



Reserve Info Bulletin



Everyone is a Recruiter Incentive Program - RIB 08/20

As outlined in the below ALCOAST message, the CG has rolled out the Everyone is a Recruiter Incentive Program.

The Coast Guard Recruiting Command is calling on all active duty and reserve members, civilian employees, Auxiliarists, and retirees to assist in increasing enlisted and officer accessions for both the active duty and reserve.

This program recognizes those who have supported recruiting efforts through the use of formal and informal awards, which may include: the Commandant's Letter of Commendation Ribbon, Auxiliary Letter of Commendation Ribbon, 72 hours of special liberty, recognition in the Reservist Magazine, Official Letter of Commendation for CG civilians and a Time Off Award, thank you letters, and unit coins from CGRC.

Specific information on program details, resources, requirements, and the referral and award process can be found at:

<https://cg.portal.uscg.mil/units/psc/Lists/PSC%20Instructions/AllItems.aspx>.

Questions should be directed to the POC listed in the message:

YNCS Mary Endicott of CG RC Mission Support at (202) 795-6879 or

HQS-SMB-CGRC-GOCOASTGUARD-Chat-team.

Thanks for your attention to this important information.

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Everyone is a Recruiter Incentive Program



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R 261032 AUG 20

FM COMDT COGARD WASHINGTON DC//CG-1//

TO ALCOAST

UNCLAS//N01100//

ALCOAST 317/20

COMDTNOTE 1100

SUBJ: EVERYONE IS A RECRUITER INCENTIVE PROGRAM

A. Everyone is a Recruiter Incentive Program User Guide, PSCINST 1120.1A

B. Civilian Awards Manual, COMDTINST M12451.1 (series)

1. The Coronavirus pandemic has had significant negative impacts on Coast Guard recruiting efforts, with cascading impacts on workforce strength, and we need the total workforce's help recruiting our future service members. The Coast Guard Recruiting Command (CG RC) is calling on all active duty and reserve members, civilian employees, Auxiliarists, and retirees to assist in increasing enlisted and officer accessions for both the active duty and reserve.

2. To encourage support of our efforts to recruit new members in critical areas described below, the Personnel Service Center has revised the Everyone Is A Recruiter (EIAR) Incentive Program (REF (A)). This program recognizes those who have supported recruiting efforts through the use of formal and informal awards, which may include: the Commandant's Letter of Commendation Ribbon, Auxiliary Letter of Commendation Ribbon, 72 hours of special liberty, recognition in the Reservist Magazine, Official Letter of Commendation for CG civilians and a Time Off Award per REF B, thank you letters, and unit coins from CGRC. Since 2017, 223 LOC's have been awarded and 58 72-hour special liberty passes were given through the EIAR Incentive Program.

3. Critical recruiting mission areas through 30 Sep 2021 are:

a. Active Duty (AD) enlisted: all accessions

b. Reserve enlisted: all new accessions (non prior-CG) and active duty members accessing directly to the CG Reserve.

c. Officer: new accessions (non prior-CG) through:

(1) College Student Pre-commissioning Initiative (CSPI)

(2) Direct Commission Aviator

(3) Direct Commission Engineer

(4) Direct Commission Lawyer (AD or SELRES)

(5) Direct Commission Physician's Assistant (AD or SELRES)

4. Specific information on program details, resources, requirements, and the referral and award process can be found in REF (A), posted at:

<https://cg.portal.uscg.mil/units/psc/Lists/PSC%20Instructions/AllItems.aspx>.

5. For additional program information, contact YNCS Mary Endicott of CG RC Mission Support at (202) 795-6879 or HQS-SMB-CGRC-GOCOASTGUARD-Chat-Team. Refer to the www.GoCoastGuard.com website or Everyone Is A Recruiter portal page:

<https://cg.portal.uscg.mil/units/cgrc/SitePages/Everyone%20is%20a%20Recruiter!.aspx> for more information and recruiting resources.

6. RADM J. M. Nunan, Assistant Commandant for Human Resources, sends.

7. Internet release is authorized.

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