



**United States Coast Guard**  
U.S. Department of Homeland Security

13 DEC 2022  
FM: CHDIRAUX  
TO: ALAUX  
ALAUX 047/22

Subj: COAST GUARD RECRUITING INITIATIVE - SCOUT TALENT AND REFER  
(STAR) PROGRAM (FORMERLY EIAR)

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1. The Coast Guard's "Everyone Is A Recruiter (EIAR)" program has been renamed and significantly expanded as announced in ALCGPSC 150/22 (see paragraph 2 below). The new program is named, "Scout Talent And Refer (STAR)." Program changes particularly relevant for Coast Guard Auxiliarists are summarized as follows:

- a. Coast Guard Auxiliarists are eligible to participate in the STAR program.
- b. Coast Guard Auxiliarists will receive the Auxiliary Commandant's Letter of Commendation (ACLOC) and the \$1,000 cash incentive for referring an individual (aka, lead/new recruit) to first-time Active Duty or Reserve enlisted service. This applies to any referral who enlists in the Coast Guard for the first time, including prior service personnel, as well as prior service Coast Guard members not currently affiliated in the Selected Reserve (SELRES), Individual Ready Reserve (IRR), or Inactive Status List (ISL).
- c. All Auxiliarists, no matter their assignment to duty (ATD) status, are eligible for the incentive bonus. However, since the intent of the STAR program is to reward people who go into the community and find leads the Coast Guard would not normally have access to, an Auxiliarist must seek out a recruit to receive the bonus. A recruit cannot be someone who walks in and happens to talk to an Auxiliarist.
- d. The Coast Guard Recruiting Command (CGRC) will determine eligibility for the award and incentive when a lead/new recruit referred by an Auxiliarist starts Recruit Basic Training (i.e. Boot Camp).
- e. Incentives and ACLOCs will not be awarded unless the lead/new recruit properly acknowledges the referring Auxiliarist by signing a Referral Contact Sheet.
- f. The best way to submit referrals is via the email link found at:  
[www.gocoastguard.com/MAX](http://www.gocoastguard.com/MAX).
- g. All STAR program participants are strongly encouraged to only submit high quality referrals; see information on [www.gocoastguard.com/MAX](http://www.gocoastguard.com/MAX) for tips on high quality referrals.

2. The text of ALCGPSC 150/22 follows:

R 251643Z NOV 22  
ALCGPSC 150/22

SUBJ: RECRUITING INITIATIVE "SCOUT TALENT AND REFER (STAR) PROGRAM (FORMERLY EIAR)

A. COMCOGARD PSC WASHINGTON DC 031726Z JUN 22/ALCGPSC 080/22, Recruiting Initiative - Continuation and Enhancement of Everyone Is a Recruiter (EIAR)

B. Everyone is a Recruiter Incentive Program User Guide, PSCINST 1120.1 (series)

C. COMDT COGARD WASHINGTON DC 101617Z MAY 22/ALCOAST 175/22, Maximum Efforts to Support Recruiting

D. COMDT COGARD WASHINGTON DC 111218Z MAY 22/ALCOAST 176/22, Servicewide Initiatives to Maximize Military Recruiting Efforts

1. REF (A) is canceled and replaced with this message that amends the policy contained in REF (B). This significantly expands the Everyone Is A Recruiter (EIAR) program and changes the name to the Scout Talent and Refer (STAR) program. The expansion includes:

- a. Adding Coast Guard Retirees and Coast Guard Auxiliary members, making them eligible to participate.

- b. Increasing the cash incentive from \$500 to \$1,000.

- c. Automatically awarding both the cash incentive and the Letter of Commendation (or Appreciation).

- d. Removing the restriction on prior service recruits.

2. Per REFs (C) and (D), and effective the date of this message, the STAR program now includes a \$1,000 cash incentive and the Letter of Commendation for the following "critical recruiting needs":

- a. Active Duty enlisted;

- b. Reserve enlisted;

- c. This applies to anyone enlisting in the Coast Guard for the first time, including prior service personnel, as well as prior service Coast Guard members not currently affiliated in the

SELRES, IRR, or ISL.

3. The following members are eligible to participate in the STAR program:

- a. Coast Guard Active Duty and Reserve members;

- b. Coast Guard Civilian employees;

- c. Coast Guard Retirees (Active Duty and Reserve);

- d. Coast Guard Auxiliary Members;

- e. Caveat - Personnel serving in a recruiting assignment, or assigned duties which could be perceived as creating a conflict of interest (as determined by CG RC) are ineligible.

4. Incentives will be awarded pursuant to current EIAR program processes in REF (B); CG RC will determine eligibility when a lead (new recruit) identified by a referring member starts Recruit Basic Training (i.e. Boot Camp). Incentives will not be awarded unless the new recruit properly acknowledges the referring member by signing the Referral Contact Sheet included in REF (B).

5. CG RC will initiate the following incentives when a member is deemed eligible:

- a. Coast Guard Active Duty and Reserve members will receive the Commandant's Letter of Commendation Ribbon Bar and the cash incentive.

- b. Coast Guard Civilian employees will receive an official Letter of Commendation and the cash incentive.

- c. Coast Guard Retirees will receive a Letter of Appreciation and the cash incentive.

- d. Coast Guard Auxiliarists will receive the Auxiliary Commandant's Letter of Commendation Ribbon Bar and the cash incentive.
6. All other referrals in accordance with REF (B) remain eligible for non-monetary incentives.
7. The best way to submit referrals is via the email link found at:  
[www.gocoastguard.com/MAX](http://www.gocoastguard.com/MAX).
8. Participants are strongly encouraged to only submit high quality referrals; see information on [www.gocoastguard.com/MAX](http://www.gocoastguard.com/MAX) for tips on high quality referrals.
9. These changes will be made to the next revision of REF (B), which will be released within the next year.
10. Contact info: CG Recruiting IMT (202) 372-8043.
11. Additional information on all CG Recruiting initiatives can be found at:  
[www.GoCoastGuard.com/MAX](http://www.GoCoastGuard.com/MAX)
12. RDML D. C. Barata, CG Recruiting Incident Commander, and CAPT R. L. Tipton, Commanding Officer, CG RC send.
13. Internet release is authorized.

3. Internet release is authorized.

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\*\*\*For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA.\*\*\*

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\*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: [CHDIRAUX  
ALAUX](http://CHDIRAUX.ALAUX)

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If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email [CGAUX@uscg.mil](mailto:CGAUX@uscg.mil).