

CHAPTER 6
ACADEMY INTRODUCTION MISSION (AIM)
& RECRUITING ASSISTANCE PROGRAM (RAP)

- References:
- a. Coast Guard Auxiliary Career Counselor Officers Guide, COMDTINST M1100.4_ (SERIES)
 - b. Auxiliary Manual, COMDTINST M16790.1_ (SERIES)

A. Academy Introduction Mission (AIM).

1. General. The AIM program has been growing in importance to the Coast Guard's overall recruiting effort. To make this program most effective it has become necessary to set specific guidelines and publish procedures to be used consistently nationwide. Reference (a) provides such guidance and is available at the Auxiliary National Supply Center (ANSC) through the usual ordering channels on the basis of three copies per unit (ANSC NR 5013). Basic information for Career Candidate (CC) Staff Officers at all levels (FSO, SO and DSO) can be found in this guide. 11-NR policies and procedures are covered below.
2. Satellite AIM Program. This program provides an opportunity for all AIM participants to experience first-hand the operational side of the Coast Guard. The program is held at Yerba Buena Island, San Francisco, where the Coast Guard Group and Station are involved in a wide range of operations such as Radio Communications, Search and Rescue, Vessel Traffic Control and Aids to Navigation. AIM participants are briefed on all activities during a complete tour of the Island and available Coast Guard Cutters. Depending upon operational constraints, a brief cruise on a Coast Guard Cutter or Patrol Boat may be included.
3. Duties and Responsibilities.
 - a. DSO-CC.
 - (1) Organize the 11-NR AIM and RAP programs.
 - (2) Report Division Primary and Alternate AIM Candidates to the 11-NR Selection Committee with recommendation of selection and non-selection for Project AIM.
 - b. ADSO-CCA.
 - (1) Organize the 11-NR Satellite AIM program and coordinate plans with DSO-CC.
 - (2) Provide other assistance as required in the absence of the DSO-CC.

- c. ADSO-CCL.
 - (1) Organize and carry out a follow-up program to maintain a liaison with AIM candidates who are accepted to the Coast Guard Academy. This Liaison should be maintained for the entire time the AIM candidate remains at the Academy.
 - (2) Report regularly to DSO-CC and provide the DSO-CC other assistance as requested.

- d. ADSO-CCR.
 - (1) Execute the 11-NR RAP program and coordinate activities with DSO-CC and Coast Guard Recruiters within the Region.
 - (2) Report regularly to DSO-CC on the status of the RAP program and provide the DSO-CC other assistance as requested.

- e. ADSO-CCIS
 - (1) Organize and carry out the Information Services Program to provide data and history for contact with all schools and agencies in support of the AIM/RAP Program for the Eleven NR District.
 - (2) Report regularly to DSO-CC and provide other assistance as requested.

- f. ADSO-CCPA
 - (1) Organize and carry out the Public Affairs Program to provide publicity and support to the AIM/RAP Program.
 - (2) Report regularly to DSO-CC and provide other assistance as requested.

4. Project AIM Time Table.

- a. The Flotilla AIM Screening must be completed, with all paperwork on one Primary and one Alternate candidate forwarded to SO-CC, by the end of the *first full week of April.

- b. The Division AIM Screening must be completed on all candidates and forwarded to DSO-CC by the end of the *third full week in April.

- c. 11-NR selections for Project AIM will be made the second Saturday of May by the 11-NR Selection Committee.
 - d. The Satellite AIM Program will be conducted on a Saturday during the month of April.
5. Application Procedures. All FSO-CCs must use the Academy Introduction Mission (AIM) Application, Form (4/97 or as revised), CCAUX-10 (ANSC 7049). DSO-CC will send an annual supply of these forms to SO-CCs for distribution to FSO-CCs. Additional forms can be obtained through FSO-MA. Samples of correspondence to high schools, applicants and participants on the AIM Selection Board can be found in reference (a). Additional information and forms are found on the website <http://www.cgatenews.com>.
6. Funding. District policy is to provide a portion of the round trip airfare for AIM Candidates selected to attend Project AIM at the Academy. Primary funding for the AIM Program is a line item in the District Budget and will be controlled by the DSO-FN and audited by DIRAUX. Budgeted funds will come from donations and fund raising projects at Division and Flotilla level. AIM Candidates will be responsible for meals and lodging while at the Academy.

B. Recruiting Assistance Program (RAP).

- 1. General. RAP has developed into an important program to assist the Coast Guard in meeting its recruiting goals. The need for Auxiliary assistance will vary according to the need of the individual Coast Guard Recruiters in the Region. Additional information on the RAP program is in reference (a).
- 2. Duties and Responsibilities. DSO-CC is the RAP Coordinator for the Northern Region. Requests for recruiting support should be forwarded to ADSO-CCR for coordination with the appropriate SO-CC. DSO-CC will maintain close contact with the Western Regional Recruiting Command and the Coast Guard Recruiting Offices listed in the "Northern Region Directory." Other duties and responsibilities are listed in Section 6.A.3.