

ANNEX D to School Plan

HIGH SCHOOL PROGRAM

1. **BASIC PRINCIPLE:** Recruiter access in high schools is a privilege, not a right, and each individual recruiter must earn this privilege by conduct that embodies **integrity** and **trust**. This is the key to establishing and maintaining positive working relationships with school officials.

2. OPERATIONAL RULES:

a. The school's ground rules with regard to recruiter visits, contact of students, etc. will be determined at the start of the school year, documented in the School Folder, and strictly adhered to.

b. No student will be taken out of school for any processing activities without the prior notification and approval of **parents** and **school officials**.

c. School officials will not be asked to provide transcripts, letters, etc. without sufficient advance notification.

d. The designated school POC will be kept informed as to the processing status of each student applicant.

e. Recruiters will not go above the level of their school POC to attempt to resolve access problems. All actions that require coordination at the level of school principal, or higher, will involve the CLT. This includes obtaining clearance for TAIR events.

f. All school visits will be made with specific objectives in mind and with prior coordination with school POC.

g. The school POC **will be notified in advance** whenever a recruiter will be unable to keep a scheduled appointment.

h. Ask the school POC what you (the Army) can do for the school.

i. Student ASVAB scores are confidential information and will not be discussed with other students or with any other third party not having an official need to know.

3. SCHOOL ACCESS:

a. Introduce yourself to school administrators, counselors and teachers. Make sure they know who you are and what you are doing on campus so you can maintain high visibility. Remember to be courteous and helpful, as you establish avenues of communication.

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b. Use the Educator Tour Program outlined in USAREC Regulation 601-81 to secure and maintain positive attitudes in school officials. When a tour is announced, call the battalion ESS with names of school officials who would benefit from a military facility tour.

c. The following are the courses of action, guidance and reporting procedures for high schools that deny military recruiters access to their students or directory information equal to that of other “employers.”

(1) Upon notification of access denial, recruiters will annotate the school folders of these schools and immediately make the station commander aware of the school’s status.

(2) Station commanders will verify access status of all assigned schools and forward a copy of the school data sheet (USAREC Form 636) to the CLT monthly.

(3) The CLT will annotate all schools that deny access to recruiters and forward the company USAREC Form 636s to the battalion ESS monthly.

(4) The ESS will analyze the 636s from all companies to determine procedures to be used at the battalion level. If battalion level actions fail, the ESS will submit a report to the Brigade ESS on these schools and the actions taken by Battalion ESS.

4. LEAD GENERATION :

a. The school list is the single most important prospecting tool the field recruiter possesses. Accordingly, extensive efforts must be made to ensure the field recruiter obtains/secures directory information on a timely basis.

b. In the event schools lists cannot be obtained or only partial lists are supplied, recruiters will construct list information from other sources. USAREC Reg 350-6, Chapter 3, Paragraph 3-5 contains sources to construct school lists.

5. LEAD REFINEMENT LISTS (USAREC Form 539):

a. Upon receipt or construction of a school lead list, information will be transferred to USAREC Form 539, Lead Refinement List. LRLs will be maintained in accordance with USAREC Reg 350-6, Chapter 3, and Appendix E.

b. Each recruiting station will initiate and maintain **4 LRLs per school:**

(1) 2004 Seniors

(2) 2004 Juniors

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(3) 2003 Graduates

(4) 2002 Graduates

b. The objective is to obtain or construct a full listing of the class populations by the end of the SY. Milestones for construction and contact of HS list are listed in Table 3-3, USAREC Reg 350-6.

6. **SCHOOL FOLDERS (USAREC Form 446):** USAREC Reg 350-7, March 2002, Appendix L, Paragraph L-2 requires recruiting stations to maintain the paper based school folder in conjunction with ARISS.

a. The intent of the school folder is to establish a plan to achieve the greatest amount of success from that school. This plan is established by utilizing historical school data, current school year events, and coordinating with key educators/influencers in the school and supporting community. The school folders will assist each station in maintaining a consistent school program. The school folder should identify all that has happened or needs to happen in a school. The primary recruiter responsible for the school will maintain a written account in the school folder to evaluate specific programs within the school and identify key educators who are most likely to support recruiting efforts. Document each visit to the assigned school in the school folder. These entries will include, at a minimum, the date of the visit, time, and a synopsis of what was accomplished.

b. School folders are reviewed annually by the Command Inspection Team and the Brigade ESS.

c. Use of Form 446 (**Entries are mandatory.**)

(1) Front cover. Record data to reflect a profile for each school.

(2) Inside front cover. Space is provided to list the names and telephone numbers of faculty and student body. Space is also provided to list the schools calendar of events.

(3) Inside back cover. Space is provided to store necessary school information that is not addressed on the folder itself (e.g., newspaper ads, directory lists, and other pertinent data as deemed necessary by the recruiter). Keep all current ASVAB lists with the appropriate school folder.

(4) Outside back cover. Space is provided to list the names of DEP and DTP members along with their enlistment options.

(5) Inserts. Monthly notes will be to use to document all school visits and the execution of the school's action plan.

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c. Filing and disposition.

(1) Start a new School Folder each school year on July 1.

(2) The station commander will hold current year school folders within the station's active files. It is the assigned recruiter's responsibility to keep the data current.

(3) Maintain school folders for a minimum of two years in the inactive files. All folders exceeding the current school year plus the past two years may be destroyed.

7. **SCHOOL VISITS:** Recruiters will establish a high school visit plan for each school assigned by coordinating with school POCs to determine the best time to schedule. Recruiters must be knowledgeable about Army programs and benefits that appear in the Recruiter's Handbook. Some of these programs are:

- MGIB Montgomery GI Bill
- ACF Army College Fund
- ALRP Army Loan Repayment Program
- APE Accelerated Promotion for Education
- ACASP Army/Army Reserve Civilian Acquired Skills Program
- STARR Specialized Training for Army Reserve Readiness
- WOFT Warrant Officer Flight Training
- OCT Officer Candidate School
- CONAP Army Concurrent Admissions Program

8. **SCHOOL DATA SHEETS (USAREC Form 636):** USAREC Reg 350-7, March 2002, Appendix L, Paragraph L-4, requires recruiting stations to "Maintain the paper-based USAREC Form 636..."

a. Company commanders will continue to submit the USAREC Form 636s to the Bn ESS **NLT the 3rd working day following the end of the RSM.**

b. **All RMA assigned schools** will be listed on the USAREC Form 636. **Do not modify the form or use other codes not identified** on the example in **ANNEX E.**

9. **ESTABLISHED BATTALION HIGH SCHOOL DIRECTORY:**

a. The Battalion ESS is responsible for maintaining lists of high schools and programs awarding an education credential within its area of operation. These lists are published as "Tier 1, Do Not Require Individual Tier Evaluation" and "Tier 1, Requires Individual Tier Evaluation".

b. Updated lists are published on a quarterly basis and forwarded to all CLTs, RS Commanders, MEPS Guidance Counselors, and Battalion Staff.