

U.S. Department of  
Homeland Security

United States  
Coast Guard



# Coast Guard Recruiting Liaison Guide



U.S. Coast Guard  
Recruiting Command  
(CG RC)

July 2022

## The Challenge

*“We are in the midst of a workforce shortage not seen in generations, and this shortage threatens our Service's readiness. As recruiters and hiring managers respond to the ever-changing realities of the pandemic, shifts in culture and demographics, and economic pressure, it will take an "all hands on deck" approach to fully recruit the workforce necessary to meet mission demands... Action is needed now, and the Recruiting Command needs your help to reach every American who may be interested in joining our Service.”* – ADM Karl Schultz, ALCOAST 175/22

## Purpose

The role of the recruiting liaison is to **support** your local recruiting office (RO) and Recruiter in Charge (RIC) by

- **Helping** the RO get access to unit resources,
- **Speaking** with individuals and groups,
- **Attending** community activities,
- **Going** to places/schools that the RO cannot reach,
- **Being** on the lookout for possible recruits.

This guide provides practical advice to help you. **Your role is not to recruit.** Instead, your job is to get others excited and curious about what the Coast Guard has to offer and pass those leads on to the RIC. You do not need to know all the details that a recruiter does.

**STOP:**

**Call your local  
Recruiter in  
Charge right now  
& introduce  
yourself.**

**Appendix A has a list  
of all RICs.**

# Background

## The Recruiting Environment & Barriers

National demographics and trends are shifting, thus making the military recruiting environment increasingly difficult. Recent studies show that over 60% of high school graduates are attending college, more potential applicants are engaging in both illegal and now-legal drug use, and the use of prescription medication currently deemed disqualifying for service is on the rise. Additionally, only about 2% of the 20.6 million 17-21 year olds in the US are eligible, propensed, and of the academic quality required to serve in the military. While these statistics are concerning, there are still things we can do to identify talented, diverse and qualified individuals and inspire them to serve in the world's best Coast Guard. The Coast Guard Recruiting Liaison Program offers an opportunity for Coast Guard members to engage within their local communities and provide awareness of the missions, jobs and opportunities that our service can provide. With your assistance, we can increase the number of people who see Coast Guard service as an exciting, rewarding and fulfilling career opportunity, and ensure more potential applicants put the Coast Guard on their list of job considerations.

## Coast Guard Recruiting Force Laydown

CG Recruiting Command operates 56 (and counting) Recruiting Offices with about 350 special assignment recruiters across the country. They are augmented with both National and local marketing support to include digital media advertising, social media, event sponsorships, and more. Many of the marketing tools are showcased on the recruiting website: <https://www.gocoastguard.com> and @GoCoastGuard social media accounts on [Facebook](#), [Instagram](#), and [YouTube](#).



## What You Can Do?

Your first responsibility is to make contact with the Recruiter in Charge at your closest recruiting office. Let them know what resources your unit is willing and able to provide, brainstorm activities to highlight the operations and members at your command within the local community and continue the communication with them regularly to plan opportunities to engage current and potential applicants and influencers. If you are having an all hands on base, invite a recruiter to talk about the Everyone is a Recruiter (EIAR) program and answer any questions. Our best asset is our people! This program is designed to find ways to get Coasties out in the community to share their perspectives, experiences and passion about the service. As you, or members of your unit, identify potential leads, refer them to the Recruiter in Charge. He or she will connect them with a Recruiter to discuss specifics, complete the initial assessment, and process those who are interested in applying.

## The Good News: EIAR

### **You are eligible for the \$500 Enhanced Everyone is a Recruiter (EIAR) Bonus.**

The recruit needs to make it through the application process and get off the bus at Cape May. See [Maximum Recruiting Effort | GoCoastGuard.com](http://www.gocoastguard.com/max) ([www.gocoastguard.com/max](http://www.gocoastguard.com/max)) for further guidance on receiving the bonus.

### Unit level assistance

**Invite:** Invite the public to the unit. From ad-hoc small group tours to large scale “mission day” demonstrations, showing people what you do is powerful. To gain publicity, use social media posts and/or local media. Recruiters may have an audience already in mind, or be able to help target invitations to local influencers (like school administrators).

**Internships:** Provide interested candidates/students with real exposure to Coast Guard missions and operations through unpaid internships. Students may be able to earn high school or college credit or community service hours for their experience, depending on the policies of their school.

**Volunteer:** Organize volunteer efforts in the community. Community service like a beach cleanup or adopting a Little League field can result in positive visibility in a community. Be sure to amplify the reach through social media.

**Social Media:** Maintain an active social media account with images and stories about the unit’s accomplishments. Be sure to especially highlight the stories of junior members, whom potential recruits are most likely to connect with.

**Set up a Display:** Consider the best way to physically display the unit’s missions. There are many ways to engage the public, including a trailered smallboat, a static helo, a bin of salty life rings or expired body armor, anything people can touch or experience helps recruiters.

### Individual activities

**Volunteer:** Volunteer in an individual capacity. Find an activity like Sea Cadets, Boys & Girls clubs, or High School activities or clubs where you think you can make a difference to their mission.

**Conversations:** Engage workers in the service and retail economy – the coffee shop barista, restaurant server, supermarket clerk, etc. It’s best if you can catch them during downtime. Have a conversation about your job, make it seem attainable to them.

**Wear It:** Wear recognizable CG gear when you engage the public. When you’re not in uniform, wear something with the CG brand.

## How to Recruit

### The Coast Guard Recruiting Brand

When preparing for interactions with the public, it is important to consider how you're projecting the Coast Guard's "brand" – the mental image people hold of the organization. To help shape your message to make the most positive impact, here are some ideas to try highlighting:

#### *Brand Pillars*

- Impact – in the Coast Guard, your actions matter
- Growth – as you serve, you'll experience tremendous personal growth
- Teamwork – in the Coast Guard, you'll be a valued part of a team
- Balance – the Coast Guard cares about its people and balancing life with work

#### *Brand Personality*

If the Coast Guard were a person, they would be Passionate, Ambitious, Intelligent, Confident, Brave, Resourceful, Adventurous, Inquisitive, Independent, and Empathetic.

“Is this your dog? Did you know that the Coast Guard saves animals during emergency operations?”

#### *Brand Position*

In the recruiting marketplace, the Coast Guard is unlike any other branch of the military – and what makes it different allows its members to make a personal and professional impact while accomplishing meaningful, exciting missions.

“The Coast Guard is a different kind of service.”

“I have never been shot at during my military service.”

#### *Brand Promise*

What someone should expect of the Coast Guard is that they'll make an impact with their service – all while experiencing exciting adventures, making life-long friends, and learning valuable career skills.

“The Coast Guard is a stepping stone to a great future.”

## Conversation Tips

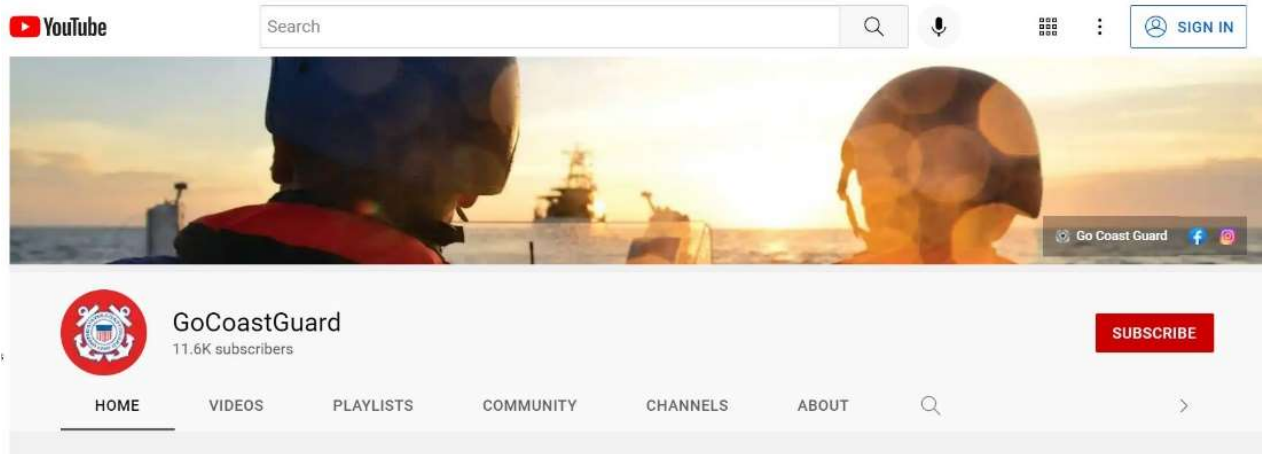
### **Know your audience:**

- Are they minors? Plant seeds for future career interest.
- Prime recruiting targets? Encourage them to contact a recruiter.
- Influencers of recruiting targets or minors? Convince them to recommend and refer recruiting targets to recruiters.

## Use YouTube as a Resource:

Here is a list of videos that you can watch or potentially show at a recruiting event. Please keep all video content that you are showing in an official capacity limited to the GoCoastGuard Official YouTube page.

<https://www.youtube.com/c/gocoastguard>



## General Video about Joining:

Join the Coast Guard Video

[https://www.youtube.com/watch?v=3C3eBAkNL\\_4](https://www.youtube.com/watch?v=3C3eBAkNL_4)

## Rates:

GoCoastGuard on YouTube has several videos for different rates. See a few examples below:

Port Security Unit (PSU)

[https://www.youtube.com/watch?v=\\_YBZJmGoP70&list=PLaBfa2D2r6-BTaHi9BmnVXHtOMZqFswPX](https://www.youtube.com/watch?v=_YBZJmGoP70&list=PLaBfa2D2r6-BTaHi9BmnVXHtOMZqFswPX)

Aviation Survival Technician (AST)

<https://www.youtube.com/watch?v=zP0eOCHTGis>

Boatswain's Mate (BM)

<https://www.youtube.com/watch?v=GmwxaiRcYE0>



**What's In It For Me:** Always connect the *What's In It For Me* (WIIFM) angle. They don't want to hear about you, they want to hear about themselves and their future. Ask about their interests and show how those relate to **THEIR** opportunities in the Coast Guard.

**Authentic Stories:** What motivated you to join? To stay in? What was your best day in the Coast Guard? Your personal stories will be authentic. Always connect them to the interests, values, and ambitions of your audience – the WIIFM. “You could have days like those, too.”

## Do's

**Language:** Do talk in language that anyone could understand. Acronyms and jargon create barriers. If you catch yourself saying “Eleven statutory missions” or “A-school”, you probably need to back up.

**Hiring Details:** Do direct questions on hiring details to a recruiter. Eligibility, incentives, etc. can all be met with, “Those details and programs can shift from time to time, let me put you in contact with a recruiter to answer that and any similar questions you have.”

**Independence:** Do be prepared to represent the Coast Guard without a recruiter accompanying you. They have their own slate of outreach commitments and you can do a great job yourself.

**Trust:** Do trust that recruiters are equally motivated to receive your referrals and support them on their journey into a Coast Guard uniform. Note, they will be very limited in what they can share with third parties about an applicant's progress.

## Getting Resources

**Transportation:** Although the Recruiting Offices have Government Vehicles, those vehicles are extremely limited; therefore, getting a GV from them is unlikely. If you are in need of transportation to an event, check with your unit for GVs or other support for your transportation needs.

**Swag/Recruiting supplies:** Your local Recruiting Office has swag that they can share with you. If you are in need of more, please reach out to your recruiting office well in advance of the event because additional items may need to be ordered.

## Close the Deal

When someone in the prime recruiting market (ages 17-24) is interested in Coast Guard opportunities, the ultimate goal is to get them into a recruiting office.

- **Online:** The softest sell is to refer them to the website, specifically the “Find A Recruiter” or “Apply Now” pages. You can use a QR code created specifically for this purpose, or just remember “Go Coast Guard.com”
- **Provide Contact Information:** The next level adds directly providing them a Coast Guard recruiter by name. You should load your Recruiter in Charge's contact information into your phone. When appropriate, share the electronic contact card with a lead. For the analog individuals, your RIC can provide you with business cards to carry. You can take a photo of a card and share it with a contact or provide the business card (or post-it with the name and contact information), whatever gets the job done.

- **Collect Contact Information:** For the ideal referral, not only complete the first two steps, but ask the individual to give you their contact information, then email it to CGRC with this [link](#).
- **Recruiter in Charge:** Any contact information received in this role needs to be sent to the Recruiter in Charge of your local office.

### *Get Comfortable with “No”*

Unfortunately, “no” is a lot more common than “yes” in the recruiting business. You’ll hear it from both the people you’re trying to attract, as well as from recruiters who have to disqualify your referrals. It’s always a let-down – but with persistence, you can find a “yes.”

### *Flip to Another Opportunity*

Sometimes the active duty Coast Guard isn’t the right thing for a person. But there are many other opportunities for someone who wants to serve. Perhaps the Coast Guard Reserve, Auxiliary or Coast Guard Civilian jobs are a better fit. Or maybe other DHS components or the DoD. One team, one fight.

### *Always Ask for a Referral*

Close the conversation, regardless of its outcome, by asking if they know anyone else who would benefit from a discussion with you about Coast Guard opportunities.

### *Know your basic “pitch”*

It is comforting to have a roadmap for talking to strangers. In the recruiting world, it’s called a pitch. It incorporates elements of this guide into a short and (hopefully) interesting statement that answers some questions in advance while opening the door for asking questions and having a conversation. Everyone’s pitch should be customized for them and have openings to add elements of context (sea stories) when needed. Here is the Commanding Officer of Coast Guard Recruiting Command’s base pitch:

“There is a service for everyone... I think if more people knew about my Coast Guard, they would join. We have the same pay and benefits as the other military branches with primarily domestic assignments. We have a “job shadowing” process [non-rate] for the first two years as a seaman or fireman. That means you are not forced to pick a job before you sign up unlike other services. Find your calling then go to school and learn that skill. That’s great for you and the Coast Guard. I’ll tell you something else, I have never eaten a meal from a helmet, slept in a tent, or served overseas unless I wanted to... and I have wanted to three times. You can do it all with us. And so much more.”

-CAPT Richter Tipton

Once you deliver your pitch, be ready to answer questions. You can follow up with your best day in the Coast Guard story. No matter who you are in our Coast Guard, your best day is better than the other service’s recruiting pitch.

## Apply for Recruiting Duty

Recruiting duty is a challenging, but rewarding special assignment without equal. It is easy to take recruiting for granted, but few other jobs can leave such a lasting result on the Coast Guard and improve the lives of dozens of young adults. If that's the kind of impact that appeals to you, consider pursuing a tour in recruiting. Look for the enlisted special assignments season kick-off message.

## Appendix A: Current RIC Roster

North Eastern				
1	Regional Leader	LT	Victor Almodovar	Recruiting Command
	Regional Supervisor	BMCM	Benji Henry	Recruiting Command
1	Recruiter in Charge	CSC	Justin Patch	Atlantic City, New Jersey
2	Recruiter in Charge	CSCS	Michael Perez Butler	Baltimore, Maryland
3	Recruiter in Charge	AMTC	Dane McCollister	Boston, Massachusetts
4	Recruiter in Charge	BMC	Walter Morey	Hampton Roads, Virginia
5	Recruiter in Charge	GMC	Eric Mobiglia	Hartford, Connecticut
6	Recruiter in Charge	BMC	Matthew Bialas	Newark, New Jersey
7	Recruiter in Charge	MSTCS	Mark Fisher	New York City
8	Recruiter in Charge	ITC	Guillermo Abascal	Philadelphia, Pennsylvania
9	Recruiter in Charge	MSTC	Karen Aquino	Portland, Maine
10	Recruiter in Charge	CSC	Robert Garcia	Potomac Mills, Virginia
11	Recruiter in Charge	BMCS	Kevin Moynahan	Providence, Rhode Island
12	Recruiter in Charge	MSTC	Daniel Lilly	Richmond, Virginia
13	Recruiter in Charge	MKC	Craig Phillips	Washington DC
South Eastern				
2	Regional Leader	LT	Victoria Borges	Recruiting Command
	Regional Supervisor	YNCS	Rodney Pearson	Recruiting Command
14	Recruiter in Charge	CSCS	Cleveland Knowles	Atlanta, Georgia
15	Recruiter in Charge	MSTC	Nicholas Johnston	Aguadilla, Puerto Rico
16	Recruiter in Charge	ETC	Erik White	Charleston, South Carolina
17	Recruiter in Charge	CSC	Andrew Rupp	Charlotte, North Carolina
18	Recruiter in Charge	MSTC	Jo Hoover	Columbia, South Carolina
19	Recruiter in Charge	HSC	Yusuf Williams	Jackson, Mississippi
20	Recruiter in Charge	EMC	Travis Thompson	Jacksonville, Florida
21	Recruiter in Charge	YNC	Roberto Rodriguez	Miami, Florida
22	Recruiter in Charge	CSC	Brianna Plotner	Mobile, Alabama
23	Recruiter in Charge	MKC	Michael Baines	Montgomery, Alabama
24	Recruiter in Charge	BMC	Natalie Marach	Orlando, Florida
25	Recruiter in Charge	EMC	Matthew Howe	Durham, North Carolina
26	Recruiter in Charge	CSC	Dale Emmanuel	San Juan, Puerto Rico
27	Recruiter in Charge	BMC	Gigel Dinu	Savannah, Georgia
28	Recruiter in Charge	MSTC	Erin Everson	Tampa, Florida
29	Recruiter in Charge	BMC	Jason Kuzik	Wilmington, North Carolina

Central				
3	Regional Leader	LT	Noel Garcia	Recruiting Command
	Regional Supervisor	MSTCM	Ryan McKay	Recruiting Command
30	Recruiter in Charge	YNC	Lindsay Jones	Chicago, Illinois
31	Recruiter in Charge	OSCS	Joseph Loverti	Cleveland, Ohio
32	Recruiter in Charge	MKC	Mckenzie French	Columbus, Ohio
33	Recruiter in Charge	OSC	Kevin O'Connor	Corpus Christi, Texas
34	Recruiter in Charge	BMC	Adam Kraft	Dallas, Texas
35	Recruiter in Charge	AETC	Harris Anderson	Detroit, Michigan
36	Recruiter in Charge	MKC	Kevin Jones	Houston, Texas
37	Recruiter in Charge	BMC	Francis Foley	Kansas City, Missouri
38	Recruiter in Charge	MKC	Perry Clement	Louisville, Kentucky
39	Recruiter in Charge	MKC	Jason Heinz	Memphis, Tennessee
40	Recruiter in Charge	MEC	Mark Molina	New Orleans, Louisiana
41	Recruiter in Charge	CSC	Zachary Kappler	Oklahoma City, Oklahoma
42	Recruiter in Charge	BMC	David Perrin	St. Louis, Missouri
43	Recruiter in Charge	EMCS	Christopher Matthews	San Antonio, Texas

Western				
4	Regional Leader	LT	Simon Sekiteleko	Recruiting Command
	Regional Supervisor	MKCM	Michael Dioquino	Recruiting Command
44	Recruiter in Charge	GMC	Ignacio Yiftheg	Albuquerque, New Mexico
45	Recruiter in Charge	MEC	Colin Rankin	Anchorage, Alaska
46	Recruiter in Charge	MSTC	Teress Deberard	Boise, Idaho
47	Recruiter in Charge	CSCS	Heath Brown	Denver, Colorado
48	Recruiter in Charge	SKC	Sarah Wilson	Fresno, California
49	Recruiter in Charge	BMC	Alvan Welch	Honolulu, Hawaii
50	Recruiter in Charge	MKC	Christopher Ziarek-Rowley	Los Angeles, California
51	Recruiter in Charge	SKC	Mark Velez	Phoenix, Arizona
52	Recruiter in Charge	HSC	Megan Ludacka	Riverside, California
53	Recruiter in Charge	MECS	Marcus Arambula	San Diego, California
54	Recruiter in Charge	ETC	Todd Roys	San Francisco, California
55	Recruiter in Charge	MSTC	Caesar Valdez	Vancouver, Washington
56	Recruiter in Charge	YNC	Jennifer Gonzales	Seattle, Washington