



DATE: Aug 14, 2019

TO: COMO Mary Kirkwood
CC: DISTRICT 11NR BOARD AND STAFF
FROM: Bob Schabert, DSO-HR
RE: DISTRICT HUMAN RESOURCES REPORT – **JULY 2019**

HIGHLIGHTS

1. Our DSO-HR Team is on target for the publication of ***'The Care and Feeding of an Auxiliarist, from Recruitment to Retirement'***. The publication is nearing completion and will be ready for dissemination in October.

2. PCA Fair --- We are looking forward to the PCA Fair HR Seminar where we will be *'Teaching the Teachers'*. Across the Nation, District 11N is considered a leader in many areas. We need to continue to be a leader in HR. Our District HR Team has devoted many, many hours to developing our HR Recruitment and Retention Program and we are anxious to get the training out to our District. Thus, we are really looking forward to this PCA Fair. Our 4-hours HR Seminar will cover:

- Why do people volunteer?
- Analytics beyond the Statistics of Recruiting and Retention
- The BQII and You
- The Golden Circle by Simon Sinek, Start with the 'Why'
- HR Robot / AAMS Program
- Thinking *'Outside the Box'* Recruiting Ideas - HR / PA Recruiting Events
- The *'Elevator Speech'*
- The *'Cover Letter'* for Recruiting
- Phone Interview Script
- Follow-Up Email Contact with the Applicant and Application Directions
- District Application Policy
- The Applicant Interview
- The Mentor Program... Should we have a new Position? The FSO-Mentor?
- AP to BQ in 30 Days
- Uniforms
- The ID Card
- Feeding the *'Why Factor'*
- Retention... it begins at Recruitment
- Your Flotilla HR Web Page

3. Our 'Elevator Speech'... I have heard a lot of comments and questions about it. The 'Elevator Speech' will be a 'Two Part' Speech. We are using the Harvard Business School's format for **Part One**, which tells 'Who we are'. **Part Two** will be using the Simon Sinek 'WHY' Factor, which is an individual statement telling the listener 'WHY' we do it. This will be an individual and personal statement.

PART ONE: This part of the Elevator Speech is:

- absolutely no longer than 25 to 30 seconds
- approximately 80 to 90 words
- 8 to 10 sentences

PART TWO: We will be using the 'WHY' Factor for the development of Part Two. Each member will develop their own personal statement for Part Two.

4. HR Web Pages --- I have reviewed the HR Web Pages from all the Districts. I have been unable to find one that looks inviting, nor informative to a perspective member. Unfortunately, that includes ours which will be changing soon. We will be addressing the HR Web Pages at the PCA HR Seminar and looking for suggestions for improvement from the class.

HR CLASS 'ON THE ROAD'

AS I MENTIONED LAST MONTH... AND THE MONTH BEFORE... AND NOW THE MONTH BEFORE THAT... Our HR team is willing to travel TO YOU, so we can present this program. This is NOT a simple 20-minute presentation on 'How to get someone's contact information', but a 3-hour training session. The idea behind the class is to 'train the trainers' so your key people can take the concept back to their Divisions and Flotillas. **SO FAR... NO TAKERS!**

IE our Division Commanders will have their FSO-HR's, SO-HR's and FC's attend our PCA HR Seminar, we will be able to 'Teach the Teachers'. They can then take their training back to their units, which will have our Recruitment well on its way.

IN CLOSING... Division Commanders, PLEASE have your HR's, PA's and Elected Staff members attend our PCA Fair HR Seminar on September 22 from 8:00 am. To Noon. HR is on the 'Front Burner'... but we need your participation to make the program successful.

End of Report

v/r

Bob Schabert,
DSO-HR, PA-311N DSO-HR