

CHAPTER 7. COAST GUARD RECRUITING ASSISTANCE

A. Academy Introduction Mission (AIM).

1. General. Project AIM, available to junior year high school students, is a five-day visit to the U. S. Coast Guard Academy in New London, CT. The purpose of this visit is to allow the students to become familiar with the Cadet life, the opportunity to talk with the professors and coaches and to generally look the campus over. Their visit usually occurs during the first full week of August. To be eligible, a high school student must be in the eleventh grade, ranked in the top 10% of the class, not be over 18 years or under 15 years of age and be mentally, morally and physically qualified. Application forms are provided by the Division Staff Officer – Career Counselor (SO-CC) and must be submitted to the SO-CC no later than 15 April. Additional data required are:
 - a. Letters of recommendation
 - b. A transcript of grades
 - c. Score of 15 or better on the ACT
 - d. Score of 900 or better on the SAT.
2. Candidate Funding. The District AIM Board of Review will make selection and priority listing of the winning candidate(s) and alternate(s). Candidates are required to pay a **\$150.00** fee to cover some of the costs incurred during AIM week. If the winning candidate(s) cannot pay the fee due to valid financial reasons and cannot participate because of the fee, the District Commodore (DCO) may request a waiver from the Academy. The Eighth District Coastal Region may fund candidates if special needs exist as determined by the DCO. Funding for others listed not funded by the District, if special needs exist, will be the responsibility of the division and/or flotilla that submitted the candidate(s).

B. Recruitment Assistance Program (RAP).

1. General. Since 1972, RAP has developed throughout the Auxiliary in an effort to assist the Coast Guard in its recruiting efforts. Project RAP is detailed in the U. S. Coast Guard Auxiliary Career Counselor Officers Guide (COMDTINST M1100.4). The Flotilla Staff Officer – Career Counselor (FSO-CC) should contact the recruiting office responsible for their area to determine what type assistance is desired. Recruiting offices within the Eighth District are listed in the U. S. Coast Guard Auxiliary Eighth District Coastal Region Directory of Officers.

C. Everyone is a Recruiter Program.

1. General. The Coast Guard Recruiting Center (CGRC) has developed a unique incentive program for all Team Coast Guard members and units that actively support recruiting efforts. This program is intended to recognize recruiting support on an individual basis.

2. Award Eligibility. Only the Director of the Coast Guard Recruiting Center has been delegated the authority to approve authorized awards for assistance under this program. Under this program, an Auxiliarist will be eligible to receive the Auxiliary Award of Merit. Eligibility requirements for recognition are as follows:
 - a. A Team Coast Guard member must actively participate in recruiting a person for the U. S. Coast Guard during off-duty hours.
 - b. The referral must advise the recruiter at the time of the initial inquiry that a member of Team Coast Guard referred them.
 - c. The referral must provide the name and unit of the team member making the referral.
 - d. The referral must sign a contract to enter the Coast Guard directly or through the Delayed Entry Program.
 - e. The recruit must successfully completed recruit training.
3. Awards Presentation. Civilian and Auxiliary personnel will be presented their awards for the first and third enlistment. There is no limit to the number of awards that a member may earn in any fiscal year under this program. A special memento unique to this program will be presented to all team members for the second enlistment. The Coast Guard Recruiting Center will implement an Outstanding Amateur Recruiter award presentation annually to the Team Coast Guard member(s) who make the most qualifying referrals under this program. This award will be presented in conjunction with other annual recruiting awards. Nominations for awards under this program shall be submitted by recruiting offices. Preparation and forwarding of the award will be coordinated by the Coast Guard Recruiting Center, in which case, the Director of the Coast Guard Recruiting Center, shall monitor and ensure compliance with all applicable service policies and regulations.