

APPENDIX 1

PRE-PLANNING & OPEN HOUSE CHECKLIST

6-WEEKS PRIOR TO OPEN HOUSE

- Commit to the Cadet Great Start program
- Set date for Open House
- Appoint a Course Director and Cadet Commander
- Order recruiting brochures and posters from E-Services
- Order "Investing in America's Youth" from E-Services

4-WEEKS PRIOR TO OPEN HOUSE

Work with Schools. Have every cadet present a letter to their school principal or guidance counselor publicizing the open house (see appendix 5). Also provide the school with a copy of CAPP 52, *Investing in America's Youth*.

Work with Media. Coordinate with local newspapers, TV stations, and radio stations to announce the open house. Most media offer a community events section for such a purpose.

Work with Churches. Ask squadron members who attend church to place an announcement about the open house in their church bulletin.

Work with Community Centers. Place recruiting posters at local airports, arcades, skate parks, military recruiting offices, and similar places throughout your community.

Work with the Mall. Coordinate with area malls to request permission to place a display, staffed by CAP members, inside the mall one Saturday. If granted approval, follow the suggestions listed below for "At the School."

3 WEEKS PRIOR TO OPEN HOUSE

- Select the instructional staff
- Conduct activity P2 Cadet Cadre Training
- Start coordinating for cadet orientation flights (to be flown shortly after graduation)
- Review the material checklist (appendix 3) and obtain needed supplies

2 WEEKS PRIOR TO OPEN HOUSE

Invite a Friend. Challenge every cadet to bring one friend to the open house. If possible, award prizes to cadets who meet this challenge.

At the School. If allowed to set up an informational booth, or talk briefly with students, some possible ways to make the most of this opportunity include:

- Show a 3-min video (see capchannel.com)
- Have recruiting brochures available (request from E-Services)
- Have a roster that captures the name, phone number, and email address of interested students
- Have photos, posters, and other visual aids on display

Clean Up the HQ. Visitors are coming, so you will want your meeting place to look clean and welcoming.

Check Signage. If you meet in an out-of-the-way location, ensure there is adequate signage – even if only temporary – directing guests to your meeting place.

Create Displays. Have photos, awards, equipment, and other visual aids on display for guests to look at before the open house begins.

Create Agenda. Develop an agenda for the open house. Include contact information for squadron leaders.

Arrange for Snacks. Offer snacks and beverages to guests during the open house.

1 WEEK PRIOR TO OPEN HOUSE

Review the plan for the Open House. Preflight the scheduled activities.

Invite a CAP-USAF Reservist to attend graduation (week 5) so there is a uniformed Air Force presence.

2 DAYS PRIOR TO OPEN HOUSE

Follow-Up with Interested Youth. A few days prior, call or email youth who visited your recruiting booth at school or the mall to remind them of the open house and answer any questions.

DAY OF OPEN HOUSE

Prepare Headquarters. Place a copy of the open house agenda on each chair. Include the contact information for squadron leaders. Also set up any displays.

Arrive Early. It is always good to have staff on hand too early than too late.

FOLLOW-UP: GRADUATION WEEK

Press Release. Following graduation, send a news release to local media (see appendix 4 for a sample).

Hot Wash. Gather the principal leaders involved in the Cadet Great Start program. Discuss what went well about the program, and what can be improved next year. Take notes and begin a continuity file. Some suggested discussion topics are listed below:

Publicity: Did we generate enough publicity for the open house? What went well? What should we do next time?

Staffing: Did we have the right number of people involved in supporting this program? Was the division of labor between cadets and seniors about right?

Equipment: Were there any special equipment, visual aids, or printed materials that worked well? Is there anything we should add to our checklist for next time?

Finances: How much did this program cost the squadron? How much should we budget for next time?

Scheduling: How well did our schedule work? Were there any activities that ran long or short? How should we tweak the schedule for next time?

Activities: Were the activities we offered appropriate for prospective and new cadets? Are there any activities we should add or delete or modify for next time?

Parents: Did we do enough to involve parents? Is there anything we can do next time to strengthen our partnership with them?

Graduation: How did the cadets perform on their Achievement 1 tests? What was our graduation rate? Can we do anything to improve this rate for next time? Did cadets seem to do poorly in any particular subject areas?

Open Floor: Is there anything else we need to discuss?