

Education

Concurrent Admissions Program

For the Commander:

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**History.** This UPDATE printing publishes a revised regulation which is effective 31 May 2002.

**Summary.** This regulation prescribes policies and procedures for the implementation of the Concurrent Admissions Program within the United States Army Recruiting Command.

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**Chapter 1**

**General**

**1-1. Purpose**

This regulation establishes the policies and procedures for the implementation of the Concurrent Admissions Program (ConAP). It describes the relationship between the United States Army Recruiting Command (USAREC) and Servicemembers Opportunity Colleges (SOC), an entity of the American Association of State Colleges and Universities. ConAP is an SOC Program. Colleges participate in ConAP with the expectation of enrolling ConAP soldiers as students after or concurrent with their military service. ConAP colleges designate a point of contact to interface with Army recruiters. High school (HS) counselors and Army education center counselors can reinforce ConAP soldiers'

**Applicability.** This regulation applies to all military and civilian personnel assigned, attached, detailed, or performing recruiting duties within the United States Army Recruiting Command.

**Proponent and exception authority.** The proponent of this regulation is the Director of Recruiting Operations. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponent may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of lieutenant colonel or the civilian equivalent.

**Army management control process.** This regulation contains management control provisions in accordance with AR 11-2 but does not identify key management controls that must be

intent to enroll in college during or after their enlistment.

**1-2. References**

Related publications and referenced forms are listed in appendix A.

**1-3. Explanation of abbreviations and terms**

Abbreviations and special terms used in this regulation are explained in the glossary.

**1-4. Responsibilities**

a. Headquarters, United States Army Recruiting Command (HQ USAREC):

(1) The Director of Recruiting Operations is the proponent for this regulation and has staff responsibility.

(2) The Education Division of the Recruiting Operations Directorate is responsible for:

(a) Incorporating ConAP training into programs of instruction for the Army Recruiter Course and the Recruiting Commanders Course.

(b) Integrating ConAP information into the Army Recruiting Information Support System.

(3) The education services specialist (ESS) in charge of postsecondary programs will be the point of contact between USAREC and SOC. He or she will monitor the contract and the progress of the program and will coordinate with the Defense Activity for Non-Traditional Education Support (DANTES), the contracting officer's technical representative for SOC. See table 1-1 for matrix of responsibilities.

b. Recruiting brigade (Rctg Bde) ESSs will ensure that all recruiting battalion (Rctg Bn) ESSs understand ConAP and are capable of

evaluated.

**Supplementation.** Supplementation of this regulation is prohibited.

**Suggested improvements.** The proponent agency of this regulation is the Office of the Director of Recruiting Operations. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCRO-E), Fort Knox, KY 40121-2726.

**Distribution.** Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution Y. This regulation is published in the Recruiter Management UPDATE.

conducting training.

c. Rctg Bn ESSs will:

(1) Ensure each recruiting station (RS) has current ConAP brochures, forms, and a copy of the ConAP Handbook.

(2) Identify needs and plan, prepare, and conduct ConAP training for recruiters, RS commanders, and recruiting company (Rctg Co) commanders.

(3) Manage ConAP activity within the Rctg Bn by:

(a) Maintaining quarterly statistics on ConAP. NOTE: Management information reports are provided by SOC monthly, quarterly, and annually.

(b) Conducting ConAP training for college points of contact.

(c) Acting as the primary liaison between the Rctg Bn and participating ConAP colleges.

(d) Resolving problems with the administration of ConAP.

(e) Promoting ConAP as an integral part of the Army's commitment to education.

(f) Marketing ConAP to nonparticipating colleges in coordination with the company leadership team (CLT).

d. The CLT will:

(1) Visit participating ConAP colleges' points of contact at least once during each school year.

(2) Market ConAP to nonparticipating colleges along with the Rctg Bn ESS. May request assistance from the Rctg Bn ESS.

(3) Manage the program within the Rctg Co's boundaries.

e. RS commanders will:

(1) Complete ConAP training for new recruiters.

\*This regulation supersedes USAREC Regulation 621-2, 31 March 1997.

(2) Escort new recruiters to local ConAP colleges and introduce them to ConAP points of contact.

(3) Maintain strong interest in ConAP.

(4) Track the status of enlistees' College Referral and Intent to Enroll forms (see fig 2-2) sent to ConAP colleges.

(5) Ensure an ample supply of local college catalogs and forms are available in the RS.

f. Regular Army (RA) and United States Army Reserve (USAR) recruiters will:

(1) Learn and promote the program.

(2) Encourage enlistees to participate in ConAP, especially at local colleges.

(3) Help enlistees complete the ConAP College Referral and Intent to Enroll forms.

(4) Mail or deliver ConAP forms to the college and receive signed forms back from the college. Distribute designated copies to enlistees, Rctg Bn ESSs, and HS counselors.

**Table 1-1**  
**Matrix for processing a ConAP application**

| Primary Action Person(s) | Required Action   |
|--------------------------|---|
| ESS, CLT                 | Enrolls colleges in ConAP.  |
| ESS                      | Provides a list of ConAP college points of contact.   |
| E                        | Enlistee visits local colleges (optional).  |
| R, E                     | Enlistee completes the College Referral and Intent to Enroll form and sends to the college.                                   |
| R                        | Follows-up on college's receipt of ConAP form.  |
| C                        | College signs and returns ConAP form.   |
| R                        | Receives student copy, Rctg Bn copy, and HS copy of ConAP form from college. Makes distribution of copies.                    |
| ESS                      | Maintains statistics and reports to Rctg Bde at the end of the month.   |
| ESS                      | Notifies the Rctg Bn awards clerk when completed ConAP forms are received, so recruiters will receive their incentive points. |

| Legend                              |
|-------------------------------------|
| C = College                         |
| CLT = Company leadership team       |
| E = Enlistee                        |
| ESS = Education services specialist |
| R = Recruiter                       |

## Chapter 2 ConAP Procedures

### 2-1. Initial procedures

a. SOC will continue to develop and implement ConAP. SOC is contracted to administer the program for USAREC by DANTES. The HQ USAREC ESS will ensure that SOC accomplishes the following:

(1) Identifies colleges that can support higher education for Army recruits.

(2) Encourages non-SOC to join SOC and participate in ConAP.

(3) Conducts regional, state, or area training workshops for college representatives, Army recruiting personnel, and Army education center personnel.

(4) Provides liaison with ConAP institutions, USAREC, and Army education centers (see fig 2-1) to resolve problems relating to program implementation, management, and compliance with SOC principles and criteria.

(5) Develops recommendations for program improvement in coordination with USAREC.

(6) Maintains the existing database that supports ConAP.

(7) Submits monthly summary reports to HQ USAREC.

(8) Stocks ConAP brochures in sufficient quantities and makes distribution to Rctg Bns.

(9) Maintains the ConAP Web site ([www.soc.aascu.org/conap](http://www.soc.aascu.org/conap)).

b. Army recruiting ESSs at all levels will coordinate with the SOC representative to ensure that colleges interested in ConAP accomplish the following:

(1) Become members of SOC and complete an institutional agreement to participate in ConAP.

(2) Assign a point of contact to help soldiers during the ConAP referral process, during military service, and upon arrival on campus to enroll.

(3) Complete the ConAP College Referral and Intent to Enroll form (see fig 2-2). Keep the college copy and return the student, Rctg Bn, and HS copies to the recruiter that referred the soldier.

### 2-2. Implementation

a. HQ USAREC, Director of Recruiting Operations, will:

(1) Monitor the ConAP contract and progress of the program.

(2) Ensure funds are budgeted to implement the contract.

(3) Ensure the Education Division completes the following:

(a) Submits requests to the contracting officer's representative at DANTES to change and modify the statement of work and/or the deliverables of the contract.

(b) Works closely with the ConAP project director.

(c) Promotes ConAP at national education conventions and within the education community.

(d) Promotes ConAP within the Army Continuing Education System community.

b. Rctg Bde commanders will:

(1) Ensure adequate resources are available to Rctg Bns to support ConAP.

(2) Make ConAP presentations to college officials as requested.

(3) Utilize the Rctg Bde ESS to evaluate the program and, as necessary, assist with difficult colleges.

c. Rctg Bde ESSs will:

(1) Provide information and assistance to Rctg Bns in developing ConAP. Review, evaluate, and monitor these programs.

(2) Use state and regional conventions to present ConAP to colleges.

(3) Maintain liaison with state and regional

higher education organizations.

(4) Provide the Rctg Bde commander with quarterly data by Rctg Bn on the implementation of the program.

d. Rctg Bn commanders will:

(1) Ensure that all levels of their command receive training on ConAP and possess the sales tools necessary to include ConAP in presentations to RA and USAR prospects and enlistees.

(2) Ensure each RS has the following materials to promote and implement ConAP:

(a) ConAP Handbook.

(b) ConAP brochures and recruiting publicity items.

(c) Recruiter's Guide to ConAP (see fig 2-3).

(d) List of participating colleges.

(e) College Guide to ConAP.

(f) College Referral and Intent to Enroll form.

(g) Information about participating colleges within the Rctg Co area.

(3) Ensure the Rctg Bn ESS contacts ConAP colleges to review their procedures and help build a partnership with their local recruiters.

(4) Ensure that recruiters use the Delayed Entry Program (DEP) and the Delayed Training Program (DTP) to promote interest in ConAP. Have the DEP or DTP members fill out ConAP forms.

e. Rctg Co commanders will:

(1) Read the ConAP Handbook obtained from the Rctg Bn ESS.

(2) Ensure that RS commanders and recruiters understand the purpose of ConAP, are trained to implement the program, and have all the necessary materials listed in d(2) above.

(3) Encourage local colleges to join ConAP if they do not participate in the program.

(4) Visit ConAP colleges as needed, but at least once during each school year.

(5) Continually seek to improve ConAP and

build partnerships with local colleges (see fig 2-4). Solve any problems that may arise in the program.

(6) Encourage referral of the enlistee to local participating colleges. This is a key action in establishing positive relations between the recruiter and the college. The college will view the recruiter as an excellent source of future students, enabling the recruiter to improve access and hi-grad recruiting on that campus.

f. RS commanders will:

(1) Guide DEP and DTP members as they select a college and submit a College Referral and Intent to Enroll form.

(2) Annotate USAREC Form 611 (DEP/DTP Tracking Log) by indicating "ConAP" in block 10 when the DEP or DTP member completes a ConAP College Referral and Intent to Enroll form.

(3) Indicate "yes" after "ConAP" when the enlistee submits the form to the college.

(4) Ensure all significant steps in the program are annotated on the DEP or DTP member's prospect data record.

(5) Provide information on the status of ConAP applicants to Rctg Co and Rctg Bn commanders.

g. RA and USAR recruiters will:

(1) Learn about the program; read the ConAP Handbook and attend scheduled ConAP workshops.

(2) Promote ConAP by placing ConAP brochures and recruiting publicity items in racks at HSs, colleges, and RSs.

(3) Present ConAP information to leads, prospects, and enlistees who are interested in continuing their education during or after military service.

(4) Discuss the benefits of ConAP with students and parents. Provide them with a copy of the "Student's, Parent's, and Counselor's Guide to ConAP."

(5) Brief HS educators semiannually on ConAP, preferably at the start of the school year and at mid-year. Ensure each counselor receives a copy of the "Student's, Parent's, and Counselor's Guide to ConAP."

(6) Explain ConAP to DEP and DTP members and their parents.

(a) Have the enlistee review the list of participating ConAP colleges.

(b) Recommend that at least one selection be a participating college near the enlistee's home.

(c) If one of the selected ConAP colleges is near the RS, arrange for the enlistee to visit and speak to the ConAP point of contact.

(7) Track the progress of the ConAP form.

(a) Assist the DEP or DTP enlistee in completing the ConAP form and mail or take it to the selected college.

(b) The College Referral and Intent to Enroll form is sent directly to the college by the recruiter. When signed by a college official, it is returned to the recruiter. The recruiter sends the Rctg Bn copy to the ESS who sends a photocopy to SOC.

(8) Promote ConAP partnership by placing local college literature in USAR centers.

h. Rctg Bn ESSs will:

(1) Conduct ConAP training for all recruiters, RS commanders, and Rctg Co commanders at least once a year. Provide new Rctg Co commanders and recruiters with the ConAP Handbook.

(2) Promote ConAP to educators as an integral part of the Army's commitment to education.

(3) Visit local colleges in coordination with the CLT. If they are not members of SOC, invite them to join and also participate in ConAP. Provide them with forms necessary to join SOC and ConAP. Provide them with a copy of the College Guide to ConAP (see fig 2-5) and also provide them with copies of the "Student's, Parent's, and Counselor's Guide to ConAP."

(4) Identify any problems arising from the implementation of ConAP and seek resolution with the colleges, recruiters, or SOC.

(5) Manage ConAP activity within the Rctg Bn. Some duties are:

(a) Distributing ConAP promotional material, forms, and lists of ConAP colleges.

(b) Forwarding photocopies of completed ConAP forms to SOC.

(6) Review ConAP procedures with each participating college's point of contact for ConAP to ensure that paperwork submitted to the school is handled expeditiously.

(7) Obtain catalogs, course schedules, and other information from local participating colleges and make them available to RSs.

i. SOC is tasked to provide monthly, quarterly, and annual management information reports to commanders at Rctg Bn, Rctg Bde, and USAREC level to help evaluate the effectiveness of ConAP. There are two key reports:

(1) The number of soldiers per Rctg Bn whose Intent to Enroll or Request for Admission (old ConAP form) have been acknowledged by a ConAP college.

(2) The number of ConAP colleges within each Rctg Bn that are being used by recruiters.

(a) Rctg Bn ESSs provide SOC a photocopy of each completed ConAP form. SOC extracts certain data elements to prepare reports and then stores the form in an archive. Rctg Bns do not need to duplicate SOC reports.

(b) Rctg Bns should be aware of all 2- and 4-year colleges within the Rctg Bn area; know which colleges are in ConAP, and ensure that all ConAP colleges are being used by recruiters.

j. Rctg Bn public affairs offices will:

(1) Ensure that ConAP brochures are available in sufficient quantities to promote the program.

(2) If not already funded by USAREC, purchase an Army exhibit booth for state and regional HS and college counselor meetings and conferences, college registrar and admission officer meetings, and other professional education organizations to promote ConAP.

(3) Develop local advertising programs for Rctg Bn initiatives.

# EDUCATION CENTER GUIDE TO ConAP

**What is ConAP?** The Concurrent Admissions Program (ConAP) is a partnership between the Army Recruiting Command, over 1,540 participating colleges and Servicemembers Opportunity Colleges (SOC).

## What are ConAP's Goals?

- Increase enlistment of college-capable soldiers
- Build partnerships between Army recruiters and local colleges
- Increase the number of Army soldiers, veterans and reservists enrolled in college and using Montgomery GI Bill (MGIB) education benefits

**The Concept** When soldiers enlist in the Army or Army Reserve, recruiters encourage them to plan on attending college during and after their enlistment. New soldiers send a *College Referral and Intent to Enroll* form to ConAP colleges. They state their intent to enroll in college during or after their enlistment. Colleges acknowledge the soldiers' intent and provide guidelines about applying for admission, beginning the college experience, using distance learning and staying in touch by e-mail and the college Web site. **See form on the other side.**

## ConAP is a Two-Step Process

### Step 1. Recruiter and soldier send form to college

The Recruiter and new soldier select a ConAP college(s), fill out the form and send it to the ConAP point-of-contact (POC) at the college. Soldiers may send forms to more than one college.

If a soldier selects a distant college, the recruiter advises the soldier to also pick a local college. Why? Because many soldiers return home after discharge and attend local colleges, and using local colleges helps recruiters build partnerships with these schools.

### Step 2. College completes form and returns to recruiter

The College POC completes the form, keeps the original copy and returns other copies to the recruiter. The recruiter provides designated copies to the student (enlistee), the high school counselor if the enlistee is still in high school, and to the education services specialist (ESS) at the recruiting battalion.

By signing the form, the POC acknowledges the soldier's intent to enroll and advises the soldier to:

- apply for admission within one year of the expected date to enter college.
- visit their Army education center and begin college work in class or by distance learning.
- stay in touch with the college by e-mail and Web.

## What are the Advantages for New Soldiers?

A plan to attend college and use MGIB benefits  
A home college that recognizes the ACE Guide  
Stimulates interest in educational opportunities:

- SOCAD Degree Programs
  - Army Career Degree Builder Programs
  - Army University Access on Line (AUAO)
  - Distance Learning with ConAP college
  - College programs at Army Education Centers
- For active & reserve, 75% TA to \$3,500 a year

## Education Center Inprocessing Interview

Ask soldiers if they are in ConAP and if they have a copy of their ConAP form. If yes, ask them to contact the college by e-mailing the ConAP POC.

If they do not have a copy of their ConAP form, forget the name of the college, or need the name of a POC, a phone number or e-mail address, they can:

- Call the ConAP office at 1-800-368-5622
- Send e-mail to: [conap@aascu.org](mailto:conap@aascu.org) stating name, SSN and information needed
- Visit the SOC Web at: [www.soc.aascu.org/conap/](http://www.soc.aascu.org/conap/)

Help them get started with college coursework.

## Education Center Transition Counseling

Advise soldiers to:

Complete at least 20 months of a 2-year or 30 months of a 3-year or longer enlistment to qualify for MGIB education benefits.

Apply for admission to their ConAP college not more than 12 months before the desired date to enter college. See the college catalog or Web site about ways to apply for admission.

Visit the veteran's advisor at the college to activate their education benefits. Payments are made by the Veterans Administration (VA) and usually begin one to three months after enrollment. Contact the veteran's advisor at least six months before classes begin if they need an advance payment from the VA to help pay tuition.

Explain ROTC scholarships, the Green-to-Gold program and the VA Work-Study Program. See the VA Web site at <http://www.gibill.va.gov/>

## For more information or to provide comments:

Phone: 800-368-5622 FAX 202-667-0622

E-mail: [conap@aascu.org](mailto:conap@aascu.org)

Web Site: <http://www.soc.aascu.org/>

# COLLEGE REFERRAL AND INTENT TO ENROLL

## U.S. Army Concurrent Admissions Program (ConAP)

**STUDENT NAME** Ms. \_\_\_\_\_ Social Security Number \_\_\_\_\_  
 Mr. \_\_\_\_\_  
Last, First, Middle Initial Please type or print clearly (press hard)

Home Address \_\_\_\_\_  
Street City State Zip Code

Date of Birth \_\_\_\_\_ Telephone Number \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Education Funding \$ \_\_\_\_\_ MOS Code \_\_\_\_\_ MOS Name \_\_\_\_\_

Recruiter Name \_\_\_\_\_ RSID \_\_\_\_\_ Telephone Number \_\_\_\_\_

Recruiter Address \_\_\_\_\_

Expected Dates of Active Duty \_\_\_\_\_ *Expected Date to Enter College* \_\_\_\_\_  
Month Year

**COLLEGE** \_\_\_\_\_ **State** \_\_\_\_\_ *Intended Major* \_\_\_\_\_  
Write out complete name of college/university

**I intend to enroll during or after my enlistment.** Active Army \_\_\_\_\_ Army Reserve \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

### Guidelines for Students

**Plan for College.** Student's intent to enroll is acknowledged. • Student to make formal application for admission not more than one year before expected date to enter college. Application fee is due at that time. • Student is subject to the college's admission and degree standards, as published in the catalog, at the time of enrollment in class.

**Begin College.** See the college Web site for information about the campus, applying for admission, academic programs, costs and more. To begin the college academic experience, student is advised to take courses in mathematics, reading comprehension, and oral and written communications. • Discuss plans for college with a counselor at your Army Education Center. Show the counselor this form.

**Distance Learning.** Student may enroll during enlistment if college offers Web-based courses. See college Web site.

**Be Proactive-Stay in Touch.** Contact the ConAP point-of-contact below for further information and stay in touch with the college. If necessary, see the list of ConAP points-of-contact and college Web sites/e-mail addresses at <http://www.soc.aascu.org/conap/>. Mention *ConAP-Admissions Office* when contacting the college. • For a list of most undergraduate degree programs offered at Army posts, see <http://www.soc.aascu.org/socad/>. • To contact Education Centers at Army Posts, see <http://www.armyeducation.army.mil/>.

### Guidelines for Colleges/Information for Students

**Non-Traditional Learning.** Credit appropriate to student's curriculum awarded for Army courses; credit for Military Occupational Specialty (MOS) experience awarded in accordance with the institution's policy stated in the *Servicemembers Opportunity Colleges (SOC) Guide* at <http://www.soc.aascu.org/>. • College credit recommendations for Army courses and MOS experiences are found in the *ACE Guide to the Evaluation of Educational Experiences in the Armed Services* at <http://www.militaryguides.acenet.edu/>. • Transcripts for individual soldiers are available through the Army/American Council on Education (ACE) Registry Transcript System (AARTS) at <http://www.leav.army.mil/AARTS>. • Credit may be awarded for nationally recognized tests acceptable to the college, as recommended in the *ACE Guide to Educational Credit by Examination*; see the *SOC Guide*. • See Army Recruiting Command at <http://www.goarmy.com>.

### Intent to Enroll Acknowledged by College Point-of-Contact for ConAP Students.

Name \_\_\_\_\_ Address \_\_\_\_\_

Position/Title \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_ E-Mail \_\_\_\_\_

Date \_\_\_\_\_ College Web Site \_\_\_\_\_

AUTHORITY: Collection of information requested by Army recruiter and recorded on this form (College Referral and Intent to Enroll) is authorized by sections 503, 505 and 510 of Title 10 of U.S. Code. PURPOSE: Provide data required by the Army recruiter to refer enlistees to participating colleges. Enable college to contact enlistees under the ConAP program. EFFECT OF NOT RELEASING INFORMATION: Disclosure by individual of information requested is entirely voluntary. Failure to provide this information will result in form not being sent to college.

**College Copy**  
(College sends other copies to recruiter)

**Recruiting Battalion Copy**  
(Recruiter sends copy to Bn Education Specialist who sends photocopy to SOC)

**Student Copy**  
(Recruiter presents to student)

**High School Copy**  
(Recruiter sends to high-school counselor)

**Mar 2001**

**Figure 2-2. Sample College Referral and Intent to Enroll form**

# RECRUITER'S GUIDE TO ConAP

June 2001

**What is ConAP?** The Concurrent Admissions Program (ConAP) is a partnership between the Army Recruiting Command, over 1,540 participating colleges and Servicemembers Opportunity Colleges (SOC).

## What are ConAP's Goals?

- Increase enlistment of college-capable soldiers
- Build partnerships between Army recruiters and local colleges
- Increase the number of Army soldiers, veterans and reservists enrolled in college and using Montgomery GI Bill (MGIB) education benefits

**What is the Concept?** When soldiers enlist in the Army or Army Reserve, recruiters encourage them to plan on attending college during and after their enlistment. New soldiers send a *College Referral and Intent to Enroll* form to ConAP colleges. They state their intent to enroll in college during or after their enlistment. Colleges acknowledge the soldiers' intent and provide guidelines about applying for admission, beginning the college experience, using distance learning and staying in touch by e-mail and the college Web site. **See form on other side.**

## ConAP is a Two-Step Process

**Step 1: Recruiter & soldier send ConAP form to college** The Recruiter and soldier select a ConAP college(s), fill out the *College Referral and Intent to Enroll* form and send it to the ConAP point-of-contact (POC) at the college. If the soldier selects a distant college, the recruiter advises the soldier to also send a form to a local college. Why? Two reasons. Many soldiers return home after discharge and attend local colleges, and using local colleges helps recruiters build partnerships with these institutions.

**Step 2: College completes form and returns to recruiter** The college POC completes the form, keeps the original copy and returns other copies to the recruiter. The recruiter provides copies to the soldier, the high school (if the soldier is still in high school) and to the battalion education services specialist (ESS).

By signing the form, the POC acknowledges the soldier's intent to enroll and advises soldier to:

- apply for admission not more than twelve months before the expected date to enter college.

- visit an Army Education Center and begin college work in class or by distance learning.
- stay in touch with college by e-mail and Web.

## Advantages for New Soldiers

- Plan to attend college and use MGIB benefits
  - Home college that recognizes military learning
  - Stimulates interest in educational opportunities:
    - SOCAD Degree Programs
    - Army Career Degree Builder Programs
    - Army University Access on Line (AUAO)
    - Distance Learning with ConAP college
  - For active & reserve, 75% TA to \$3,500/year
- See SOC Web: <http://www.soc.aascu.org/socad/>

**Advantage for Colleges** Recruiters reinforce colleges' own recruiting efforts by referring future students with money, maturity and skills.

## Advantages for Recruiters: develop leads by:

- Using ConAP to build partnerships with local colleges. Visit ConAP POCs: they are expecting you. Plan to use the following tools:

- The USAR Job Vacancy Report. Get it from your Battalion USAR Operations section every month as an e-mail attachment. Give it to high-school counselors. It represents money for college, skill training and part-time jobs. For college counselors it is a retention tool, a way for students to obtain money and continue in school.

- The CMF/MOS/College Program Chart. Use it to match CMF and MOS with college programs (especially useful for community colleges). Get it from ConAP office or Bn ESS.

- The Solomon Amendment. Request a student roster from the registrar each semester.

- The Student Right to Know Act/Graduation Rate Survey. Notify the college ConAP POC when you enlist a former student.

- Ask the college POC for permission to place literature racks where students drop courses and receive loan-repayment exit briefings.

- Ask the college to invite recruiters to campus to discuss the college, ConAP and all the above.

## For more information:

Phone: 800-368-5622, E-mail: [conap@aascu.org](mailto:conap@aascu.org)  
FAX 202-667-0622, VA Web: <http://www.gibill.va.gov/>

Figure 2-3. Recruiter's Guide to ConAP

# How Recruiters and Colleges Can Work Together– A Company Commander’s and Recruiter’s Presentation to College Officials

August 3, 2001

## Recruiters Can Help Colleges Recruit Students

Call the Concurrent Admissions Program (ConAP) point-of-contact at the college and arrange a meeting. Explain how you can work together to satisfy your mutual needs—the college for students and yours for enlistees. At the meeting, discuss the following paragraphs and plan the activities mentioned.

### Strategic Enrollment Management and the Military Market

Army Recruiting is a Strategic Enrollment Management (SEM) opportunity for colleges to boost enrollment of veterans. There is a military market for ConAP colleges. It consists of (1) soldiers enlisting for active and reserve duty, (2) soldiers serving in local Army Reserve units, and (3) returning veterans of all services. Army recruiters can help colleges exploit this market. In return, colleges can help recruiters in three ways: (1) Understand colleges well enough to enable kitchen-table discussions with parents and applicants (2) Communicate with students’ stopping-out of college because of money, poor grades or just not ready (3) Communicate with students who are graduating and need a job or money to repay loans, or both.

### New Soldier Market

**ConAP** Recruiters encourage active-duty soldiers to select a college and state their intent to enroll during or after their enlistment. Soldiers can prepare for the college academic experience by taking courses during their enlistment. They stay in touch with their ConAP college through the college’s web site and by E-mail. Soldiers may enroll during the enlistment if their ConAP college offers distance learning courses. The dominant buying motive of new soldiers is money for college and skill training. The *Student’s, Parents’ and Counselor’s Guide to the Concurrent Admissions Program* brochure explains education benefits. [Provide copies and review brochure.] Army Reserve soldiers can enroll in a ConAP college at any time.

### College Referral and Intent to Enroll Form

- College Referral and Intent to Enroll Form. Soldiers/recruiters fill-out and send to college. ConAP point-of-contact signs the form acknowledging the soldier’s intent to enroll, keeps original copy and returns others to the recruiter or recruiter picks-up. Soldiers show the ConAP form to Army Education Center counselors.

- Plan for College. Student applies for admission within one year of expected date to enter college. College provides an e-mail address for the ConAP point-of-contact and the Web address for the college.

- Prepare for College. Student refers to college web site for information about academic programs and applying for admission. Student prepares for college academic experience by strengthening proficiency in mathematics, reading comprehension, and oral and written communications.

- Be Proactive-Stay in touch. Student and college stay in touch by e-mail.

- Distance Learning. Student may enroll during enlistment if college offers distance learning courses.

- Recruiting Command ConAP Certificate. Recruiters present to soldier to reinforce plans for college.

**College Orientation for Recruiters** Help recruiters understand your college. Invite them to an orientation once a year. October is a good month but anytime is appropriate. Discuss degree programs, costs, admission requirements, application procedures and a campus tour. Recruiters need this information to discuss your college at a kitchen table. Recruiters: Mail or e-mail colleges a battalion roster.

-Most recruiters are working on college degrees and would appreciate an opportunity to discuss their progress with an academic counselor. Seek to enroll your recruiters as students. Remember that every recruiter is a source of students. Help recruiters understand your college so well that they will unhesitatingly refer their enlistees to your college! Provide literature for recruiting stations. [Plan an orientation]

-Show recruiters around the college. Introduce them to the Director’s of Admission, Financial Aid, Counseling, the Registrar and Veterans Advisor. Find best locations for their literature; i.e., where students drop classes, where exit interviews are held advising graduating/departing students that loan repayment begins six months after they leave college. Recruiters can be part of your recruiting team, and vice versa.

Figure 2-4. How Recruiters and Colleges Can Work Together

**College DEP Functions** Enlistees are in the Delayed Entry Program (DEP) until they leave for basic training, usually in 3-4 months. Recruiters meet with DEP soldiers once a month. We can bring DEP soldiers to your campus on a Saturday morning to discuss academic programs, distance learning, costs, admission requirements, fill-out ConAP forms and tour the campus. Army Reserve soldiers can visit your college on a drill weekend. Plan a College DEP Function. E-mail colleges a schedule of DEP functions.

**USAR Job Vacancy Report** This report shows job vacancies in local Army Reserve units. Recruiters provide the report to high school and college counselors/veteran's advisors. MOS codes ending in 1 are initial-entry jobs; codes ending in 2 or 3 are for veterans. The Report is like the want ads in a newspaper, there is no guarantee a job is still available or an applicant will qualify. But, many jobs are often available. ASVAB testing determines individual qualifications. For high-school students, the reports represents skill training, money for college and part-time jobs. For college students, it represents money to remain in school. Counselors show the report to students and post with job announcements. Reserve service provides GI Bill benefits, Tuition Assistance up to \$3,500 a year and, for some, an enlistment bonus or \$10,000 for loan repayment. The report is on the USAREC Intranet Web. Recruiters download to a file and e-mail, mail or deliver to colleges and high schools. See <http://hq.usarec.army.mil/ro/analysis/USAR/Jobvac/default.asp>.

**CMF/MOS College Program Matrix.** Recruiters e-mail or take to college. ConAP POCs indicates which academic programs match CMFs and selected MOSs. This helps recruiters refer soldiers to the college. It is an option for the soldier and a good discussion topic with parents, high school & college counselors.

**Student-Right-to-Know Act/Graduation-Rate Survey.** Recruiters notify ConAP points-of-contact by letter or e-mail when a student who has stopped-out of college enlists in the Army or Army Reserve. Colleges can exclude these students from calculations of graduation rates and transfer-out rates. There are four categories of student stop-outs colleges do have to report; i.e., those who enlist for military service, those who leave for government service like the Peace Corps, those who leave for religious reasons like the Mormons, and those who are too ill to continue.

**Solomon Amendment - Final Regulations, October 23, 1998. (Military Recruiting and Reserve Officer Training Corps Program Access to Institutions of Higher Education)**

Recruiters send a standard letter to college registrars requesting Student Recruiting Information (SRI). SRI consists of a student's name, address, telephone number, age (or year of birth), level of education (e.g., freshman, sophomore, etc., or degree awarded for a recent graduate), and academic major. Colleges need not provide other information. By comparing fall and spring student rosters, recruiters identify students who have stopped-out between semesters. Recruiters usually contact freshmen, seniors and stopouts.

### **Army Reserve Market**

**Army Reserve Units** Unit commanders want soldiers to use their benefits because it is good for retention. Help colleges place literature racks with class schedules, applications and catalogs in Reserve Centers.

### **Veterans Market**

**United States Army Reserve Individual Ready Reserve (IRR) Listing** The IRR Listing has the names, addresses and phone numbers of Army veterans still serving their eight-year military obligation. In partnership with colleges, they can use the IRR Listing to invite veterans to college open houses and job fairs where recruiters have a station or table. The military educational experience of soldiers and veterans is on their AARTS Transcript (Army/American Council on Education Registry Transcript System). See below.

**Web Sites** Army Recruiting Command. Basic training, jobs. [www.goarmy.com](http://www.goarmy.com)  
ConAP colleges & points-of-contact, SOCAD courses, Degree Builders. [www.soc.aascu.org/](http://www.soc.aascu.org/)  
DANTES. On-line degree programs, testing for credit. <http://voled.doded.mil/index.htm>  
AARTS. Transcripts for military courses, MOSs, tests. <http://www-leav.army.mil/AARTS>  
ACE Guide Online. College credits for mil courses. <http://www.militaryguides.acenet.edu>  
Army Education Centers at Army Posts. <http://www.armyeducation.army.mil/>  
Army University Access Online. Online degree programs for soldiers. [www.eArmyU.com](http://www.eArmyU.com)  
Dept of Veterans Affairs. MGIB rates, beginning payments. Active/USAR. [www.gibill.va.gov](http://www.gibill.va.gov)  
Tuition Assistance for Reserves. [www.2xcitizen.usar.army.mil/soldier/services](http://www.2xcitizen.usar.army.mil/soldier/services)

**Figure 2-4. How Recruiters and Colleges Can Work Together (Continued)**

# COLLEGE GUIDE TO ConAP

## What Is ConAP?

June 2001

The Concurrent Admissions Program (ConAP) is a partnership between the Army Recruiting Command, over 1,540 participating colleges and Servicemembers Opportunity Colleges (SOC).

## Goals

- Increase the number of Army soldiers, veterans and reservists enrolled in college
- Increase use of Montgomery GI Bill education benefits
- Increase enlistment of college-capable soldiers

## Concept

When soldiers enlist in the Army or Army Reserve, recruiters encourage them to plan on attending college during and after their enlistment. New soldiers send a *College Referral and Intent to Enroll* form to ConAP colleges. They state their intent to enroll in college during or after their enlistment. Colleges acknowledge the soldiers' intent and provide guidelines about applying for admission, beginning the college experience, using distance learning and staying in touch by e-mail and the college Web site. Local colleges are emphasized.

## A Three-Step Program

### Step 1. Receive, fill-out and return the ConAP form (See form on other side)

- Recruiters and new soldiers select a ConAP college and send the *College Referral and Intent to Enroll* form to the ConAP point-of-contact (POC).
- College POC completes the form and keeps the original copy. The other three copies are mailed back to recruiter or recruiter picks up.

### Step 2. Bond soldiers to the college

- Send a letter or e-mail of welcome to soldiers. Urge soldiers to:
  - Stay in touch by e-mail and college Web site.
  - Visit their Army education centers and begin college work in class or by distance learning.

- See college catalog or Web site about ways to apply for admission. Apply for admission no earlier than 12 months before expected date to enter college.

- Advise the college at least six months in advance if they need advance payment of education benefits to help pay tuition.

- Explain the documents veterans will need to activate payment of education benefits such as the *Notice of Basic Eligibility* form for reservists.

**Step 3. Enroll soldiers in college during or after the enlistment.** Award credit for military courses and other non-traditional learning as appropriate to the students' curriculum.

## Making ConAP Work for the College

Invite local recruiters to the college once a year. Brief them on academic programs, costs, and the admissions process. Review ConAP procedures. Discuss how recruiters can increase the number of ConAP referrals, and enrollment of reservists and veterans. Discuss how recruiters can communicate with potential or actual stopouts.

## Benefits for College

- Recruiters help college identify future students with maturity, skills and money for education.
- Alternative funding source for students: Active-duty veterans have MGIB; Army Reserve soldiers receive 75 percent tuition assistance, up to \$3,500 per year.
- Student-Right-to-Know Act/Graduation Rate Survey: Recruiters inform college when students stop-outs enlist for military service.

**Benefits for Student** Makes plan to attend college and use GI Bill education benefits at home college that recognizes the *ACE Guide*.

**Benefits for Recruiter** Better contact with students who are stopping-out or graduating.

## For more information:

Phone: 800-368-5622, FAX 202-667-0622

E-mail: [conap@aascu.org](mailto:conap@aascu.org)

Web site: <http://www.soc.aascu.org/conaP/>

Figure 2-5. College Guide to ConAP

**Appendix A  
References**

**Section I  
Required Publications**

This section contains no entries.

**Section II  
Related Publications**

**AR 621-5**  
Army Continuing Education System (ACES).

**ConAP Handbook.**

**USAREC Reg 350-6**  
Recruiter Production Management System.

**USAREC Reg 350-7**  
Recruiting Station Production Management System.

**USAREC Reg 601-95**  
Delayed Entry and Delayed Training Program.

**USAREC Reg 621-1**  
Montgomery GI Bill, Army College Fund, and Loan Repayment Program.

**USAREC Reg 672-10**  
Recruiting Incentive Awards.

**USAREC Pam 350-7**  
Recruiter Salesmanship.

**Section III  
Prescribed Forms**

This section contains no entries.

**Section IV  
Related Forms**

**USAREC Form 611**  
DEP/DTP Tracking Log.

**ConAP College Referral and Intent to Enroll.**

## Glossary

### Section I Abbreviations

**CLT**  
company leadership team

**ConAP**  
Concurrent Admissions Program

**DANTES**  
Defense Activity for Non-Traditional Education Support

**DEP**  
Delayed Entry Program

**DTP**  
Delayed Training Program

**ESS**  
education services specialist

**HQ USAREC**  
Headquarters, United States Army Recruiting Command

**HS**  
high school

**RA**  
Regular Army

**Rctg Bde**  
recruiting brigade

**Rctg Bn**  
recruiting battalion

**Rctg Co**  
recruiting company

**RS**  
recruiting station

**SOC**  
Servicemembers Opportunity Colleges

**USAR**  
United States Army Reserve

**USAREC**  
United States Army Recruiting Command

### Section II Terms

#### Army/American Council on Education Registry Transcript System

A cooperative effort to evaluate Army training and job experience and to translate it into a recommendation for equivalent college course credit. Six months before the end of a soldier's enlistment, each active duty soldier (who entered service after 1 October 1981) is sent a transcript with college credit recommendations. He or she

may also request a copy anytime during his or her enlistment for use in transferring credits to the colleges where he or she is admitted.

#### Concurrent Admissions Program

A partnership between USAREC, SOC, and over 1,500 participating colleges. The goals of ConAP are to help recruiters increase enlistments of college-capable men and women who are postponing college, to help recruiters build partnerships with local colleges, and to increase the number of veterans enrolled in the college and using their Montgomery GI Bill education benefits. When soldiers enlist for RA or USAR service, recruiters encourage them to select a college and send a College Referral and Intent to Enroll form. Soldiers state their intent to enroll during or after their enlistment. The college acknowledges the soldier's intent and provides guidelines about when to apply for admission, how to prepare for and begin the academic experience, and how to stay in touch with the college by e-mail and the college's Web site. ConAP helps soldiers realize that an Army enlistment helps prepare the way for college by establishing a home college that accepts transfer courses, awards credit for military courses and national testing programs, and may award credit for military occupational specialty experience.

#### Servicemembers Opportunity Colleges

An entity of the American Association of State Colleges and Universities that promotes and maintains a network of over 1,500 members. These colleges abide by academic criteria that are advantageous to servicemembers and veterans. Specifically, SOC agree to award credit for nontraditional learning. Examples are:

- Award college for at least one national testing program such as the College Level Examination Program, DANTES, or Excelsior's College Examination Program. Credit awarded as appropriate to the student's academic program.

- Award college credit for military courses generally consistent with recommendations in the American Council on Education's Guide to the Evaluation of Educational Experiences in the Armed Services (ACE Guide). Credit awarded as appropriate to the student's academic program. Colleges are encouraged to award credit for military occupational specialty experience. SOC operates in cooperation with the Department of Defense, the military services, the Coast Guard, and a consortium of national higher education associations to help meet the education needs of the nation's servicemembers. USAREC has arranged for DANTES to contract with SOC to develop and implement ConAP and to administer ConAP through its participating members. As a prerequisite to participate in ConAP, colleges must become members of SOC.