role models at all times since all stake holders are watching their every move to ensure their actions, attitudes, how they dress, and the words and “tone” of those words all consistently emulate the highest AFJROTC standards of excellence.
- We believe the NC-075th Cadet Corps is healthy and vibrant; moreover, our cadets mirror the school population with athletes, honor roll students, student government, cheerleaders; plus we have a good male/female mix.
- Our Instructors are pursuing P.E., Science, or Social Studies Credit with the school/district and obtain more than just elective credit are more successful in retaining Junior and Senior cadets.

A75.6. NC-075TH CADET CORPS RECRUITING IDEAS.

- Our Instructors do more than simply “ask the cadets” ‘*What they would like to do?*’ and ‘*What activities they want?*’ and would support. They know drill and raider teams are not always the answer to keeping our Cadet Corps healthy.
- Our Instructors and cadets are very active in creating In-School Community Service projects: the NC-075th Cadet Corps continuously establishes and runs the following: Campus-wide clean ups, recycling programs, blood drives, U.S. Postal ‘Stamp-out-Hunger’ Food drives, Christmas Card mail outs to Deployed Troops, etc.) NC-075th Cadets are involved and lead the entire school.
- Our Instructors fully utilize all AF funds given to the unit every year (CIA trips, competitions, etc.).
- Our Instructors take Guidance Counselors on CIA trips as chaperones.
- The NC-075 Cadet Corps annually schedules visits to our local Waynesville and Maggie Valley VFW/American Legion posts. We provide numerous Color Guards for local community events; American Legion Ramp Festival, U.S. Flag Retirements, and more.
- Our Color Guard performs at Waynesville Middle and elementary school Veterans Day events.



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A black silhouette of a jet airplane, pointing to the right, positioned to the right of the word "AIRPOWER".

- Annually, we coordinate with the administration of the high school and middle school for at least one recruiting visit in the spring (20-30 mins); and WE 'the cadets' do the talking.
- Our Instructors encourage each of our classes adopt a feeder middle/elementary school and work with that school's principal to develop a plan to partner with their students on community service projects.
- We have an Awareness Presentation Team (APT). They have worked with WMS and elementary schools. We speak on Anti-Drug, Anti-Bullying, etc.
- We have submitted for funding to start a four person rifle/exhibition team that can perform at the high school and middle schools – We believe it will provide opportunities for those students to learn how to spin rifles (only takes a few minutes to learn a butt spin), the students love the hands on interaction and approach.
- We are working with the Waynesville Middle to start a sports days/team; We believe it will provide hands on activities and personal interaction with cadets.
- We are working on developing additional Co-curricular teams; including Remote Control Aircraft team, Rocket Clubs/teams, Flight Simulator Club/team, and PT Club.
- We are working on avenues to begin issuing ABUs to "Elite" Cadets and Teams. We know it will be well-worth the effort and moreover, it will serve as a great cadet recruiting tool.
- We are considering AFJROTC Letter Jackets – requirements will follow our Tuscola Athletic Dept.
- We have begun efforts to purchase PT Gear in school colors and with cadet designed graphics on front.
- NC-075 Cadets regularly recruit their friends in high school to earn recruiting ribbons. Our recruiting campaign mirrors the active duty Air Force; "**WEAR—We are ALL recruiters.**"
- Our Cadets plan fun activities within the school—volleyball/basketball tournaments, club competitions, etc.
- We have a great relationship with our local paper (The Mountaineer) and /local TV (ABC News13 in Asheville); their efforts are great as they promptly run submissions about our program.
- Our cadets work with the school year book to get articles in those publications.
- Cadet Recognition Programs are critical; Cadet of the Month/Quarter/Year, and Top Gun (Uniform Award), Academic Ace, etc. We offer ALL of these with great incentives.
- During our school assemblies, we recognize AFJROTC program "top performers."
- We continually make short videos from pictures of cadets throughout the year. We are looking into creating a first-ever Unit Yearbook.
- We are considering having a monthly movie/video game night at the school to build a "family" or "team" comradery.
- We have benchmarked our sister JROTC program (Enka High NC-043); and are working hard with our cadets to develop different recruiting ideas.



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- We know recruiting is important, but perhaps even more so is “retaining” our cadets in our Cadet Corps. We work hard to make it “our program” with activities we enjoy, we regularly take surveys to determine what our like/dislike about the program and adjust accordingly.
- Most of all...We know our “Standards” are non-negotiable—as high standards are an excellent recruiting tool in themselves.
- Our Instructors and cadet leadership always work hard to ensure our recruiting and retention plan is strong and vibrant since every year is a new group of students and the program’s enrollment can go down quickly.
- Bottom line: We know Cadet’s/student’s vote with their feet and if OUR program is meeting their needs and is fun, then they will come in large numbers and stay. If OUR program is not meeting their needs then they will leave just as quickly. We believe our students have a very good communication network and the word gets out quickly—both good and bad.

A75.7. SUMMARY. These are just a few ideas but they are among the best ones Headquarters; moreover, the NC-075th Cadet Corps has seen. There are a million different ways to build a strong program with each school being a little unique in what works best specifically for them. We elected to post these in our Cadet Guide. We know they are detailed; but each key provides some solid ground upon which to build our practices. Ultimately, we believe one or a combination of several keys will result in more cadets joining the NC-075th Cadet Corps...and better yet...more sticking with our program. Our Cadets are encouraged (*and do*) to bring their ideas forward for discussion. And most of all, we know AFJROTC HQ, and our Regional Director are always available to discuss these or other related issues.

Good Luck—and Happy Hunting!