

ANNEX H to School Plan

POSTSECONDARY SCHOOL PROGRAM

1. **PURPOSE:** To enable the Sacramento Recruiting Battalion to accomplish its assigned HSDG/HI GRAD objective. The policies and procedures in this provide guidance to the Company Commanders for their postsecondary school recruiting program during the 2003/2004 school year.

2. **GENERAL:**

a. Recruiters who have colleges in their area of responsibility will recruit from those colleges in the same manner they recruit from any other school they have been assigned

b. A school folder and will be initiated on July 1 for the SY 2003/2004 for each college assigned and maintained in the same manner as the High School folder.

c. Realistic goals, active and reserve, will be set for each postsecondary school.

3. **RESPONSIBILITIES**

a. **Battalion Commander:**

(1) Supervises the implementation of the Battalion Postsecondary School Recruiting Program.

(2) Provides continuous evaluation and reassessment of program guidance and specific directives to Company Commanders.

(3) Ensures development, funding and implementation of Battalion advertising campaigns to sustain support for the postsecondary school recruiting program.

(4) Ensures support for programs initiated by the Company Commanders and the Education Services Specialist.

(5) Conducts quarterly schools plan review and synchronization meeting with the ESS, the A&PA Chief, and CLT's to assess accomplishments and shortfalls from previous quarter and adjust strategies for next quarter.

(6) Conducts semi-annual coordination and planning meetings with PMS of ROTC schools to review MOA between USAREC and USACC and ensure mutual support for each other's mission.

(7) Establishes contact milestones for priority colleges.

(8) Ensures ESS is integrated into Company training schedules throughout the year.

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b. Command Sergeant Major:

- (1) Supervises the Battalion Postsecondary School Recruiting Program among the NCO field force.
- (2) Tracks attainment of the HSDG/HI GRAD production goals.
- (3) Takes corrective action to ensure mission accomplishment.

c. Recruiter Training NCO:

- (1) Trains the Company Leadership Team, Station Commanders, and Recruiters on the postsecondary market and how to recruit on and gain access to college campuses.
- (2) Evaluates implementation of the Battalion Postsecondary School Recruiting Program (PSSRP) by the field force.

d. Education Services Specialists:

- (1) Trains the Company Leadership Team, Station Commanders, and Recruiters on the postsecondary market and how to recruit on and gain access to college campuses.
- (2) Provides support to recruiters in gaining access to postsecondary schools.
- (3) Conducts presentations on specific Army programs for college officials and at centers of influence (COI) events.
- (4) Assists Company Commanders in developing College Penetration Plans for all assigned schools.
- (5) Assists in the development of the Postsecondary School Recruiting Program (PSSRP) action plan.
- (6) Serves as the Battalion Commander's liaison to postsecondary schools and state higher education associations.
- (7) Monitors implementation of the PSSRP action plan and individual College Penetration Plans.
- (8) Maintains and monitors battalion CONAP admissions and report data to SOC/CONAP and the brigade education specialist.
- (9) Prepares reports of CONAP usage for each company for discussion at battalion synchronization meetings.

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(10) Visits colleges to encourage their participation in CONAP and to identify and correct any issues that may arise.

e. Advertising and Public Affairs:

(1) Ensures RPIs are available for presentations.

(2) Coordinates for recruiter booth space at Career Fairs and Job Fairs at colleges, universities and vocational/technical schools.

(3) Incorporates the postsecondary market into the Battalion's advertising plan.

(4) Assists Recruiters in obtaining advertising in college/university papers, on college radio stations, or college/university closed circuit television, etc.

f. Company Commander:

(1) Develops a College Penetration Plan in coordination with the recruiting station for each assigned postsecondary institution. **Identifies priority and non-priority colleges.** Distributes plan to BN ESS and to the Station Commander for implementation and attachment to school folder.

(2) Ensures college recruiting teams (Company Commander, RA recruiter, and USAR recruiter) are developed, trained and utilized for all assigned postsecondary institutions.

(3) Ensures that a **School Folder (USAREC Fm 446)** is prepared for each assigned college to include the College Folder Insert and the College Penetration Plan.

(4) Ensures compliance with all activities listed in the College Folder Insert (as appropriate for assigned school) and College Penetration Plan.

(5) At a minimum, reviews School Folders monthly for compliance and documents review in folder.

(6) Ensures compliance with the Postsecondary School Recruiting Program (PSSRP) Action Plan and the BN School Plan.

(7) Assists recruiters with activity in the postsecondary market to include training, school visitations, establishing COIs, and use of advertising, TAIR and other assets.

(8) Conducts COI events and presentations in postsecondary schools to increase awareness of the total Army offer with the aim of increasing productivity.

(9) Assists in obtaining focused Student Directory Information from assigned schools.

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(10) Trains recruiters on the CONAP Program.

(11) Uses CONAP to establish working relationships with college officials. Monitors use of CONAP colleges within the company's area to improve usage if needed.

(12) Visits colleges not in SOC/CONAP to attempt to enroll them in the program.

g. Station Commander:

(1) Ensures that a **School Folder (USAREC Fm 446)** is prepared for each assigned college that includes the College Folder Insert provided in Annex C and the Company Commander's College Penetration Plan.

(2) Ensures compliance with all activities listed in the College Folder Insert (as appropriate for assigned school) and Company Commander's College Penetration Plan.

(3) Ensures compliance with the Postsecondary School Recruiting Program (PSSRP) Action Plan.

(4) Ensures all activity in assigned schools is recorded in school folder.

(5) Assigns a primary and alternate recruiter, either RA or USAR, to each 2-year and 4-year college and postsecondary vocational-technical school in the RS area.

(6) Ensures recruiters complete the on-line college recruiting course found at <http://www.collegesoldiers.net>.

(7) Develops a school action plan for effectively penetrating assigned postsecondary schools following BLT and CLT guidance.

(8) Lists and **completes data for all assigned colleges on USAREC Form 636-B** and provides to CLT at end of RSM.

(9) Assists recruiter with college orientation to include physical layout and key personnel.

(10) Accompanies recruiter on college visits as necessary.

h. Recruiter:

(1) Prepares and implements a school action plan for each assigned postsecondary school following BLT and CLT guidance.

(2) Prepares a **school folder (USAREC Fm 446)** for each assigned college that includes the College Folder Insert provided in Annex C and the Company Commander's College Penetration Plan (attach on inside of the front cover).

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(3) Complies with all activities listed in the College Folder Insert (as appropriate for assigned school).

(4) Records all activity in assigned school in school folder.

(5) Enrolls all enlistees in the CONAP Program. Makes the CONAP form a part of the enlistment package.

(6) Assists applicants to complete the CONAP form and forwards completed forms to the Battalion Education Specialist.

(7) Maintains follow-up contact with CONAP applicants to ensure they complete all college application requirements.

4. POSTSECONDARY MARKET:

a. *Colleges and Universities* - Regionally accredited four-year public and private degree-granting institutions offering studies toward of bachelor of arts (BA) or bachelor of science (BS) and postgraduate (masters and professional) degrees. Public colleges, whose tuition and fees are less expensive, receive their funding from the state. The tuition and fees of private colleges are more expensive. They usually are affiliated with a religious denomination and receive no state funding.

b. *Community Colleges* - Regionally accredited two-year degree granting institutions offering studies toward an associate of arts (AA), associate of science (AS), or associate of applied science (AAS) degree. Community colleges serve a defined geographical area, offer courses to serve the local economic base, and offer academic programs for students planning to transfer to a four-year college. Community colleges often serve an older population. Two-year junior colleges serve students from other parts of the state or country.

c. *Other Degree-Granting Institutions* – There are many institutions of higher education legally authorized to grant degrees in business or specialized technologies that are not colleges or universities. Examples of for profit proprietary schools are ITT Technical Institute and Lincoln Technical Institute.

d. *Non-Degree Granting Institutions* - The postsecondary market includes institutions that offer accredited postsecondary certificate and diploma programs. These institutions train for specific occupations and careers. Examples of occupations include practical nursing, computer operator, medical assistant, automotive repair, welding, etc. Many graduates from these schools have certificates or degrees that would be eligible for the Army Civilian Acquired Skills Program (ACASP). Most of these institutions are private, for-profit schools and have high loan default and drop out rates.

5. **ESTABLISHING CONTACTS** - Listed below are eleven offices, each of which can assist the recruiter in a different way. At larger universities these are all distinct offices, but at smaller

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colleges not all of these offices may exist and in some cases some administrators may hold more than one position.

a. **Admissions Office** – The Director of Admissions and the Admissions Counselors are the recruiters for the college. The competition for new students is fierce, especially for private institutions. The Concurrent Admissions program (CONAP) should be used as a sales tool when initiating and maintaining contact with this office. Establish a partnership with the college recruiters – sell the college to students as the college helps to sell the Army.

b. **Registrar** – The Registrar is the primary person with whom recruiters will do business. Registrars can provide the following information:

- (1) Class schedule and registration process;
- (2) Student stop-out cycle and student stop-out information;
- (3) Procedure for obtaining official transcripts, and;
- (4) Procedure for obtaining Student Directory Information IAW the Solomon Amendment.
- (5) Provide the registrar with a list of stop-outs that enlist in the Army.

c. **Financial Aid Office** – This office consists of advisors who assist students with financial aid for college (loans, grants, scholarships, work-study, etc.).

(1) Financial aid advisors may visit area high schools to inform parents and students of financial aid options available to pay for school. It is important to keep this office informed of programs and options the Army offers for funding higher education.

(2) Many colleges have entrance and exit briefings for students who receive financial aid. This provides an excellent opportunity to present the Loan Repayment Program (LRP) either in person or through RPIs.

d. **Career Planning and Placement Office** – This office assists students in establishing career goals and finding employment. The placement office posts job announcements and sets up interviews with employers.

(1) Recruiters should interact with this office as an employer and provide staff with information on full- and part-time jobs, advance promotion and loan repayment opportunities.

(2) Post the USAR Job Vacancy Report in this office.

(3) Contact this office to participate in career days and job fairs.

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(4) Request to set up on campus job interviews.

e. **Student Services** – This office is responsible for governing residence halls, rules and regulations for posting flyers, and recreation programs and activities.

(1) Recruiters should contact this office for permission to post flyers.

(2) Recruiters should contact this office for information on residence hall activities and resident advisors.

f. **ROTC** – The ROTC Department can assist in penetrating the host college and partnership colleges. The Army ROTC representative may be able to introduce recruiters to helpful COI's on the campus and are an excellent source of leads. COI events and high school visits may be held in conjunction with the ROTC Department. Joint high school visits provide the Army with an opportunity to make joint presentations on officer and enlisted opportunities.

g. **Public Information and Public Affairs** – This is the office to contact regarding advertising rates for campus newspaper or radio ads. A calendar of campus events is also maintained here. Some events may lend themselves to Army participation.

h. **Veterans Affairs Office** – This office will have information on students and faculty who are veterans or reservists or COIs who are supportive of the military. Recruiters may also obtain leads for prior service re-enlistments. Provide this office with a copy of the USAR Job Vacancy Report.

i. **Student Organizations** – These include professional fraternities, honor and recognition societies, national professional societies, clubs and other student groups. Recruiters may be able to participate in presentations they sponsor or make presentations to the group.

j. **Athletic Department** – Develop contacts with the coaches. They will know the students that are having difficulty with the academic program. These students will be in good physical condition and generally drug free.

k. **Counselors** – This office provides advice to students on classes and majors within the college. This office can also provide contact information on the faculty advisors who assist students in their major field of study.