

Effective 31 July 2001

Personnel—General

United States Army Reserve National Scholar/Athlete Award Program

For the Commander:

DAVID L. SLOTWINSKI  
Colonel, GS  
Chief of Staff

Official:

ROGER H. BALABAN  
Director, Information Management

**History.** This regulation revises USAREC Reg 600-34 which is effective 31 July 2001.

**Summary.** This regulation covers policy and procedures for managing and administering the United States Army Reserve National Scholar/Athlete Award Program.

**Applicability.** This regulation applies to all personnel of the United States Army Recruiting Command.

**Proponent and exception authority.** The proponent of this regulation is the Director of Advertising and Public Affairs. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponents may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of major.

**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 evaluated.

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

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

**Distribution.** Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution A. This regulation is published in the Recruiting Station Administration UPDATE.

**Contents** (Listed by paragraph number)

- Purpose • 1
- Prescribed forms • 2
- Explanation of abbreviations • 3
- Policy • 4
- Responsibilities • 5
- Procedures • 6
- Award elements • 7
- Reports • 8

**Appendix A.** Recommendations for Recruiters and Presenters

**1. Purpose**

This regulation furnishes guidance for conducting the United States Army Reserve (USAR) National Scholar/Athlete Award Program in support of USAR recruiting.

a. The USAR National Scholar/Athlete Award Program is designed to assist recruiters with improved access to high schools (HS's) and exposure to students. It also serves as a positive public relations tool for the Army.

b. The program is flexible and voluntary. Local commanders should tailor the program to meet their areas' recruiting needs, placing particular emphasis on encouraging participation of USAR units.

**2. Prescribed forms**

a. USAREC Form 848 (Award Program - Rctg Bn Afteraction Report). (Prescribed in paras 5a(2), 5b(2), 5b(3), 5c(8), and 8b.)

b. USAREC Form 1011 (Official Army Reserve National Scholar/Athlete Selection). (Prescribed in paras 4c, 5c(2), 5c(3), and 5c(4).)

**3. Explanation of abbreviations**

- a. A&PA — advertising and public affairs
- b. HQ USAREC — Headquarters, United States Army Recruiting Command
- c. HS — high school
- d. Rctg Bde — recruiting brigade
- e. Rctg Bn — recruiting battalion
- f. USAR — United States Army Reserve

**4. Policy**

a. Eligibility. Any HS in the United States, its possessions and territories, and Department of Defense HS's overseas conducting an organized athletics program, either interscholastic or intramural, is eligible to participate.

b. Selection form submission.

(1) After selecting the students who will receive the awards, the school must complete and submit a selection form for each awardee.

(2) Selection forms must be completed legibly and submitted by the school to the recruiting battalion (Rctg Bn) not less than 4 weeks prior to the requested presentation date for administrative processing and presentation scheduling.

c. Postal issues. Rctg Bn advertising and public affairs (A&PA) offices or recruiters are required to affix appropriate postage to USAREC Form 1011 (Official Army Reserve National Scholar/Athlete Selection) (see fig 1). Address these selection forms with the appropriate Rctg Bn address before distributing to the field.

d. Exceptions. Rctg Bn commanders are authorized to execute a limited number of awards for students who do not meet the eligibility requirements established in a above. These determinations will be made based on recommendations from recruiters and/or education ser-

vices specialists. The number of exceptions should not exceed 10 percent of the total authorized awards.

e. Participation in this program is optional.

**5. Responsibilities**

a. Local Advertising and Promotions Division, A&PA Directorate, Headquarters, United States Army Recruiting Command (HQ USAREC), will:

(1) Coordinate production and distribution of medals, brochures, certificates, and certificate covers.

(2) Prepare an order for program materials based on the inventory furnished on USAREC Form 848 (Award Program - Rctg Bn Afteraction Report) (see fig 2).

b. Recruiting brigades (Rctg Bdes) will:

(1) Provide program guidance to Rctg Bns.

(2) Establish a date for Rctg Bns to e-mail submission of USAREC Forms 848. All Rctg Bns must furnish this report which will be used to order award medallions, certificates, certificate covers, and brochures for the next year.

(3) Provide an annual Rctg Bde rollup and a by Rctg Bn USAREC Form 848 via e-mail to HQ USAREC (RCAPA-LA) no later than 31 July.

c. Rctg Bns will:

(1) Provide program guidance and support to recruiters. Recommended Rctg Bn actions include:

(a) The Scholar/Athlete Program as a topic for discussion at the Marketing Communications Council following the completion of the academic year. Input from recruiting company commanders will ensure the program meets the changing needs in the local recruiting areas.

(b) Discussion of the Scholar/Athlete Pro-

\*This regulation supersedes USAREC Regulation 600-34, 28 July 1993.

gram at local Recruiting Partnership Council sessions to ensure awareness of the program and to encourage participation during the presentation season.

(2) Requisition USAREC Form 1011 (see fig 1).

(3) Stamp Rctg Bn return address on USAREC Forms 1011.

(4) Mail USAREC Form 1011 and a letter (see fig 3) from the Rctg Bn commander to the school requesting their participation. The material can also be delivered by a recruiter or Rctg Bn member when visiting the school. Be sure the forms are stamped with the Rctg Bn address before distributing to the schools.

(5) Distribute promotional brochures to recruiters.

(6) Encourage recruiters to visit participating schools to ensure the schools received a direct mail package from the Rctg Bn, understand the program, and coordinate presentation arrangements.

(7) Within 48 hours of receipt of medals, send an e-mail to the Rctg Bde if materials are damaged or missing.

(8) E-mail USAREC Form 848 to the Rctg Bde by the Rctg Bde's deadline. The form must be provided electronically to avoid duplication of work effort.

d. Recruiters will:

(1) Visit participating schools to ensure they have received a direct mail package from the Rctg Bn, understand the program, and coordinate presentation arrangements.

(2) Distribute selection forms and promotional brochures to schools who have not received or have lost theirs. Make sure selection forms are stamped and have the Rctg Bn return address on them before leaving them with the school.

(3) Optional. Contact schools that have not submitted selection forms 3 weeks prior to the program deadline to provide them a last chance to participate.

(4) Present awards or oversee award presentations. The recommendations in appendix A provide the framework to support a successful presentation. Figures 4 and 5 contain sample presentation remarks.

## 6. Procedures

a. Rctg Bn A&PA updates HS mailing list from recruiters, recruiting station commanders, education services specialists, operations personnel, and schools.

b. Program materials will be hand-carried or mailed to the school with a letter from the Rctg Bn commander.

c. School nominates junior and senior students who participate and letter in a sport while maintaining at least a B average

(1) Ideally, one male and one female student would be selected; however, exceptions may be made. In such cases, the awards should be presented in a way that will enhance recruiting goals. Examples:

(a) When there is a "tie" (i.e., the school be-

lieves two male students are equally deserving of the award as well as a female student; three awards may be presented).

(b) When students of the same gender deserve the award and no students of the opposite gender are deserving, the awards may be presented to the two deserving students, regardless of gender.

(2) The school should mail the selection form back to the Rctg Bn whose address is stamped on the form.

d. Rctg Bn A&PA will:

(1) Notify recruiters of presentation dates.

(2) Prepare certificates and covers for all award recipients and place in covers.

(3) Distribute medals and certificates to responsible recruiting station.

(4) Optional. Write a press release for hometown media. Sample release at figure 6.

(5) Complete reports required by HQ USAREC and Rctg Bde as applicable.

(6) Maintain control of remaining medals and ensure that they are used to support program requirements in the next school year.

e. Recruiters will:

(1) Check with counselors to coordinate a presentation date.

(2) Arrange to have someone present the award, preferably a local reservist, and attend the presentation whenever possible.

## 7. Award elements

a. Certificates and covers. Certificates and covers will be printed by the Government Printing Office and distributed to Rctg Bns. Students' names must be printed on certificates locally.

b. Medals.

(1) Scholar/athlete medals will be produced and distributed directly to Rctg Bns in January.

(2) Engraving of medals is authorized on an as needed basis.

(3) Unused medals will be retained by Rctg Bns for future use.

## 8. Reports

a. Rctg Bdes will report to HQ USAREC (RCAPA-LA) on the status of the Scholar/Athlete Award Program annually via e-mail.

b. A consolidated Rctg Bde report and a by Rctg Bn report, both provided on USAREC Form 848, will be e-mailed to HQ USAREC (RCAPA-LA) not later than 31 July.

c. The reports are used to order program materials in support of the next school year; the by Rctg Bn report is required to establish the amount of materials to be shipped directly to each Rctg Bn.

**OFFICIAL ARMY RESERVE NATIONAL SCHOLAR/ATHLETE SELECTION**

(For use of this form see USAREC Reg 600-34)

*All selections must be postmarked by May 30. Allow 4 weeks for processing.*

*Please type or print legibly to facilitate processing.*

**REQUIRED DATA**

The following information is necessary for the processing of your selection form. Estimate date of presentation if exact date is unknown.

**FOR ARMY USE ONLY**

**RSID:** \_\_\_\_\_

School Name	Typical High School	Date of Award Presentation	May 19, 2001
School Address	201 Western Ave.	City	Paris
		State	OH
		ZIP Code	43009
Scholar/Athlete Coordinator	Frank N. Smith		
Title/Position	School Counselor		Telephone Number (999) 222-7777
School Coordinator's Signature	/signed/		

<p><b>MALE RECIPIENT INFORMATION</b></p> <p>Male Recipient's Name <u>Brian B. Jones</u></p> <p>Hometown <u>Paris, OH</u></p> <p>Year of Graduation <u>2001</u>      Grade Point Average (on a 4.0 scale) <u>3.8</u></p> <p>Sports <u>Football</u></p> <p><u>Soccer</u></p> <p><u>Baseball</u></p>	<p><b>ACADEMIC HONORS</b></p> <p><input type="checkbox"/> National Merit Scholarship Winner</p> <p><input type="checkbox"/> President's National High School Award</p> <p><input checked="" type="checkbox"/> National Honor Society</p> <p><input type="checkbox"/> Academic Scholarship Winner</p> <p><input type="checkbox"/> Valedictorian</p> <p><input checked="" type="checkbox"/> Salutatorian</p> <p><input checked="" type="checkbox"/> Dean's List</p> <p><input type="checkbox"/> Other (please describe) <u>German Club, Key Club</u></p>	<p><b>ATHLETIC HONORS</b></p> <p><input type="checkbox"/> Olympic Athlete</p> <p><input checked="" type="checkbox"/> High School All-American (Soccer)</p> <p><input type="checkbox"/> Athletic Scholarship Winner</p> <p><input checked="" type="checkbox"/> All-State Athlete (Soccer)</p> <p><input checked="" type="checkbox"/> All-Conference Athlete (Soccer)</p> <p><input checked="" type="checkbox"/> Team MVP-Sport <u>Soccer</u></p> <p><input type="checkbox"/> Intramural Sport</p> <p><input checked="" type="checkbox"/> Other (please describe) <u>Captain, Varsity Football</u></p>
<p><b>EXTRACURRICULAR ACTIVITIES:</b></p>		

<p><b>FEMALE RECIPIENT INFORMATION</b></p> <p>Female Recipient's Name <u>Sue Johnson</u></p> <p>Hometown <u>Paris, OH</u></p> <p>Year of Graduation <u>2001</u>      Grade Point Average (on a 4.0 scale) <u>4.0</u></p> <p>Sports <u>Swimming</u></p> <p><u>Volleyball</u></p> <p><u>Motocross</u></p>	<p><b>ACADEMIC HONORS</b></p> <p><input type="checkbox"/> National Merit Scholarship Winner</p> <p><input checked="" type="checkbox"/> President's National High School Award</p> <p><input checked="" type="checkbox"/> National Honor Society</p> <p><input type="checkbox"/> Academic Scholarship Winner</p> <p><input checked="" type="checkbox"/> Valedictorian</p> <p><input type="checkbox"/> Salutatorian</p> <p><input type="checkbox"/> Dean's List</p> <p><input type="checkbox"/> Other (please describe)</p>	<p><b>ATHLETIC HONORS</b></p> <p><input type="checkbox"/> Olympic Athlete</p> <p><input checked="" type="checkbox"/> High School All-American (Swimming)</p> <p><input type="checkbox"/> Athletic Scholarship Winner</p> <p><input checked="" type="checkbox"/> All-State Athlete (Swimming)</p> <p><input checked="" type="checkbox"/> All-Conference Athlete (Swimming)</p> <p><input checked="" type="checkbox"/> Team MVP-Sport <u>Volleyball</u></p> <p><input type="checkbox"/> Intramural Sport</p> <p><input checked="" type="checkbox"/> Other (please describe)</p>
<p><u>Student Council (2 years), Marching Band</u></p> <p><b>EXTRACURRICULAR ACTIVITIES:</b></p>		

**Figure 1. Sample of a completed USAREC Form 1011**

**IMPORTANT**

Before mailing, please review the following checklist:

1. Indicate your presentation date and your school's ZIP Code on the reverse side of this form. Your selection form cannot be processed without this information.
2. Be sure your school has sent *only* one selection form.
3. Type the selection form or print legibly to facilitate processing.
4. Check proper spelling of selectees' names.
5. Include your telephone number and your signature.
6. Retain a copy of the selection form for your files.
7. Mail before May 30 and allow 4 weeks for processing.

Thank You.

FOLD HERE

DEPARTMENT OF THE ARMY  
 HQ US ARMY RECRUITING COMMAND  
 RCAPA LA  
 FORT KNOX KY 40121-2726

---

OFFICIAL BUSINESS

PLACE  
STAMP  
HERE

RETURN TO:

US ARMY RECRUITING BATTALION OXFORD  
 FEDERAL BUILDING SUITE 445  
 1257 PIKES PEAK  
 OXFORD OH 43666

FOLD HERE

**U.S. ARMY RESERVE  
 NATIONAL SCHOLAR/ATHLETE  
 AWARD  
 SELECTION FORM**



**OFFICIAL RULES**

1. Any American high school in the United States or overseas, in U.S. possessions or territories, that conducts an organized athletic program is eligible to participate.
2. Each participating school will designate a staff member-administrator, director of athletics, guidance counselor, or other faculty member-as the school coordinator for this program. The school coordinator is responsible for completing and mailing the official selection form. The school coordinator should consult other faculty members on the decision as only one selection form per school will be recognized.
3. Each school may select one male scholar/athlete and one female scholar/athlete. Two males or two females may not be chosen in the same year. If desired, the school may select a single recipient.
4. Any male athlete or any female athlete who has excelled in any organized sport during the school year AND has demonstrated a strong academic performance well above average shall be eligible for selection as scholar/athletes. Scholar/athletes typically have a least a B average.
5. Method of selection:
  - a. If the participating school has an existing program to determine its top scholar/athlete that system may be used to select recipients of the scholar/athlete award at that school.
  - b. In the absence of an existing system, the school coordinator may, in consultation with the coaching staff, select the male and female athletes with the strongest academic performances. To determine grade averages, current grades or averages for the calendar year ending December 31 may be used. The method is up to the individual school. However, there is not time to wait for the end of the current school year to determine grade averages.
6. All selection forms must be submitted at least 4 weeks prior to the anticipated date of the award presentation with May 30 as the latest postmark date.

**Figure 1. Sample of a completed USAREC Form 1011 (Continued)**

**AWARD PROGRAM - RCTG BN AFTERACTION REPORT**

(For use of this form see USAREC Reg 600-34, USAREC Reg 600-32, or USAREC Reg 600-31)

**S/A**       **JROTC**       **S OF N**

**RCTG BN NAME** Jackson Rctg Bn      **RSID** 3T

**SCHOOLS ASSIGNED** 624      **FORMS RECEIVED** 500      **PRESENTED** 500

**PRESENTATIONS MADE BY** 400      **ARMY** 20      **GO** 80      **SCHOOL**

**MEDIA COVERAGE:** 300      **LOCAL NEWSPAPERS** 200      **SCHOOL PAPERS**

**COI** 500      **LEADS** 60

**HARD TO PENETRATE SCHOOLS** 250

**AWARDS:**    **PLAQUES/MEDALS ON HAND** 400      **NEEDS FOR NEXT YEAR** 600

**CERTIFICATES ON HAND** 25      **NEEDS FOR NEXT YEAR** 1000

**COVERS ON HAND** 100      **NEEDS FOR NEXT YEAR** 900

**BROCHURES ON HAND** 100      **NEEDS FOR NEXT YEAR** 400

**COMMENTS:** Great program.

\_\_\_\_\_

\_\_\_\_\_

USAREC Form 848, Rev 1 Jan 1994 (Previous editions are obsolete)

Figure 2. Sample of a completed USAREC Form 848

(Rctg Bn Letterhead)

Dear School Counselor:

Here is an opportunity to reward your most deserving students for outstanding academic and athletic achievements. I am referring to the U.S. Army Reserve National Scholar/Athlete Award Program.

Since 1981, the U.S. Army Reserve has awarded our beautiful Olympic-style medallion to more than 200,000 students across the country. Recipients have included class valedictorians, National Honor Society members--even an Olympic gold medalist.

The U.S. Army Reserve believes that young people should strive to be the best they can be in all areas of their lives. The Scholar/Athlete Award Program is our way of recognizing and rewarding selected high school students who are doing just that--excelling in the classroom and on the athletic field.

Please examine the enclosed selection form. Then choose one male and one female student who have demonstrated excellence in both academics and athletics. You may want to confer with your school principal and athletic director about your school's choices. Once your choices are made, the completed selection form must be returned at least 4-5 weeks prior to your award presentation date, but not later than May 30.

Your local Army Reserve recruiter will be happy to answer any questions you may have. The recruiter will receive your awards and will be able to assist you in coordinating the award presentations at a date, time, and location of your choice. If you are unable to contact the recruiter, call the Scholar/Athlete Award program coordinator at (XXX) XXX-XXXX.\*

Participation in the program implies no obligation of your school or the award recipients. I hope you agree that the U.S. Army Reserve National Scholar/Athlete Award Program is highly worthwhile and a fine way of publicly recognizing those students who have worked so hard to be all they can be.

Sincerely,

(Rctg Bn Commander's Signature Block)

\*Put the Rctg Bn's telephone number where the X's are.

**Figure 3. Sample Rctg Bn commander letter to school**

Dr./Mr./Ms. (**Last Name of Superintendent**), Dr./Mr./Ms. (**Last Name of Principal**), faculty, parents, students. My name is (**Name of Presenter**) and I am (**Title**).

Today at (**Name of HS**), I would like to continue what has become an important tradition, by presenting the U.S. Army Reserve National Scholar/Athlete Award to two of this school's finest scholar athletes.

The two students whom the Army Reserve honors this year have achieved the winning combination--excellence in both academics and athletics. They have achieved a balance that many people aspire to but only a handful achieves. I am happy to be here to give these students special recognition for their accomplishments.

The U.S. Army Reserve National Scholar/Athlete Award was created in 1981 by the Army Reserve to honor top students. More than 200,000 high school students have received the scholar/athlete award, so today's recipients join a long list of distinguished scholar/athletes--students who are team captains, debate champions, student officers, community leaders, and Olympic athletes--students who have put forth that extra effort to be all they can be.

I am proud to have the opportunity to honor two of the nation's finest young people right here at (**Name of HS**). Let's give a round of applause to this year's (**Name of HS**) Army Reserve National Scholar/Athletes, (**Name of Female Recipient and Name of Male Recipient**).

**Figure 4. Suggested presentation remarks to HS's that have previously participated in the program**

Dr./Mr./Ms. (**Last Name of Superintendent**), Dr./Mr./Ms. (**Last Name of Principal**), faculty, parents, students. My name is (**Name of Presenter**) and I am (**Title**).

Today at (**Name of HS**), I would like to begin what has become an important tradition, by presenting the U.S. Army Reserve National Scholar/Athlete Award to two of this school's finest scholar athletes. I am pleased to welcome your high school to this prestigious award program.

The two students whom the Army Reserve honors this year have achieved the winning combination--excellence in both academics and athletics. They have achieved a balance that many people aspire to but only a handful achieves. I am happy to be here to give these students special recognition for their accomplishments.

The U.S. Army Reserve National Scholar/Athlete Award was created in 1981 by the Army Reserve to honor top students. More than 200,000 high school students have received the scholar/athlete award, so today's recipients join a long list of distinguished scholar/athletes--students who are team captains, debate champions, student officers, community leaders, and Olympic athletes--students who have put forth that extra effort to be all they can be.

I am proud to have the opportunity to honor two of the nation's finest young people right here at (**Name of HS**). Let's give a round of applause to this year's (**Name of HS**) Army Reserve National Scholar/Athletes, (**Name of Female Recipient and Name of Male Recipient**).

**Figure 5. Suggested presentation remarks to HS's that have not previously participated in the program**

FOR IMMEDIATE RELEASE

For more information contact:

U.S. Army Recruiting Battalion (**Rctg Bn name**)  
ATTN: Advertising and Public Affairs  
(**Local Rctg Bn A&PA telephone number**)

### ARMY RESERVE NAMES TOP SCHOLAR/ATHLETE!

(**Winner's Name**) from (**HS's Name**) was recently awarded the U.S. Army Reserve National Scholar/Athlete Award. This prestigious award is presented annually by the U.S. Army Reserve to high school students who have shown outstanding ability in both academics and athletics. (**Presenter's Name**) presented (**Winner's Last Name**) an Olympic-style Scholar/Athlete medal at a school ceremony on (**Date**).

Last year, teachers, coaches, and administrators from more than 12,000 high schools nationwide chose some 20,000 students as Scholar/Athlete recipients--more than ever before.

The U.S. Army Reserve has presented the National Scholar/Athlete Award since 1981. Since then it has become a strong tradition in many high schools. "Like the award it sponsors," said (**Recruiter's Name**), "the Army Reserve also has an impressive tradition. It is the Nation's oldest federal reserve force." More than 240,000 members serve in nearly 3,000 units nationwide.

###

Figure 6. Sample press release

## **Appendix A**

### **Recommendations for Recruiters and Presenters**

#### **A-1. The presenter**

a. There is a range of options for presenters, based on who might be available locally and the relationship they have with you or your unit. Whenever possible, try to get a presenter from your local USAR unit.

b. When presenting to a school that has not previously participated in the program, look for your best available presenter--the one with the best fit with your school's audience.

c. A recruiter should accompany the presenter to the awards ceremony whenever possible.

d. Retired military representatives should not be used for presentations.

#### **A-2. Planning your presentation**

a. Call the school the week before the presentation to tell them you have the awards and to make sure the date for the presentation has not changed. Reconfirm all plans with the school's point of contact. If possible, look at the room where the ceremony is scheduled. Seeing the room in advance will help you feel more comfortable and at ease when it's time to make the presentation.

b. Make sure the certificate is prepared properly (recheck spelling of names), the medallion is not damaged, and the ribbons and clasp is in good condition. If you notice a problem, call the Rctg Bn A&PA office immediately.

c. Review the background information about the award recipient. The selection form accompanying the certificate provides basic information about the student's achievements and the presenter will find this useful.

d. Figures 4 and 5 are samples of award presentation speeches, with blanks for information appropriate to your specific situation. Remember--keep your remarks short.

#### **A-3. Uniform**

Either the Army dress blue or the Class A uniform is appropriate.

#### **A-4. Publicity**

a. If there is a chance that the award ceremony can be used to get some positive publicity for the Army, coordinate this with your Rctg Bn A&PA.

b. A fill-in-the-blank press release (see fig 6) can be used to publicize the event.