

Board of Directors

National Recruiting Report **January 13, 2014**

2013 Campaign Results

Jennifer will have the Dec 31st Spreadsheet completed Jan 14th. Campaign results measured by Highest % Gain will decide the winner of the Howard Kearley Membership Award for 2013. An announcement will be made once the final recruitment report is compiled. Still waiting for some tardy Divisions to send in requested information. This is a problem that needs correction.

Recruitment Posters

The initial order of 25 posters have been sent to the 13 Divisions that will coordinate with RCMP Warrant Officers to have them placed in Division HQ and certain large detachments in BC. A second poster order is being considered as there are many other locations with a large number of employees. Photos and a brief write up has been done of the poster placement at "H" Division HQ in Halifax on Jan 10th. Currently we are negotiating with National Communications to get permission to post Vet items such as this on InfoWeb and Week-in-Review. Alex has been in contact with RCMP Communications and will be following up to get access. This poster was a major project and thanks goes to Al Rivard and Alex Geddes for their kind assistance.

AIL Insurance

AIL AD & D no-cost insurance has been in force since September 01, 2013 (except in Quebec). There will be information letters going out from AIL probably this month for circulation to Division members with full details of the coverage. This is a "free" benefit that should help to attract new members to the Association.

Quarterly

The advertisement is the Quarterly has been revised and enhanced. The lead page will now be the colourful photo on the Why Join? Poster. Slight changes have also been made to the Application form and the content of the Why Join? page.

Advertisements

All ads created last year will be reviewed and updated this month if required and the National website will have the current *Division Addresses & Dues* entry revised. Again the Recruitment Survey will be used to determine the

effectiveness of our advertising and other recruitment initiatives.

2014 Recruitment Campaign

In 2013 the National Recruiting Committee was comprised of the Division Presidents. This year the Committee will be composed of the Division Membership Directors who are dedicated solely to Membership & Recruiting.

The recruiting campaign format will be similar with some slight changes. To keep everyone better informed, this year the results will be posted on a monthly basis instead of each quarter. The Divisions are just getting accustomed to the current procedures so don't want to make any real significant changes. However, after the AGM in June, membership criteria will probably need to be updated, as well as certain documentation such as the application form. I will be advising the committee to review and become familiar now with the proposed changes coming due to implementation of the new CNFP Act.

The 2014 Campaign Rules are currently being drafted and will be circulated to the Divisions shortly.

Respectfully submitted,

George Savage, Chair
National Recruiting Committee