



RECRUITMENT AND RETENTION IN THE PWOR (AND BEYOND)

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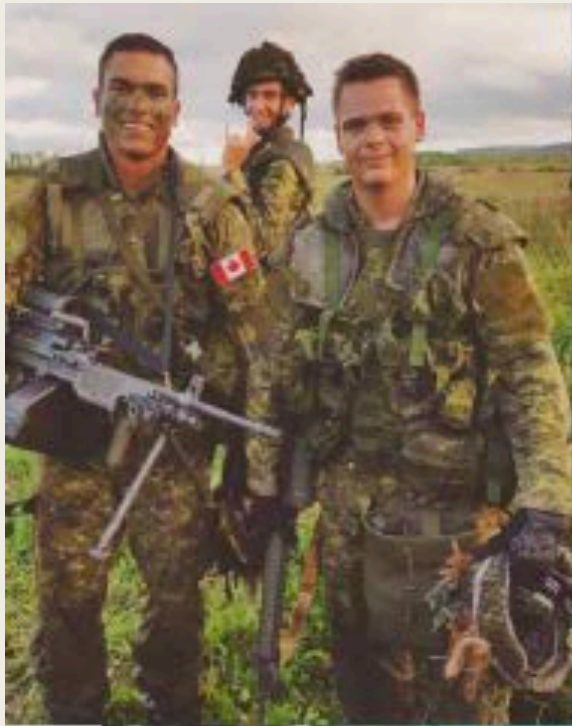
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Source: [illegible]



Research Design

- Previous study at Queen's
- Mapping out a broader research program on military personnel
- Interviews and focus groups
- Questionnaire development for other Army reserve units

Key factors

- Recruitment strategy everyone is aware
- Not just a task for the recruiting team: *culture of recruitment*
- Tailoring approach to recruitment pool
- Training opportunities as key to both recruitment and retention
- Is this just a PWOR/Kingston thing?
- GBA+