

RECRUITER

United States Army Recruiting Command April 2011

Journal

TELLING THE
ARMY STORY



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ON THE COVER: Bryan, Texas, Recruiting Station Commander Sgt. 1st Class Ryan Murphy talks with a Future Soldier at the station. Photo by John L. Thompson III, Houston Battalion

RECRUITER Journal

U.S. Army Recruiting Command

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A Call to Duty

It's great to be back on the USAREC team! In the past two months, I've had the opportunity to participate in semi-annual training briefs, speak with brigade and battalion leaders, and visit units in the field. I've seen the hard work, creative programs, and innovative initiatives implemented across the command to help tell the Army story and to enhance our recruiting mission.

As I mentioned during my Safety Day video, the vast majority of the team executes their tasks and missions in a truly spectacular manner. I could not be more proud of what you do on a daily basis.

Unfortunately, there have been a few regrettable incidents reflecting indiscipline and a lack of professional conduct. I know you agree ... everyone has a role to play to ensure the right actions are taken both on duty and off.

As the Army's Ambassadors to the American people, we must maintain the very highest of standards along with truly embracing the Army Values. Although misconduct by any Soldier is unfortunate, it's especially significant when it's a member of this command. Our Nation and Army expect their recruiters to conduct themselves with the utmost professionalism and integrity. Acts of indiscipline not only put the trust of the American people in jeopardy, but more importantly, they dishonor the service of those who wear or have worn the uniform ... especially, those who have made the ultimate sacrifice as well as their Families.

Station commanders, it begins with you — you set the tone. Be positive leaders, mentors and role models for your teams. We must develop competent leaders who will be successful whether they remain in our ranks or return to their career field. Create a positive

environment of teamwork and mutual respect. Build on team members' strengths, train on weaknesses ... and truly care about your Soldiers, Civilians and their Families.

We must always remember we represent our Army — our Profession of Arms - in both our words and actions. In fact, recently two of our NCOs did exactly that ... they took the appropriate action and saved the life of an individual preparing to jump from a bridge. Their actions truly represent the finest traditions of the NCO Corps and our Army. Job well done!

On a final note - many of us have already received training in preparation for the repeal of the Don't Ask Don't Tell legislation, and the rest will receive this training soon.

I cannot overemphasize how important this training is — especially in this command. We will complete this training in a disciplined and professional manner. We are on point for the Army across America and will be answering the tough questions, so take this training to

heart and ask questions. We must/will continue to foster a climate of dignity and respect for everyone consistent with our standards of professional conduct and core values.

What we do in this command is extremely important to our Army and the Nation ... I hope everyone fully understands this. Be proud of who you are and what you represent. Not everyone can wear this uniform; it's an honor and a privilege — so make sure you pass along the message of pride and responsibility to those interested in joining the team. It's tough, it's competitive and it's an honor to join our ranks. Thanks again for all you do as we maintain the strength of the Army!

Strength 6



Maj. Gen. David L. Mann

Check Out This Month's Excellence in Innovation Idea

Recruiting Command's new Excellence in Innovation program captures ideas, best practices and innovation from across the command.

Every month a new theme will be the topic for station commanders to submit their thoughts and best practices for review and selection as the winner of the Excellence in Innovation award. The station commander selected each month will have the opportunity to do a video of his or her innovative idea to be broadcast to the entire command.

To learn more about the program, submit an idea or view the innovation of the month, visit <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=1234962>. This month's top ideas come from Sgt. 1st Class Christopher Hair, Rocky Mount Recruiting Station, and Sgt. 1st Class Scott Dickinson, Wilkes-Barre Recruiting Station.



New Partners

378 - Beam Mack Sales & Services - Syracuse Bn

Since 1951 Beam Mack Sales and Service Inc. has been providing heavy duty truck sales, parts and service in heavy duty, medium and light duty truck needs. Beam Mack keeps a sizable inventory of heavy duty trucks for both Mack and Volvo.

379 - Trilogy Health Services, LLC - Nashville Bn

Trilogy provides senior health care services, including independent and assisted living, skilled nursing services, transitional care, short-term rehab, long-term care and physical, occupational and speech therapy in 49 communities in Indiana, Kentucky and Ohio.

380 - Mass Transportation Authority (MTA) - Great Lakes Bn

More than 40,000 people in Genesee County, Mich., depend on the MTA for part or all of their transportation needs. This year, passenger trips for MTA's 'Your Ride' service is anticipated at 750,000. More than 100 Your Ride vehicles provide service countywide, operating from 11 service centers.

381 - Haas Automation Inc. - Southern California Bn

Haas Automation Inc. makes and distributes machine tools such as computer numerical controlled vertical and horizontal machining centers that can cut cast iron, alloy and stainless steels and high-nickel and aluminum alloys. The company's primary markets include the aerospace, heavy equipment and automotive industries.

382 - Don Schumacher Racing - Indianapolis Bn

Don Schumacher Racing, one of the premier teams in NHRA drag racing, is owner of several cars, including Army-sponsored Tony "The Sarge" Schumacher's Top Fuel Dragster.

383 - Schumacher Electric Corp. - Chicago Bn

Schumacher Electric Corporation makes and sells its own brand of battery starters and chargers, including automatic, manual, wheel and bench battery chargers, for cars, boats, light trucks, commercial trucks, snowmobiles, motorcycles, recreational vehicles and farm vehicles and equipment.

384 - GSE Lining Technology - Houston Bn

GSE Lining Technology Inc. is a global manufacturer and marketer of geosynthetic lining solutions, products and services used in the containment and management of solids, liquids and gases for organizations engaged in waste management, mining, water, wastewater and aquaculture.

385 - Minnesota Wire & Cable Company - Minneapolis Bn

Minnesota Wire & Cable Company custom manufactures wire, cable and interconnecting assemblies to the medical, defense and industrial markets. The company is a research and development leader in electrical signal integrity, low-noise cable, radio-translucent wire and innovative connections for wearable electronics, patient monitoring systems and leading-edge medical devices.

For a complete partner list, visit www.armypays.com.

We Want to Hear from Station Commanders

The Year of the Station Commander Essay contest through October. Station commanders are encouraged to submit essays to the Journal to complement the monthly command information theme. The next essay topics and deadlines are below:

June - "Why are families important members of the Army Team?" Deadline May 2.

July - "What makes a successful outreach activity/engagement and why?" Deadline June 1.

Submit essays directly to julia.bobick@usarec.army.mil with a copy furnished to RCRO-PP via e-mail to G3ROAwards. Selected essay(s) will be published in the Journal with the station commander's photo. Read this month's top essays on pages 12-13.

Age Limit Lowered

The maximum enlistment age is now 35 for qualified prior and non-prior service (PS/NPS) individuals who enlist into the Regular Army (RA) or Army Reserve (AR). Non-prior service personnel enlisting into the RA must enter active duty or ship to training on or before their 35th birthday. Those enlisting into the AR must be accessed on or before their 35th birthday.

Individuals with prior service enlisting into the RA or AR may enter active duty after age 35 if otherwise eligible based on prior-service computation.

Reference USAREC Msg 11-135.

AR 601-210 Update

Army Regulation 601-210, Active and Reserve Components Enlistment Program is updated effective March 8. For details on the specific changes, reference USAREC Msg 11-117 or read it online at www.apd.army.mil/pdffiles/r601_210.pdf.

AMU Coaches Courses

The U.S. Army Marksmanship Unit will host rifle, pistol and high-power rifle beginning and intermediate level coach's courses this fall at Fort Benning, Ga. The rifle coach's course will be conducted Sept. 10-11, the pistol course Sept. 17-18, and the high-power rifle coach's course will be held Oct. 1-2. Classes are 8 a.m.-4 p.m. each day and the cost is \$125. Upon successful completion of the course, each participant will be eligible to be awarded a NRA Level 1 Coach Certificate.

Each participant must provide his or her own transportation, lodging and meals. For more information, contact Coach Richard Hawkins at (706) 545-7022 or e-mail richard.hawkins@usaac.army.mil or rn1953@aol.com.

DoD Removes SSN From IDs

Beginning June 1, Social Security numbers on military identification cards will begin to disappear. Beginning in June, when current cards expire, they will be replaced with new cards having a DOD identification number replacing the Social Security number

Defining Our Profession

What Does it Mean to be a Professional Soldier in Recruiting Command?

This past month the Army launched the 2011 Profession of Arms Survey, implemented as a top-level “diagnostic” of the current state (strengths and weaknesses) of our Army, as part of the Profession of Arms Campaign.

The survey, as well as the overarching Armywide review of our profession, was developed to engage all five Army cohorts (commissioned officer, warrant officer, noncommissioned officer, Soldier and Army civilian) to gain a better understanding of how each population views their roles and responsibilities within our profession. The attributes that will be assessed at the individual, unit and institutional levels are expertise/expert, service to nation/duty, values-based/character, fortitude/winning spirit, trust/trustworthiness, and stewardship/leadership.

Through this campaign, the Army seeks to answer three critical questions:

1. What does it mean for the Army to be a Profession of Arms?
2. What does it mean to be a Professional Soldier?
3. After nine years of war, how are we as individual professionals and as a profession meeting these aspirations?

This Armywide review will help define the Profession of Arms, the professional Soldier, our culture and our Ethic.

We all need to be engaged in the process in order to improve our profession and ensure the Army succeeds into the future. Only by taking a hard look at ourselves — as individuals and as an organization — and the environment we operate in can we continue to improve our processes, adapt to the ever-changing operational environment and remain relevant. If you have not already, I encourage everyone in this command to complete the survey, answering each question with candor so our leaders can make an accurate assessment. You’ll find the survey link at the bottom of the page.

We just completed the Army Accessions Command Sergeant Major Conference here at Fort Knox where we conducted break out groups to begin the feedback process, but we really need to expand the dialogue across the command. I especially want to

focus on question No. 2 and, more specifically, what it means to be a professional Soldier in Recruiting Command.

The Profession of Arms White Paper defines the American Professional Soldier as “an expert, a volunteer certified in the Profession of Arms, bonded with comrades in a shared identity and culture of sacrifice and service to the nation and the Constitution, who adheres to the highest ethical standards and is a steward of the future of the Army profession.”

What do you think it means to be a professional Soldier in Recruiting Command, is there a difference? We need to be able to articulate that.

What does it mean to be a professional Soldier who recruits others to join our profession? What are the unique skills required of professional Soldiers in this command? How have the challenges we’ve faced during the past nine years as an Army and a nation affected how we recruit? How do we define our role as “stewards of the future” of the Profession of Arms? What responsibility do we have in maintaining the trust relationship with the American people?

None of us has all the answers right now, but we need to really think about it and have the conversation, not only in your stations and companies but across the command. To facilitate

the discussion, we’ve established a Recruiting ProNet Profession of Arms page and posted the first discussion question for your feedback: “What does it mean to be a professional Soldier in Recruiting Command?”

To be successful — within our organization and across the Army as a whole — this campaign needs bottom up input from the field. No one in our profession should feel like they don’t have a voice. This is your opportunity to join the discussion. Whether you are a detailed recruiter or 79R, enlisted or officer, Soldier or civilian — we are all part of this Profession of Arms, and we all have the responsibility to contribute to the future of our profession! Play your part by participating in the discussion on Recruiting ProNet — it’s your professional obligation!

Army Strong
Strength 7



Command Sgt. Maj. Todd Moore

Profession of Arms Survey:

<https://www.us.army.mil/suite/page/651660> AKO login required.
(Those individuals who received the survey via e-mail should use the link in that e-mail.)

Join the Recruiting ProNet Profession of Arms Discussion:

<https://forums.army.mil/secure/communitybrowser.aspx?id=1380848>

It Takes Courage To Face & Stop The Pain

By Chaplain (Lt. Col.) Thomas W. Cox

William “the Refrigerator” Perry was a colorful defensive lineman for the Chicago Bears in 1985, the year they won the Super Bowl. His nickname fit him well; he was big and wide. Perry was also a friendly man with a wide grin.

Unfortunately for his grin, though he was a mammoth man playing in the tough world of the football trenches, he apparently was afraid of the dentist, just like many of us. He was so afraid that he didn’t go to the dentist for 20 years! He was so afraid of the dentist that he wouldn’t go to the dentist even when his teeth began falling out. Eventually he had lost half of his teeth, some he pulled out himself, and his gums suffered chronic infection. He was in pain and suffering!

Finally, as he neared age 45, he went to a dentist. The dentist had to pull out all of his remaining teeth. He had to insert screws in Perry’s jaw and implant new teeth, all of which would have cost Perry \$60,000 — except the dentist donated the procedure (apparently for the free publicity).

This is a story a mother can use to emphasize the importance of proper dental care. However, it is also a story for all those who avoid emotional and spiritual pain of any sort. In life there are lots of things that can cause emotional pain or pain to the soul. Whose help do you go seek to end the emotional pain?

Frequently, people tend to seek an end to their emotional pain with alcohol or other chemicals. Funny, to my knowledge alcohol isn’t a prescribed medical treatment for emotional pain, rather it complicates life and worsens the pain in the long run. Seeking a cure from the right source can actually bring health or have a positive impact on our lives.

Proverbs 19:20 tells us, “Listen to counsel and accept discipline, that you may be wise the rest of your days.” Don’t let emotional pain dominate your life causing you to ruin relationships, live with grief or fear, compensate for low self-esteem, live with anger and the list goes on. Rather seek a cure from an abundance of helping agencies who staff licensed counselors trained in a host of personal and couples issues. What would your life be like if you could be rid of emotional or spiritual pain? It takes courage to face pain.

William Perry said of his new teeth, “It’s unbelievable. And I love them. ... I got tired of my mouth hurting all the time.”

Hopefully, if you’re hurting emotionally or spiritually, you will seek help and have a similar experience as William Perry.

Military & Family Life Consultants (MFLC)

USAREC HQ:
(270) 319-2593
or toll-free (877) 302-8534

Medical Recruiting Brigade:
(270) 319-2591 or (877) 241-0361
(502) 378-2773 or (866) 629-9698

1st Recruiting Brigade:
(301) 974-5703 or (877) 382-7668

2d Recruiting Brigade:
(256) 267-6777 or (877) 629-9653
(256) 425-8727 or (877) 382-7680

3d Recruiting Brigade:
(502) 378-2771 or (866) 629-6411
(270) 319-2590 or (866) 947-6194

5th Recruiting Brigade:
(210) 426-9985 or (877) 629-9649
(210) 845-6125 or (866) 949-7523

6th Recruiting Brigade:
(702) 556-7890 or (866) 947-6176
(702) 232-9724 or (877) 629-9650

Wounded Soldier/Family Hotline

(800) 984-8523

Chaplains/Chaplain NCOs

USAREC HQ: (502) 626-0535/0534
1st Bde: (301) 677-2943/2824
2d Bde: (256) 450-9525/9526
3d Bde: (502) 626-1039/0704
5th Bde: (210) 221-1565/0089
6th Bde: (702) 639-2026/2027

Military OneSource

24 hours a day
365 days a year
(800) 342-9647

www.militaryoncesource.com

Personal Financial Counselors (PFC)

USAREC HQ:
(270) 319-2684
or toll-free (877) 883-4549

Medical Recruiting Brigade:
(270) 319 2683 or (877) 883-4531
(270) 319 2687 or (877) 883-4489

1st Recruiting Brigade:
(301) 741-2163 or (877) 373-8705

2d Recruiting Brigade:
(256) 270-3383 or (877) 278-2003
(256) 267-6821

3d Recruiting Brigade:
(270) 319-2686
(270) 319-2681 or (877) 427-5214

5th Recruiting Brigade:
(210) 488-1692 or (877) 592-3870
(210) 426-9984

6th Recruiting Brigade:
(702) 277-5036 or (877) 243-1512
(702) 232-6801 or (877) 629-9651

USAREC Battle Buddy Hotline

(800) 223-3735-0

National Registry of Marriage Friendly Therapists

www.marriagefriendlytherapists.com

American Association of Marriage & Family Therapists

www.aamft.org

Click on TherapistLocator.net

For Free, Confidential Victim Support Services

Call, Click or Text

Department of Defense Sexual Assault Prevention and Response Office

This month, during the seventh annual Sexual Assault Awareness Month observance, DoD launched its newest initiative to support victims of sexual assault. Using DoD Safe Helpline, adult servicemembers can “click, call or text” for victim support services for themselves or others. The free, anonymous and confidential resource can be accessed 24/7 worldwide to connect with live sexual assault support professionals.

In addition to improving victim care, access to Safe Helpline will hopefully encourage victims to come forward who might not otherwise.

“Sexual assault hurts one, affects all. It harms victims, the families associated with each case and a unit’s climate and cohesion,” said Dr. Clifford Stanley, Under Secretary of Defense for Personnel and Readiness, “We cannot afford to let this crime continue in our ranks. The human toll is too high.”

Underreporting poses a serious challenge to military readiness, as the potential costs and consequences of sexual assault are extremely high. Victim support is a key component of the Department of Defense’s (DoD) Sexual Assault Prevention and Response (SAPR) policy.

The DoD Sexual Assault Prevention and Response Office (SAPRO) drew on a wide variety of input to design the program’s features.

“We know from our research with servicemembers that they wanted a variety of options to access live sexual assault support,” said Dr. Kaye Whitley, Director, SAPRO. “Since our servicemembers are located around the world, this program needed to be accessible from anywhere and at any time. Plus it was important that this be a confidential, anonymous and free service.”

Safe Helpline offers three access options.

CLICK: Logging on to www.SafeHelpline.org allows users to receive live, one-on-one confidential help with a trained professional through a secure instant-messaging format. The Web site also provides vital information about recovering from and reporting sexual assault.

CALL: Calling the telephone hotline 877-995-5247 allows users to speak with trained Safe Helpline staff for personalized advice and support. Safe Helpline staff can also transfer callers to the nearest Sexual Assault Response Coordinators (SARCs)/On-call SAPR Victim Advocates, civilian rape crisis centers or the Suicide Prevention Lifeline.

TEXT: Texting their location to 55-247 (inside the U.S.) or 202-470-5546 (outside the U.S.) allows users to receive automated contact information for the nearest Sexual Assault Response Coordinator.

SAPRO has entered into a contractual agreement with the non-profit Rape, Abuse & Incest National Network, the nation’s largest anti-sexual violence organization, to operate this effort. Staff supporting Safe Helpline have been trained on the unique needs of those living and working in the DoD community.

This is one of the many efforts DoD has initiated since first issuing policy on sexual assault in 2005 to prevent and respond to sexual assault throughout the military services.

That core policy laid the foundation for the many prevention and response efforts underway now, but there is more to do as servicemembers are still experiencing sexual assaults. As a result, DoD’s SAPR Office and the services are collaborating on a new document to build on that foundation by expanding DoD policy to be even more focused and comprehensive, working toward the goal of reissuing the guidance in 2011.

Live 1-on-1 Help
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DoD
Safe Helpline
.....
Sexual Assault Support for the DoD Community

Help is just a *Click, Call or Text* away!



Click www.SafeHelpline.org

Call 877-995-5247

Text* 55-247 (INSIDE THE U.S.)
202-470-5546 (OUTSIDE THE U.S.)

*Text your location for the nearest SARC

“The department’s position on sexual assault is clear: one sexual assault is one too many,” said Stanley. “We are firmly committed to doing our best to ensure that those who have stepped forward to protect our country are themselves protected within the ranks.”

Further information on Safe Helpline and its services can be found at www.SafeHelpline.org.

Visit the SAPRO Web site at www.sapr.mil to learn more about DoD’s commitment to preventing/eliminating sexual assault in the services.

Information about the Army’s Sexual Harassment/Assault Response and Prevention program and “I. A.M. Strong” campaign are available at www.sexualassault.army.mil/.

Don't Ignore Warning Signs

USAREC G1 Family Advocacy Program

The principles of the Army's "I A.M. Strong" campaign for the prevention of sexual harassment and assault also apply to the prevention of child abuse/neglect. INTERVENE to prevent it. ACT to stop it. MOTIVATE others to help each other.

The Army and USAREC are committed to the prevention of child abuse in all its forms. Prevention of child abuse/neglect requires being alert to the warning signs. Troubled relationships, breakdowns in family communication and functioning, signs of mental health problems, behavior problems in our children — all of these are serious warning signs.

April is Child Abuse Prevention Month in the Army and throughout the States. Recruiting Command is dedicating this month to an increased emphasis on the prevention of all forms of child maltreatment, with a special focus on child neglect.

"We pride ourselves in fostering a culture of safety and personal responsibility," said Maj. Gen. David L. Mann, USAREC commanding general, in his 2011 Child Abuse Prevention Month memo. "Child abuse in an Army Family marks the breakdown in our culture of safety. This is unacceptable.

"Resources are available for Army Families

to help all our children and their parents, no matter how stressful their lives might be."

No matter what your role in our community, be aware of the warning signs, be prepared to help in the prevention efforts,

and be prepared to act. Take responsibility and overcome the challenges that may get in the way of your duty to protect and care for your children. Family and friends step up and lend a hand to parents in need of support.

We know that our Soldiers and our families are resilient — truly Army Strong — and that our Army community stands behind them. That resilience is important in the campaign against child abuse/neglect. Be ready to seek out and accept the support and help you need.

The USAREC Family Advocacy Program leads the way in providing full support for the prevention education agenda. Brigade family advocacy program coordinators offer information on the prevention of child abuse/neglect and provide assistance to families.

Intervene, Act, Motivate now to prevent child abuse/neglect to keep families Army Strong!

Signs of Child Neglect

Consider the possibility of neglect when the child:

- Is frequently absent from school
- Begs or steals food or money
- Lacks needed medical or dental care, immunizations, or glasses
- Is consistently dirty and has severe body odor
- Lacks sufficient clothing for the weather
- Abuses alcohol or other drugs
- States that there is no one at home to provide care

Consider the possibility of neglect when the parent or other adult caregiver:

- Appears to be indifferent to the child
- Seems apathetic or depressed
- Behaves irrationally or in a bizarre manner
- Is abusing alcohol or other drugs

Source: *Child Welfare Information Gateway*
www.childwelfare.gov/can/

APRIL IS
CHILD ABUSE
PREVENTION MONTH



PREVENTION REQUIRES SAFE COMMUNITIES & RESPONSIVE FAMILIES

ARMY FAMILY COVENANT: KEEPING THE PROMISE

ARMYOneSource.com

Daughter Thankful for Recruiters' Help Preparing Father's Uniform for Funeral

My father, U.S. Army retired Sgt. 1st Class Gordon C. Nicker-son, passed away Feb. 4, 2011. Living out of state, I had flown in on the 3rd because of his condition. My dad, like any U.S. Army Soldier was proud of his service to his country and wore the uniform proudly. I wanted to honor him and we had a full military funeral. As I was gathering my father's uniform and placing his various awards on his Class A jacket I became overwhelmed with the task I was performing and went to get his long sleeve dress shirt and tie which I was unable to locate. On Monday morning the 7th, I was frantically trying to decide how I was going to get the appropriate items needed to ensure he was in "full" uniform as my father would say. I turned to the nearest recruiting office in hopes they would be able to guide me in the direction I needed to go. I was not expecting what occurred next. As I tried to compose myself and explain to Sgt. 1st Class McClendon my dilemma, another Soldier pulled his dress blues from his locker and handed me a tie and Sgt. 1st Class McClendon selflessly offered to bring me one of his personal dress shirts the following day.

I am a veteran myself and served as a medic in the U.S. Army, one of my greatest accomplishments guided by my father. ...

I know that what Sgt. 1st Class McClendon and his troops did that day was not a hard decision. It was not one that took a few moments to make, but it was a quick decision, as any decision a Soldier makes is. It was a decision that any Soldier would do for another, for we understand the sacrifices and commitment that was made. Sgt. 1st Class McClendon and his office are true examples of what a U.S. Army Soldier is. They represent the U.S. Army proudly and to them I am eternally grateful. I know that his actions that day he did not have to do, nor was he looking for any recognition. It was the right thing to do and that is why he did it.

My hopes with this e-mail are that his company commander, first sergeant, battalion commander and command sergeant major see this and are aware of the caliber Soldiers in their command.

Christine Staley, Columbus, Ohio

Brother, Sister Choose Army HPSP Because of Recruiter's Professionalism, Honesty

To be blunt, I never really thought too much about joining the Army. I had vicariously experienced the Navy, Air Force, and Marines through friends and family, but I never knew anyone who served in the Army, not until my sister joined in 2007. She had served in the reserves since she graduated, but is now a first lieutenant in the IRR after being awarded the Health Professions Scholarship this past year to help her through Vet school. She was very happy with her decision to join the Army, and her excitement, training exercises, and opportunities slowly opened me up to the idea of also joining the Army. I watched her gain strength in leadership ability and confidence as she spent more time in the Army, and knew that I too wanted to grow in those traits. As the desire to join the military grew within me, I also discovered that I wanted to be a dentist. As soon as I got accepted [into dental school], I knew I was going to apply for the HPSP scholarship, but I was conflicted by which service I would choose.

I got in contact with several local recruiters in various services. Apart from the Army, the recruiters made it seem like I was an inconvenience to them and did not make me feel that welcome. My experience with Army recruiter Sgt. 1st Class Luis DeJesus, however, was strikingly different. He was incredibly prompt in getting back to me, knowledgeable, straightforward, and honest with me. I was impressed with his professionalism and his willingness to go out of his way to make my life a little easier. He presented me with information on the HPSP scholarship and the specialty programs offered through the Army. After reviewing the opportunities

the Army had to offer and that they aligned with my desire to specialize, I knew that, without a doubt, I was going to join the Army.

Through the entire process, DJ was eager to help me and inform me of what steps I needed to take in order to be a competitive candidate for the HPSP scholarship. For my physical he spent the entire day driving me around getting me taken care of, and not once did he show a sign of being impatient or made me feel like a burden. There have been days where I called him numerous times with questions, and every time he either answers or is prompt in getting back

to me. I cannot say enough good things about the character or willingness to help of DeJesus, and I doubt I will ever meet a recruiter as good as him.

My sister and I have the rare opportunity to have both been awarded the HPSP scholarship under the same recruiter and serve in the Army after graduate school. I am incredibly excited to be a part of the United States Army, as is my sister, and feel blessed to have been able to work with such a fine man as DJ.

2nd Lt. Bryant Lee, Colorado State University

... My experience with [Sgt. 1st Class DeJesus] has renewed my fervor for military service and has led me to sing his praises to friends and family. After a few excited conversations with my brother about the opportunities of the scholarship and the amazing recruiter who helped me take steps to achieve my dreams, my brother started thinking about applying for the scholarship. As soon as he was accepted into Dental school, he began to contact recruiters of various military branches to inquire about the HPSP program. I remember eating dinner with him one night and he looked at me and said, 'Monika, I think I'm going to join the Army.' I was baffled because I never thought that Bryant would join the Army over the Navy, so I asked him why. He explained to me that he had talked with the Navy recruiter and Army recruiter, and the Army recruiter was able to answer his questions, was quick to respond to messages, and provided him with all the information he needed to make a rational decision. I asked him who his recruiter was, and he said, 'DJ.' I feel like I will always be indebted to DJ. He is the reason why I applied for the scholarship after other recruiters said that I couldn't. He is the reason why I was able to submit the best application I could put together. He is the reason why my brother is going to serve the United States as an Army Dentist. Sgt. 1st Class DeJesus enabled me and my brother to embrace an exciting and successful future pursuing our dreams while serving this great country. I will never forget his influence in my life and the way that he was able to change the course of my future.

1st Lt. Monika Lee, Colorado State University

Managing 79Rs From Tour Lengths

By Julia Bobick
Editor

While they will no longer be able to remain in the same location more than three to four years, career recruiters and their families will soon have more predictability in knowing when and where their next USAREC assignment will take them.

The command's new 79R manning and assignment policy (Command Policy 35-11) will not only help recruiting families better manage expectations, but it will also help improve the quality of noncommissioned officers in recruiting leadership positions.

"The idea behind this policy is to better diversify our leaders and expose them — with hands-on experience — to the different environments across the command in order to create a more complete 79R leader," said Command Sgt. Maj. Todd Moore, USAREC command sergeant major. "It's not as much about strength management as it is leader development. The way we recruit and the processes we use vary between brigade footprints and geographic regions. We are developing better leaders when we give them the opportunity to learn and share ideas from different leadership experiences across the command."

The policy works hand-in-hand with the 79R professional assignment model (Command Policy 37-10), which establishes the active duty recruiter's recommended career track, including assignment positions and tour lengths, according to Charles Price, Personnel Development Division chief, Recruiting and Retention School-Forward.

In addition, the policy will improve the command's assignment flexibility and help leaders better know when Soldiers are leaving from and coming into their units and fill projected vacancies, according to Sgt. Maj. William Schindler, USAREC G1 sergeant major. USAREC G1 will now centrally manage the assignments of 79Rs across the command, a process that previously had been largely under the control of brigades and battalions.

"This new policy establishes an expectation

of a 36-month tour and then you move on," said Rodney Berry, chief of the USAREC G1 Military Personnel Management Division.

"The policy essentially puts every active and Reserve (AGR) 79R — from staff sergeant to sergeant major — on the same playing field as everyone else in the command," Berry said. "Detailed recruiters come in with expected loss dates, officers come in with an expected loss date, now 79Rs are going to move with an expected loss date. Now the entire command will be managed with more predictability and established loss dates."

The standard 79R tour for both active and AGR NCOs will be 36 months. Soldiers may not spend more than one tour in the same battalion and no more than two tours in the same brigade during a 72-month time period. Tours may be curtailed or extended up to a year, as determined on a case-by-case basis by USAREC G1.

With the policy in place in March, the G1 staff is working the implementation strategy and setting up the systems to manage the new assignment process. It will take about 18 months to 24 months to get the command on track, according to Berry, because obviously not everyone can be moved at once.

The G1 is also transforming as a result of the change in policy and establishing a 79R management branch, which will parallel the way Human Resources Command manages other career branches. Until such time, recruiters should continue to communicate with their brigade management team.

Soldiers who do not already have one will receive an expected loss date from USAREC G1. Those who've been in an assignment more than 36 months and haven't yet received a loss date may contact their brigade career assignment manager to discuss options — with the understanding that it still might not happen immediately.

"We don't want to break the force by moving too quickly on this," Schindler said. "We have to make sure we do it one time, correctly. The No. 1 goal is readiness; maintaining the readiness levels of our units in USAREC is paramount."

to. Assignment Preferences

By Julia Bobick
Editor

Recruiting Command now has an automated 79R assignment preference application to capture recruiters' preferences for future assignment locations. This new system, released the end of March, will help USAREC G1 better manage recruiter assignments, as well as fill vacancies faster with qualified individuals who want to move to those locations.

"Recruiters should get their preferences updated as soon as possible," said Rodney Berry, chief of the USAREC G1 Military Personnel Management Division. "As we begin working on implementing the new 79R manning and assignment policy [Command Policy 35-11], it's important we know where recruiters want to go before we start making the moves. Otherwise, they'll PCS to where the command needs them without their input."

Similar to the Army's Assignment Satisfaction Key, or ASK, USAREC's application enables 79R noncommissioned officers to select their top six locations – in order of preference – for future assignments, according to Don Alves, USAREC G1 Enlisted Management Branch chief. Recruiters may also provide additional information for assignment consideration, such as Married Army Couples or Exceptional Family Member Program enrollment, station commander or guidance counselor (V7) qualification, or foreign language proficiency.

The goal: if there is an opening in a certain location, the G1 79R management branch can quickly and easily pull up a report of recruiters eligible to move and see which of those recruiters want to go to that location.

It's extremely important for newly reclassifying Soldiers to put their assignment preferences into the USAREC system, according to Alves, because Recruiting Command locations are not in the Army system. NCOs who are not reclassifying to 79R should ensure their duty location preferences are current in ASK for assignment consideration upon completion of their recruiting tour.

Berry cautioned recruiters to ensure they understand the assignment policy restrictions before making their choices. For example, since 79Rs cannot spend more than one tour in the same battalion and no more than two tours in the same brigade during a 72-month time period, they should avoid "wasting" one of their choices on another location within their brigade if they have already been assigned there the maximum length of time authorized. Future system updates will not allow recruiters to choose locations for which they are not eligible, Berry said. In the meantime, if recruiters have questions about their assignment eligibility they can contact their brigade career assignment manager.

The new system, part of a recruiter's Headquarters Support System (HSS) profile, is accessible through the USAREC Portal.

Make 6 assignment preferences and input any pertinent information for consideration

Selecting Your Assignment Preferences

- Log into the USAREC Portal.
- Click on 'My Profile' in the left column.
- Click on 'Assignment Preference' tab.
- Select your top six locations in order.
- Include any pertinent information (such as Exceptional Family Member Program enrollment or foreign language proficiency)
- Click 'Save' to update your profile.

WINNER

Effective School Engagement

By Sgt. 1st Class Philip D. Jones
Eau Claire, Wis., Recruiting Station

School engagement can be defined as the actions directly taken by Army recruiters to improve relations with the educators, administration and other faculty members that can help you in your recruiting efforts. It includes all visits and contacts. Giving of yourself (Selfless Service) to build bonds between the U.S. Army and the school. These actions can be helping with sporting events, chaperone duties, performing color guards, providing equipment assets and filling the gap of any void that the school may be experiencing. Basically it's showing the school that you care about them and their students and are willing to make sacrifices on their behalf.

During every visit a recruiter should be striving to build better relationships with the existing contacts and make new contacts, asking what is needed and giving up front if at all possible. There are going to be numerous occasions where you will be asking for help, and by greasing the skids on the front side you will be more likely to get those classroom presentations, lunchroom visits and the luxury of having a total access school.

Image is everything. You only get one chance to make a first impression. You need to have a planned agenda. You must be the subject matter expert when addressing that agenda. Ask about the school's policies regarding recruiting activities. Ask if they administer the ASVAB. Once you have their policies, adhere to them. Once you have gathered all of this intelligence, you are ready to build your plan.

Your school plan is comprised of activities that will accomplish your contact milestones as well as create high school enlistments. I don't know anyone in recruiting who enjoys making phone calls. But with today's technology and a good school plan, you can all but eliminate those phone calls while increasing your contacts.

Good recruiting begins with a good story. Develop a classroom presentation that captivates your audience and will pique the interest level of all attending. Your goal should be to educate your audience on what the Army has to offer. This includes service to country, occupational and career enhancements, leadership, diversity, income, excitement and respect. Target classrooms during the first half of the school year, which will allow you to contact most of your seniors and juniors. Hand out student surveys that ask about future plans, career goals and hobbies.

Depending upon the size of your school, one day of classroom presentations with a 12th-grade English class can equate to a 90 percent contact milestone. This will also allow you to focus on those seniors with a higher propensity to enlist. Also, you should strive to become involved in a physical education class filled with a majority of the freshmen. Making contact with freshmen is crucial to shaping future recruiting activities in your school. During the second half of the school year, focus the majority of your classroom presentations on juniors while maintaining your relations with the seniors.

Lunchroom visits can never be underestimated for their ability to generate interest in the Army. These visits allow you show your personality and let your audience know that you are a professional. You will have the ability to talk with individuals one on one and answer those individuals' questions privately. Students will become more relaxed when you are able to talk last night's football game as opposed to only Army. You will find by showing you are a human being with a sense of humor and not just some (cookie cutter) robot, that the doors will open. You must also keep in mind that once enlisted you will need to continue to follow-up with your Future Soldiers. Set aside one day a month where your Future Soldiers wear their Army T-shirts and provide lunch for them. If you have multiple lunch times, adjust as necessary. Take the time to show you care beyond the enlistment and others will take notice.

In summary, these are just a few of the things which help me become successful in my high school market. There are many ideas I have seen work and fail. I understand areas differ and some restrictions are hard to overcome.

Once again, it is up to the individual recruiter to gain the trust and confidence of the school's administration. Ensure you are giving at least as much as you are asking for. Make it a partnership.



Two Focus Areas: Students, Educators

By Sgt. 1st Class Richard Falconberry
Green Bay Recruiting Station

Feel effective school engagement is categorized in two different areas. Recruiters should have effective school engagement with the school's staff and faculty and effective engagement with the students. Every school's climate and structure is different. The most important factor in establishing and maintaining an effective school program is establishing and maintaining rapport. Having good rapport and a good working relationship with school officials and faculty are the keys to maintaining access to schools. Having good rapport and maintaining the relationship between recruiters and school officials is a continuous process.

In order to have effective school engagement recruiters need to ensure that school officials understand why school recruiting is necessary. Many school officials and faculty do not understand the importance of the Army and the many benefits the Army can provide. It is very important to schedule a courtesy visit with the principal and vice principal early in the school year. Making appointments early in the school year with faculty and staff is very beneficial also.

All of these things help a recruiter establish and maintain rapport throughout the school year. Recruiters also need to attend as many school activities and events as possible. The more people that can see the Army the more likely students can become more familiar with you. Early in the school year it is very important for recruiters to understand that school officials and faculty are extremely busy.

Don't go to the school only to ask for something. Ask the school officials and faculty if there is anything you can do for them or the students. Asking for information and school lists has a tendency to feel like an invasion especially if no rapport has been established.

It is very important for a recruiter to always keep relationships with students on a professional level. A lot of damage can be done and would also take years to repair by careless remarks made to students. School recruiting is critical short term and long term. Regardless of the situation, recruiters should always be positive and present a positive image.

A good school plan consists of a variety of different elements. First and foremost reviewing past successful school plans that have been very productive in previous years is very important. Knowing which school officials and faculty members have been helpful allows the recruiter to know who he really needs to establish rapport with. Recruiters need to create the school folder for the upcoming school year and provide as much detail and blueprint information as possible. Contacting the summer grads from the school

is also a very helpful way to comprise a good school plan. During the summer months is a prime time to meet with school officials and faculty. The more rapport recruiters can make with the school the better recruiting environment the recruiter will have. A good school plan consists of a recruiter visiting the school, being involved with faculty and students and not always stopping by asking for something. In order to have an effective school plan, a recruiter sometimes needs to go above and beyond. Attend some of the summer school activities. If the school has a JROTC department, obtain a list of cadets and volunteer as much time as you can to provide assistance to the instructor and the students. The more

often a recruiter can become involved in school events and demonstrate he or she cares about the students' futures the better the school program will be. In the early school year before school starts it is important for recruiters to schedule appointments with the guidance counselors to allow them to know what educational incentives and benefits the Army can offer their students. Many educators, parents, and school officials are not aware of the numerous opportunities the Army can offer young people. Recruiters should never pass up the opportunity to be part of as many groups and organizations as possible. It is always a good idea for recruiters to be involved in the parent-teacher association. All of these ideas that are incorporated together will provide any recruiter with an effective and good school program. The most successful recruiters master these tools and have some of the best and most productive school programs.



MCP 101

Partnership with South Carolina Department of Education Paying Dividends Across Columbia Battalion Footprint

By Lt. Col. Charlester (Chuck) White
Columbia Battalion

Military Career Pathways 101 (MCP 101) is a modified Educator Tour created through partnership and collaboration between the South Carolina Department of Education and the Columbia Battalion. Because of the success of the first MCP 101 in June 2010, plans are underway to execute the second iteration June 7-9 in Columbia and Fort Jackson, S.C. In addition, the program has potential to greatly enhance recruiting operations as it gains momentum and support nationwide.

MCP 101 leverages information briefings and Army Story Soldier panels, along with a traditional educator tour of a military installation, to expand the knowledge base among career and technical educators.

Participants gain extensive knowledge about the Army's opportunities, experiences and benefits. The course also includes an educator-recruiter collaboration panel, group discussion sessions, as well as a pre-course and post-course evaluation of the educators' opinions and understanding of the Army.

The August 2010 edition of the Recruiter Journal included the article "Military Career Pathways 101: South Carolina Implements Course for Educators," by Vernetta Garcia. Below are some highlights from that article:

- Military careers are inherent in all 16 career clusters federally mandated for public schools. However, military careers were seldom mentioned as an option for students; the information was scarce; the military was seen as a last resort. MCP 101 was created to fill the void of information.
- Because military careers fit so well into all of the 16 clusters, this partnership between the military and South Carolina education is thought to be ideal by officials.
- Free of charge, MCP 101 attendees earn recertification credit (Continuing Education Units, S.C. Dept of Education Credits or Global Career Development Facilitator Credits) for attending all activities over a three-day period and must conduct a project (information briefing or seminar presentation) to share the knowledge gained with students, parents, colleagues or general public during School Year 2010-2011.

- Scott Hess, Chief of the Office of the Vocational & Adult Education, U.S. Department of Education, emphasized he is now on a mission to help implement a MCP 101 type program in every state.

- "It is my hope that this (MCP 101) pilot represents the beginning of learning communities across America committed to improving educational opportunities of America's youth" stated Lt. Gen. Benjamin C. Freakley, Commanding General, U.S. Army Accessions Command.

Since the first MCP 101, attendees have been diligently planning and executing projects to convey the highly useful information received at MCP 101. Some projects included mini-MCP 101 courses held at school districts around the state. For example, in August 2010, Tammy Haile, Chesterfield County School District Career and Technology Education Coordinator hosted an event that included nearly 50 representatives from six area high schools and middle schools, school board members, principals, the superintendent and assistant superintendents.

"I'm really pleased at how this turned out," said Haile.

The local Army National Guard set up equipment and Army recruiters conducted presentations.

"The teachers asked some great questions and seemed to really appreciate us being there," said Capt. Karen Roxberry, Columbia Company commander.

Haile is also planning tour of Fort Jackson for 60 high school seniors from Chesterfield High School next month.

Other projects included middle school military career fairs and a high school senior tour of Fort Jackson for 60 students from Orangeburg-Wilkinson High School, a priority high school. In upstate South Carolina, Dr. Marjorie Dowd conducted a military mentors project, which included 45 speakers in four Greenville area high schools for an entire week.

Nearly 80 projects have been scheduled for School Year 10-11 — some of them combined projects among educators. We are optimistic that an increase of Senior Alpha contract production will occur in 3rd and 4th Quarters of Fiscal Year 2011 as a result. The Columbia Battalion Operations Section will closely monitor and analyze production to compare with the 3rd and 4th Quarters of FY 07 through FY 10.

At the end of November, Battalion Education Services Specialist Martha Daniels and I combined efforts to brief MCP 101 at the State of South Carolina and U.S. Army Partnership Meeting in Columbia. The attendees included presidents of local colleges, school district superintendents and representatives of members of the South Carolina House of Representatives. Distinguished guests included former Gov. James H. Hodges



VERNETTA GARCIA, COLUMBIA BN

Columbia battalion Commander Lt. Col. Chuck White greets Dr. Sonny White, President, Midlands Technical College and Dr. Kaye Shaw, coordinator for the Midlands Regional Education Center and MCP 101 committee member, during an Army Partnership meeting hosted by Accessions Command in November.

and the newly elected State Superintendent of Education retired Brig. Gen./Dr. Mick Zais. Both agreed that MCP 101 represents a positive example of two critical careers fields merging efforts in the interest of America's youth and the nation.

In early December I joined Dr. Ray Davis (Director of Careers & Technology, South Carolina Dept of Education), Tammy Haile (MCP 101 Committee Member) and Ralph Lataille (MCP 101 Committee Member) at the Association for Career and Technical Education National Conference to present a briefing on MCP 101. This presentation sparked interest among convention attendees. Educators from six states (Kentucky, Iowa, Missouri, Oklahoma, Texas and Utah) found the concept highly enlightening and beneficial. The educators from these states are motivated to pursue partnerships in their respective states with USAREC battalions.

"MCP 101 could enlighten our administration and faculty with a firsthand understanding of military resources, career pathways and benefits," said Daralyn Loveless, Western Heights Public Schools Career Specialist from Blanchard, Okla. "Is it good for our students? Yes! In order for it to be good for our students, we must train the educators! Bring it on ... MCP 101!"

As it gains momentum and more support nationwide, MCP 101 may serve as a tremendous game-changer and is worthy of consideration for execution in other states through partnerships with educators and USAREC battalions. Due to the demonstrated potential, previous USAREC Commanding General Maj. Gen. Donald M. Campbell Jr. directed the Recruiting and Retention School to include an MCP 101 briefing on the training schedule at the brigade and battalion commander pre-command courses scheduled during the remainder of FY 11.

In preparation for the 2011 MCP, I informed the committee that precision is necessary during the selection process and they must prepare to operate with a reduced budget.

A review of the 2010 MCP 101 list of attendees revealed that only 10 of 98 were actually from Columbia Battalion's priority high schools. The South Carolina Department of Education announced last year's MCP 101 application process via the Career Technology Educator and school counselors' Web site, as well as by direct mail correspondence. The office repeated the same method to announce the unique opportunity this year; however, the MCP 101 committee's ensuring that educators from priority high schools receive the highest consideration for acceptance. The Columbia Battalion ESS has the task to ensure that the MCP 101 committee reviews the current list of priority schools for use during the selection process. The company commanders and recruiters of respective priority high schools are tasked to inform educators about the 2011 MCP 101 to build interest. Additionally, I sent a letter to the principal of each priority school to encourage a faculty member to apply for MCP 101.

Due to a budget reduction, the 2011 MCP 101 will host 70 educators vs. the 98 educators hosted last year. Columbia Battalion's FY 10 Ed Tour budget was \$26,000. After receipt of USAREC's approval to modify the Ed Tour to execute MCP 101 as a potential national pilot program, USAREC provided an additional \$6,000. In the interest of demonstrating prudent stewardship of government funds, I informed the MCP 101 committee of my intent to execute the 2011 MCP 101 without any supplemental funds. Thus, we'll execute the upcoming MCP 101 leveraging \$23,000 in support of 70 select educators.

Historically, Columbia Battalion would spend \$15,000 to \$20,000 for a traditional educator tour in support of 15 to 20 educators. The tours to military installations were beneficial to provide educators exposure to the military, but the return on investment was not substantial.

Typically, the battalion would extend 200 invitations to secure commitments from 15 to 20 educators to participate on the tour without a guarantee they would deliver positive messages about the Army's opportunity.

In contrast, under the MCP 101 concept, the state department of education shares responsibility to announce the event and a larger pool of educators pursue participation through the application process. MCP 101's requirement to conduct a project in order to receive the recertification credit solidifies the commitment to deliver the message to public about the Army's great opportunities. This format is more cost effective as we build a greater list of centers of influence for the same cost as a traditional educator tour.

In closing, MCP 101 is a recruiting force multiplier. It arms educators with the key information to explain the Army's opportunities to students, parents, colleagues and the general public.

I am extremely proud of the solid partnership between the South Carolina Department of Education and my battalion. In my opinion, it's essential for the Army and the public to understand how pivotal this course has been and appreciate its outstanding potential. MCP 101 is a means to legitimize the military in the eyes of those who never gave military service a thought or consideration. The course has solidified the relationship with the education profession in South Carolina and is gaining momentum elsewhere in America.

How to

By Ronald L. Williams
Nashville Battalion

Finish Eating the

In order to finish eating an elephant — take small bites, keep your pace, and eat one bite at a time.

The “How To” of developing and succeeding with any school program is just like eating an elephant. It is only accomplished by taking one bite at a time – slow, methodical, planned and executed. During the past nine months, you have developed unprecedented rapport and credibility with all of your high schools and colleges. The last big item left is to “Conduct End Of Year Activities.”

What are they and how do I accomplish them while still producing Future Soldiers and not taking any losses?

The short answer is by hard work and determination. However, that answer provides no details or guidance. The real answer is to maintain the contacts you have developed, expand the areas for increased penetration and to begin conducting shaping operations for the upcoming school year. Following are some ideas and suggestions for closing out a school year. These are not meant to be all inclusive, but are offered to get you started thinking about what you had already planned to do and perhaps consider other ideas you may have not considered.

April

1st Week — Check Scholar/Athlete Status. Follow up with the battalion advertising and public affairs section regarding Army Reserve scholar/athlete nominations that were submitted to see if they are ready for presentation. Verify with the school the date these awards will be presented. Make sure YOU make these presentations and wear the appropriate uniform.

2nd Week — End Of Year Events. Volunteer to work spring sporting events (such as the concession stand or ticket booth). District, regional and state tournaments have started or are about to start in numerous sports. Baseball, softball, track, soccer, swimming, golf and tennis meets are just some of the common spring events. Find out where these events are occurring in your area and become a part of them. The people in charge of these events have the potential to be some of your most influential COIs. This is an outstanding opportunity to develop credibility with long lasting results.

3rd Week — SY11-12 ASVAB. Schedule next year’s ASVAB testing dates with the appropriate school administrator. Ask the principal/superintendent if he or she has a “back-up” graduation speaker. If not, volunteer to be it or to provide one! Battalion commanders, command sergeants major, or local distinguished veterans can be great motivational speakers.

4th Week — ROTC/JROTC Coordination. Visit all ROTC and JROTC programs in your area. Discuss their projected needs and challenges. JROTC usually needs someone from outside of their program to convince students to stay in the program and/or enroll in the program next year. ROTC is actively trying to convince Military Science I and II students to stay in the program. ROTC instructors can also provide names of their students who are dropping out of college.

May

1st Week — Verify, Verify and Then Verify Again. Verify all high school and college award programs and graduation dates/time/location! Prepare certificates for those faculty and staff members who have aided in high school and college recruiting efforts. Present these certificates at an appropriate event.

2nd and 3rd Weeks — Awards and Graduation. Attend every awards ceremony and graduation. If you cannot be there, send someone in your place. Nothing beats being physically present AND in the appropriate uniform for these events. Maintain close contact with your future Soldiers. Secure their diplomas and ensure you get copies of them to the military entrance processing station well in advance of their ship date.

4th Week — Memorial Day Activities. Verify Memorial Day ceremony commitments and obligations. There are normally many patriotic events in the community and in the schools during this month. Contact your high schools and colleges still in session to find out what events they are involved with and offer any assistance possible.

June

1st Week — Say Thank You. Coordinate with your company commander and/or battalion commander to send thank you notes or special certificates to those staff and faculty members who have been helpful to you during the school year. Use this time to identify what key administration and faculty turnover is projected.

Elephant

2nd Week – Prepare For Summer. Restock recruiting publicity item (RPI) racks, obtain on-campus summer activities schedules (sports, academic, seminars, camps), check the current fall calendar, and look for any other items that will tell you what is scheduled to happen on the campus during the next few months. Coordinate with school officials to determine if they can use your assistance during summer activities. The faculty is normally shorthanded during the summer and they will probably welcome your help.

Mid-June – Last Chance With Faculty and Staff. Most faculty and staff do not work year-round. They will be departing as soon as possible. Make sure you ask the appropriate person for the contact information of this year's juniors (if you do not already have it). Meet with the School Year (SY) 2011-12 junior and senior class sponsors and offer to assist them. Verify orientation and registration dates for fall students. Offer to assist the schools/colleges with welcoming these students.

Late June – Records. USAREC Message 11-087 changes the school year end date to June 30 and start date to July 1. Make sure all SY 10-11 school folders are complete. Pay special attention and make sure after-action comments are included on all school activities. Build new SY 11-12 folders. Based on what you have learned over the past few weeks, you will be able to develop a comprehensive folder. Analyze every activity, event and interaction you had with a school while building the new folder. Evaluate the return on investment (ROI) and make an informed decision regarding repeating the activity/event, trying it at other schools, or eliminating it.

This information is not all-inclusive and is only meant to foster thought, contemplation, ideas and professional discussion within a station/center.

Each college and high school has its own personality. The only way to know what will produce contracts from an institution is to physically go there and get involved. Start with what you know works and go from there.

If you have absolutely no starting point, then look “inside the box” for ideas. If the things in your toolbox are not working, it is time to think “outside the box.” You will never know until you persistently try.

Remember to take small bites, keep your pace, and eat one bite at a time.

Time to Talk opportunity

By Judy Kuegler
3rd Brigade

Within the class of 2011, I'll bet 67 percent or better of the students you have been talking to say they intend to go to college. Spring is that time of year when many students are wishfully awaiting word on their scholarship applications and receiving college acceptance/rejection letters.

According to the National Center for Education Statistics, the annual average cost of undergraduate tuition, room and board is \$11,578 at a public school and \$29,915 at private schools. Students are scrambling to beat the deadline for the Free Application for Federal Student Aid (FAFSA). The number of private scholarships awarded by businesses and other organizations is on the rise, but competition for those dollars is also up. There are more families looking for federal aid because of the economic downturn.

The typical scholarship award is only \$2,500, which isn't nearly enough. Students often ignore deadlines, don't provide the materials requested or fail to show up for interviews. If this sounds like the students you are talking to, now is a good time to talk to them about the Army's education benefits.

Many students enrolled in Advanced Placement Program (AP) classes are taking exams to earn college credits. Given in May, they are two to three hours long and consist of multiple-choice and essay questions. The results come back in July. Receiving credit depends on whether the college they attend offers AP credit in the subject area and what their minimum required score is. A 3 is a good score but many top schools require 4s or 5s to test out of courses. If this subject should come up, you can speak about ConAP; all 1,900 plus participating colleges award credit for the training they will receive in Basic and AIT.

April

- April 15 — Deadline for the Free Application for Federal Student Aid (FAFSA)
- April 15 — Colleges' deadline to mail acceptance notifications.
- Students need to sign and return financial aid forms for the school they will be attending
- Students are comparing acceptance letters, financial aid and scholarship offers and investigating what type of financial aid or college based assistance is available for colleges
- Students are signing up for AP exams

May

- Students are contacting the college's financial aid office to check the status of their financial aid package
- Students are taking AP exams

When summer rolls around, check up on the Class of 2010 — about 40 percent of them will not return to college in the fall. This is the time to explain all of the programs and opportunities the Army has to offer. Using tools like the Army Credentialing Opportunities Online (www.cool.army.mil/) Web site to show the opportunities for professional growth and civilian career preparation available through Army service, you can help students achieve their ambitions.

Getting America Involved in Recruiting its Army

Story and photos by Julia Bobick
Editor

Recruiting Command's grassroots outreach program -- launched in 2007 with one community advisory board in Dallas/Fort Worth -- now includes more than 40 active boards across the country. One of the fundamental goals: Get America involved in recruiting its Army.

"It's your Army. It's not ours who wear the uniform; it's yours. It's the nation's Army," said Lt. Gen. Benjamin C. Freakley, Commanding General of the U.S. Army Accessions Command at Fort Knox. "But we just don't have a dialogue nationally about service."

During a conversation with leaders from 28 community advisory boards in March, Freakley said the Army is more disconnected from society, especially after closing its installations to the public after 9-11.

"We separate ourselves more and more from the American people. The American people don't know about their Army. ... That's why you are so incredibly important to us, to connect us locally with the people. You are an incredible linkage at the local level ... between civilian leadership and military leadership to share the stories of America's Army."

Advisory board representatives gathered with U.S. Army Accessions, Recruiting and Cadet Command leaders to network, brainstorm, share best practices and discuss ways to improve the effectiveness of advisory boards for both the Army and their communities.

"We are at a point in time when we can partner with the Army and help shape the future of America. Think about how powerful that is. We want to step up, we want to serve, we want to help," said Ken Wong, a Philadelphia businessman who served as moderator for the workshop hosted by Accessions Command in Columbus, Ga.

Wong was instrumental in launching the Philadelphia Grassroots Advisory Board, one of the five pilot market boards established in 2008-2009 following the success of the Dallas/Fort Worth board. He now also serves as an advisory board leadership mentor.

Though boards are initiated within a community by the Army, they are run by civilian community leaders.

Wong calls his board "just a group of good Americans who want to get in the mix and something done" to support not only the Army, but also the nation.

"We are excited about this," said Atlanta business, political and civic leader Gene Hanratty, chair of the city's recently established grassroots board. "We feel like we are going to make a really significant contribution, not only to the Army, but also to Atlanta and the surrounding area for these young men and young women [who are enlisting], especially as they come back and join the community again."

The number of boards continues to grow as word spreads and more individuals take action to get their communities involved in advising and supporting their Army's recruiting efforts.

Board members — often charged by one another with specific tasks based on their community/business expertise — help open doors and solve problems for their area Army leaders/recruiters, as well as create partnership opportunities within their communities to help tell the Army story, according to Michael Thomas Sr., a program manager at the University of Michigan-Dearborn and chair of the Detroit board.

He said it's important for boards to look for opportunities to put Soldiers in front of young people to tell their Army stories, but the partnership must go both ways to be successful. His board is exploring projects to have Soldiers teach students skills they have learned through the Army, such as leadership, values, conflict resolution, resilience and techniques to combat bullying.

The boards, which typically meet quarterly, are as unique and diverse as the communities they serve, and their focus areas are continually evolving based on the needs of the local recruiters and the communities.

Board members are incredibly valuable in helping recruiters make the best use of the advocates and centers of influence in their footprint, according to Dr. Rebecca Morgan, a career counselor at Fullerton College and the Southern California Grassroots Advisory Board chair. There are a lot of people who want to help support the military in their communities, but they don't know how — and recruiters don't always know how or what to ask their influencers to do for them. She said that is a small, but critical area where boards can get involved.

"They know the nuts and bolts of recruiting, we know the nuts and bolts of the community — that's why it's a partnership," said John Mikelson, a University of Iowa veterans adviser and Iowa City advisory board member.

Research conducted by the Army's advertising agency shows the grassroots efforts have made a difference in the attitudes toward military service in the markets where boards are located,

“ We feel like we are going to make a really significant contribution, not only to the Army, but also to Atlanta and the surrounding area for these young men and young women [who are enlisting], especially as they come back and join the community again. ”

— Gene Hanratty
Atlanta Grassroots Advisory Board



according to Denny Shields, the Weber Shandwick vice president who's been working with the grassroots program for more than four years. The key to that success is having third-party advocates speaking on behalf of the Army, sharing the Army message and encouraging service.

“Someone on the Army team can say, ‘It’s a good thing to join the Army,’ ... but when Rafael Torrens [a grassroots board member] in Puerto Rico says, ‘It’s a good thing to join the Army,’ the credibility for that proposition has just increased exponentially,” Shields said. Grassroots advisory board leaders are incredibly influential in their communities and what they say carries a lot of weight.

With recruiting going well right now, Freakley said advocates might question if they are really needed to help support and tell the Army story.

“We need you more than ever,” Freakley said. As the opportunities to serve become more competitive, the military needs advocates in diverse communities across America who open peoples’ minds not only about the possibilities of service, but also the stringent qualifications. He said the Army — and more importantly, the nation — needs committed advocates spreading the messages about the importance of staying in school, staying out of trouble and establishing good health and fitness habits early in life.

“All of us ... have to do whatever we can to give kids options to succeed, regardless of whether they are coming in the military or not,” said Maj. Gen. David L. Mann, USAREC commanding general. “We all have a stake in this. You represent leaders in academia, business and local communities; it is only with your help that we can ensure we maintain the strength of this Army and that folks truly understand and embrace the significance and importance of serving one’s country.”



2nd Brigade Advertising and Public Affairs Chief Kim Hanson captures grassroots best practices her workgroup discussed during the Accessions Command’s Advisory Board Leaders Workshop in March.

Partnering to Support Recruiting

Story and photo by Julia Bobick
Editor

“We’d be naïve to think we made our mission just based solely on what we [in USAREC] are doing. It really is about what we all are doing, because the Army really belongs to all of us,” said Col. Frank Hall, 1st Recruiting Brigade commander. As such, Hall considers everyone with a recruiting mission — active, Guard or Reserve, enlisted or officer — as well as influential community leaders, accessions partners in the Northeast.

More than 100 of those partners from the Accessions Partnership Zone 1 (PZ1) footprint gathered in Baltimore at the end of February for a seminar focused on building networks, developing synergy, synchronizing Army outreach efforts and learning about each other’s organizations and missions.

Participants included representatives from National Guard recruiting, Cadet Command, the Army Reserve and Accessions Command; Army Reserve Ambassadors and Civilian Aides to the Secretary of the Army; Grassroots Community Advisory Board members; educators; community and business leaders; and enlisted and medical recruiting staff from the 13-state area.

Although his brigade organized the seminar, Hall emphasized from the beginning that it was not 1st Brigade’s event. He said it was about everyone in the room and the organizations and communities they represent, because there are a variety of paths that all lead to wearing this uniform.

“It used to be, ‘We can’t work together because we are competing for the same person.’” He said those attitudes are changing. The focus of the two-day seminar was educating everyone about what those various paths are and how to best help those interested in serving find the path that’s right for them.

The goal is to push potential Future Soldiers down the path that’s right for them.

“It’s not about what we are missioned against, it’s about making sure we give an opportunity to a young person. ... Our survival and how well this institution does in the next few years rests on everybody’s shoulders,” Hall said.

Though this was not the first time the brigade has partnered with Cadet Command, 2nd ROTC Region Commander Col. Glenn Goldman call the seminar a “flagship event,” because of the number and diversity of the players involved.

“We still have a lot of growing to do; there is still a lot we can do together,” Goldman said, adding that the growth of this event from last year shows how the PZ1 network has already grown.

Day one sessions topics were educational, covering

enlistment qualifications and challenges, the types of recruits Cadet Command is looking for, the Concurrent Admissions Program, current National Guard and Reserve initiatives and the basic differences among the components.

“This is one of the best gatherings I have attended in the past three years in terms of the diverse audience all with one goal — to support the green uniform,” said Maj. Gen. Steven Abt, Accessions Command deputy commanding general, who began day two by talking about today’s youth and the challenges we face with young recruiters: fitness, diet, learning differences and communication gaps.

He said these challenges affect all components — enlisted and officer — and “we’ve got to find a way to truly be one Army. ... We’ve got to get away from saying, ‘It’s not my job; it’s your job.’ — It’s our job.”

The seminar wrapped up with battalion-level working groups, which included community partners, to discuss localized community outreach efforts and areas where members can support one another, and to synchronize calendars with Army and community events and assets.

Abt said it’s extremely beneficial to get all partners together — military and civilian — because they all need to know each other, open up lines of communication and develop relationships.

“If you just put people on a list, they never know each other, they never talk,” he said. “To me, the Army is still a face-to-face business. [Our advocates] aren’t the Twitter and Facebook folks, these are the people who learn to network together handshake to handshake.”

One of the primary tasks Abt gave to the civilian and military partners alike, “Tell the Army story and don’t quit telling it. You may get bored with it, but don’t quit telling it.”

Hall said that everyone in the room was invited for a specific reason — to help carry the Army message throughout their communities and set the record straight. He considers the event a success, and said they will continue to identify new partners and educate influencers to become total Army advocates, not just advocates for one branch, component or office.



Major Gen. Steven Abt, U.S. Army Accessions Command deputy commanding general, speaks to partners during the Accession Zone 1 partnership seminar in March.



Army Launches Pilot Education Partnership For Middle-Schoolers

By Steve Arel
Cadet Command

Against a backdrop of banners, students and a crowd of several hundred people, Army Chief of Staff Gen. George W. Casey Jr. and other national leaders officially unveiled Project PASS March 11 at North Middle School in Radcliff, Ky., one of the first host sites.

Project PASS - Partnership for All Student Success - is an umbrella for high schools that feature Junior ROTC and middle schools with a new program called the Junior Leadership Corps for seventh- and eighth-grade students. Casey and U.S. Secretary of Education Arne Duncan heralded the initiative as a potential life-changer for students in need of structure and motivation.

The program will go a long way in helping students “achieve whatever their dreams may be,” Casey said. “America is a lot of things today, but America is still a country of dreams.”

For nearly a century JROTC has taken armies of impressionable high school students and pointed them in the right direction. Boys and girls who lacked focus and drive found discipline and determination on the way to becoming better students and productive citizens.

The regimented program annually translates in results: 96 percent of JROTC cadets graduate high school, and just as many go on to college.

National educators have long recognized the benefits of JROTC, and some hope the new Army program will also help transform young, troubled students into good ones; and good students into great ones. They hope it will have as significant an impact as JROTC has had, only on an even younger group.

The new Junior Leadership Corps (JLC) targets students in seventh and eighth grade, considered the time in a young person’s educational development where they start looking toward a career path or at dropping out.

The challenges facing students who are part of Project PASS are not unique, Duncan said. The difference for them is the opportunity they have through the initiative.

“There are no good jobs for dropouts,” he said. “If we can provide opportunities before it’s too late, I can promise you they’re going to be successful going forward.”

Hardin County Schools is one of four districts to launch Project PASS. Other ceremonies will be held in the coming weeks at school districts in Christian County, Ky., Miami-Dade, Fla., Gwinnett County, Ga., and Garden City, Kan.

The JLC actually started in January at two northern Hardin County, Ky., middle schools: North Middle and James T. Alton, and boasts an enrollment of 165 students.

The JLC, an elective course, functions much like the high

school program. Its curriculum is patterned after JROTC; students wear uniforms weekly like their JROTC counterparts and JLC students participate in extra-curricular activities and community projects — like JROTC.

A PASS community coordinator will oversee day-to-day operations of the JLC and work with various organizations and businesses locally to generate support and establish relationships with the program.



U.S. Secretary of Education Arne Duncan speaks to media following the March 11 Project Pass launch in Kentucky. Army Chief of Staff Gen. George Casey, NASBE Executive Director Brenda Welburn and Hardin County Schools Superintendent Nannette Johnston also participated in the launch at North Hardin Middle School.

Middle schools that feed into high schools with JROTC programs were chosen for PASS. The intent is to introduce students to a program of leader and character development using military-style techniques as early as seventh grade and allow them to continue throughout high school, if they choose.

PASS is a three-year pilot that is being funded by the National Association of State Boards of Education (NASBE).

Brenda Welburn, the association’s executive director, helped spearhead the program. PASS is designed in part off her belief in the holistic teaching of children — academically, socially and morally.

And it’s a potential deterrent to quitting school altogether, a rampant problem with far-reaching effects. In fact, one student in America drops out of school every 22 seconds, she said.

“All students should realize their amazing potential,” Welburn said. “As my friend [Accessions Command commander Lt.] General [Benjamin] Freakley says, ‘We’ve got to get after it.’ And Project PASS aims to do that.”

ASVAB

Not Just a Test

By Dr. Eileen Van Kavelaar
Indianapolis Battalion

This article is about a career exploration program — not a test. It's important to remember that when the Armed Services Vocational Aptitude Battery (ASVAB) is offered to a school, the school receives a complete package to help students identify careers or college majors that match their interests and abilities.

The test itself is just one part of the overall program. The program is offered at no cost to high schools for students in grades 10-12. Let's look at each part of the program.

Multi-Aptitude Test

The ASVAB was designed to predict how well students will perform in occupational training or education programs. This includes all types of occupational training, from jobs that require a high school diploma to careers requiring many years of college. The test gives a snapshot of a student's current abilities in the areas listed below.

Test administrators, test proctors and scoring of the test are all provided to the school.

Although we all know that students taking the ASVAB will also receive an AFQT score, for career planning purposes the ASVAB is not a pass/fail test. Students' scores will depend upon the how much they have been exposed to the subjects tested.

Scores are not "in cement;" they can definitely improve with further study.

The ASVAB is nationally normed, which means a student's scores are compared against those of other students from all across the nation. Not all aptitude tests can offer students this type of comparison.

The SAT and ACT tests have a different purpose than the ASVAB. They are used to

predict success in college, while the ASVAB is used to predict success in occupational education. However, there is still some relationship between these college readiness tests and the ASVAB as shown in the table on the next page.

Interest Inventory: Find Your Interests

All students taking the ASVAB at a high school will receive the ASVAB Career Exploration Guide. Inserted in this book is a survey called Find Your Interests (FYI) designed to help students identify the types of jobs they would find interesting.

The FYI is a 90-item questionnaire that takes about 15 minutes to complete and is self-scored. It groups occupations into six different Interest Codes: Realistic, Artistic, Social, Enterprising, Investigative and Conventional.

The guide describes the Interest Codes and lists sample occupations related to them. Students will determine their top three Interest Codes and can then research the occupations related to each one.

Tests of ability and tests of interest are two different "animals." When entering a career, it's important to have both the abilities/skills it requires and an interest in the type of work it involves. The ASVAB Career Exploration Program ensures students get information related to both their abilities and their interests.

Career Exploration Tool: The Occu-Find

The Occu-Find is an exercise in which students use their Interest Codes obtained by taking the FYI and their ASVAB test scores to look at careers. The Occu-Find is also contained in the ASVAB Career Exploration Guide. More than 400 sample occupations are displayed both by Interest Code and by Skill

ACT/SAT – AFQT Concordance Table

Source: Defense Manpower Data Center

ACT Composite Score	SAT* Composite Score	AFQT Category (and AFQT score range)
10 or less		V (1-9)
11	500-530	IV-C (10-15)
12	540-590	IV-B (16-20)
13-14	600-680	IV-A (21-30)
15-16	690-800	III-B (31-49)
17-18	810-900	III-A (50-64)
19-26	910-1180	ii (65-92)
27-36	1190-1600	i (93-99)
	* SAT administered 1995 or later	

Importance Ratings.

The Skill Importance Rating relates the importance of English, Math, and Science/Technical skills to each occupation listed. These subjects will be listed as “highly important,” “moderately important” or “less important.”

When students connect the importance of a subject area to a specific career that interests them, they can plan to take courses to be better prepared to enter that career field.

The ASVAB Career Exploration Guide directs students to Web sites where additional occupations and career resources may be found.

Special Access

to www.asvabprogram.com

Students taking the ASVAB at their high school get a private access code that links to countless resources and tools related to career and college planning. (Note: Your ESS can give you an Access Code so you can see all the different capabilities it offers.) Here are several examples of the types of information available:

- Detailed information on occupations – job descriptions, education/training required, employment outlook, average salary by state
- Search for jobs by Interest Code
- Career Videos
- College Scholarship/Financial Aid Search
- Resume/Job Interview tutorials
- Search for jobs currently open
- Education and Training Finder (regional, state, & local by occupation)

The mission of the ASVAB Career Exploration program is twofold:

- (1) To provide quality career exploration for high school and post-secondary students.
- (2) To provide high school and post-secondary students exposure to military occupations.

Educators will be more likely to offer the ASVAB-CEP to their students if they understand all of the program components. The www.asvabprogram.com site has some resources that are helpful in explaining the program to educators. These resources are available to everyone; you do not need an access code.

To see the resources for educators: Log on to www.asvabprogram.com Click on the tab “Educators and Counselors” at the top of the screen.

Resources will appear in a column on the right side of the next screen.

Among other items, you will find a PowerPoint presentation that describes the ASVAB-CEP and also an ASVAB-CEP Fact Sheet that provides some talking points.

The ASVAB Career Exploration Program is an outstanding resource available at no cost to the schools. Be sure your educators understand it’s much, much more than just another test.



Battalion Idea Shines

Harrisburg Battalion

Since Harrisburg Battalion's high school leadership program was first publicized in the August 2010 Recruiter Journal, its education services specialist (ESS) has received more than 30 requests from recruiters who want to start their own clubs.

The program, nicknamed S.T.A.R. — Students Taking Active Roles, is a student leadership club administered by recruiters and sanctioned by the school as a bona fide student club and extra-curricular activity.

"I was pleasantly surprised by the amount of interest generated, though I always felt this was a program that schools would perceive as valuable to their students—especially those schools that understood the value of the JROTC program, but for whatever reason did not have a program of their own," said Mark Mazarella, Harrisburg Battalion ESS.

The battalion developed the program to help schools retain and graduate students while at the same time provide recruiters a greater presence in their high schools.

Modeled after JROTC, the S.T.A.R. Club — a partnership between the high school and the battalion — fills a niche as an alternative to other traditional leadership and service-oriented clubs such as Key Club, Students Against Destructive Decisions (SADD) or National Honor Society.

S.T.A.R. draws on the skills and experiences seasoned Soldiers possess, such as time management, decision-making, team-building, goal-setting, physical fitness and first aid, supplemented by existing USAREC and Army education programs to help students develop leadership, self-confidence and life skills to succeed in school and beyond, regardless of their postsecondary plans, Mazarella said.

Peabody, Mass., recruiter Sgt. 1st Class Zonte Pendergrass was one of those who contacted Mazarella. Pendergrass presented the idea to officials at Danvers High School and they loved the idea, but it had to be approved by the superintendent of schools.

Upon talking to the superintendent, not only did she approve the idea, she also helped promote and recruit students into the club. New England Battalion Commander Lt. Col. Patrick Mackin presented Superintendent Susan Ambrozavitch a plaque Oct. 12 designating Danvers High School the first S.T.A.R. Club in Massachusetts.

Since that day Pendergrass and his S.T.A.R. cadets have been very busy. Of course, as with all newly formed organizations there were hiccups. Forming leadership, providing items to serve as uniforms, explaining to teachers you are a school staff volunteer and finding classroom space presented challenges, but Pendergrass said he and his teammates overcame the obstacles and

now have a very successful program.

In just five months, the Danvers High School cadets have learned drill and ceremony, the phonetic alphabet, military time and a host of other military and non-military subjects.

In December, as a community service project with the Peabody Station's Future Soldiers, Danvers cadets mailed more than 500 care packages to servicemembers worldwide. The cadets also helped provide the command and control for 13 high schools during a regional JROTC event.

The Danvers cadets also understand they are part of the Army family and, as a result, have come up with a S.T.A.R. Cadet Creed.

"The Creed provides a code that encapsulates the goals and values expected of every S.T.A.R. cadet. Like the Soldier's Creed, it provides a common set of expectations each member pledges to strive to obtain and uphold," Pendergrass said.

"Danvers High School is extremely proud of the cadets' achievements and continues to support their endeavors. It takes a lot of work but in the end it is worth it," Pendergrass said.

For additional information on how to start a club, including a slide presentation, sample memorandum of understanding and training materials, visit the USAREC G7/9 Portal page and click on the Education tab.

S.T.A.R. CLUB

Students Taking Active Roles

S.T.A.R. Cadet Creed

I am a S.T.A.R. Cadet.

I am a student and a member of a team.

I strive to take active roles in my life, and to help others in need.

I will always place the task first.

I will never quit.

Honor is my touchstone.

I will do what is right, and treat others with dignity and respect.

I will strive to be self-reliant, and am responsible for my actions.

I am disciplined, physically and mentally resilient, and trained to lead.

I stand ready to participate, engage, and listen to those from whom I can learn.

I am a role model for my school, my family, and my community.

I am a S.T.A.R. Cadet.

Starting a S.T.A.R. Club Step By Step

1. Schedule presentation for the school principal
2. Seek out a faculty adviser
3. Conduct presentation for school board approval (if required)
3. Coordinate student interest survey; ask adviser to help advertise the club at a student assembly or other appropriate venue
4. Conduct military liaison and faculty adviser meeting
5. Develop school's S.T.A.R. Club template/schedule
6. Hold first meeting with students to establish club leadership

Foreign Credentials Are You in Compliance?

How many times have we received foreign education credentials from an applicant? Are you in compliance? Is your applicant a Tier I and do you have everything required? USAREC Regulation 601-101 chapter 4 and AR 601-210 paragraphs 2-1 and 2-7 f have the answer.

Applicants completing high school or having college credits from foreign colleges or universities must have their documents evaluated and accredited by a state board of education or any degree granting college or university listed in the AIPE or NACES, as well as any credential evaluation service who is a member of the National Association of Credential Evaluation Services.

There are schools located in countries, territories and nations listed in AR 601-210, to include Department of Defense Dependent Schools and Department of State overseas schools, which are exempt from evaluation requirements, and their education documents will be treated in the same manner as any U.S. public school.

Credentials from schools in the below locations will be accepted in the same manner as any U.S. public school.

- FSM
- RMI
- Commonwealth of the Northern Mariana Islands
- Guam
- American Samoa
- Canada (Adult education from Canada may be accepted if telephonic tier status verification is made by the ESS and approved by the battalion commander.)
- Puerto Rico
- Virgin Islands
- Palau
- Department of Defense Dependent School System
- Overseas American-sponsored elementary and secondary schools assisted by the Department of State

Foreign adult education programs will not be accepted unless they are from a country, territory or nation listed above. The same criteria apply to these schools as any U.S. adult program. Applicants who have graduated from a Puerto Rico classroom, credit based, adult education program receive a GED certificate; however, these programs may be Tier 1. Contact the education services specialist in Miami or Puerto Rico on each applicant for an individual tier evaluation prior to enlistment.

In order to qualify as a valid evaluation, the following documents must be provided to the organization executing the evaluation:

- A copy of the diploma and/or transcripts. (Must have transcripts at a minimum, must have both if transcripts do not detail completion)
- The translation of the documents to English, if required

Note: If a bilingual Soldier (having language skill identifier) translates the document(s), then a written translation signed by the Soldier with a commissioned officer's signature witnessing his or her signature may be used. Recruiting battalions not having a Soldier with a skilled language identifier may designate recruiting personnel to translate foreign documents in a language common to Soldiers in the battalion. Designation of translator will be made in writing and on file at the recruiting battalion headquarters

The evaluation of the credential by the state board of education, educational institution or agency must be scanned with all documents (diploma and/or transcripts and translation), to include written authorization of designated translator into the applicant's ERM prior to projection.

Care must be taken to ensure quality applicants are enlisted and this process is a vital part of mission accomplishment. You must ensure you have all required documents.

Any questions can be directed to the HQUSAREC G-3 Policy Branch at g3rcropp@usaac.army.mil.

What is SkillsUSA®



By Shannon G. Wagner
Columbus Battalion

When I was first hired as the Columbus Battalion education services specialist I asked, “What is SkillsUSA?” No one I asked was very clear on what this organization is and what it could do for recruiting. So I dialed up the director of Ohio SkillsUSA, Mike Cowles, and found out what SkillsUSA is all about.

SkillsUSA is a program found mostly at local Career Centers or Joint Vocational Schools. Students compete in many vocational areas — anything from carpentry, medical and dental assisting to cosmetology. It is akin to high school programs such as Future Farmers of America (FFA), Key Club, and Distributive Education Clubs of America (DECA). The students compete from the local to the international levels. Students who win in their category at the state level and above win prizes and scholarships.

Ninety-eight percent of the programs in SkillsUSA are directly linked to a MOS in the Army. Most SkillsUSA students would and do consider the military as an option after high school. SkillsUSA has a partnership with the Army and they want the Army to participate in their events and provide leadership to their student leaders. In Ohio there are 34,000 student participants and nationally there are 300,000 students; overall, SkillsUSA has served more than 9.9 million members.

If SkillsUSA is new to you, you may want to visit the national Web site www.skillsusa.org or just search online for your state site, for example: “SkillsUSA Ohio” or “Indiana SkillsUSA.” Most state Web sites will list exactly which schools provide this program. Once a list has been obtained you should make contact with the points of contact for each school. Another option is to contact your battalion education services specialist for assistance.

Since making contact with the state director in Ohio, the Columbus Battalion participated in the statewide Ohio SkillsUSA competition judging events and setting up a recruitment table. We delivered leadership speeches to students, educational presentations to the staff and judged events at the Summer Leadership Camp.

During the Fall Leadership Conference, the battalion’s Soldiers spoke on panel discussions concerning diversity, leadership and career topics. The battalion’s leadership staff conducted leadership training to all the Ohio student leaders and, lastly, our partnership opened doors to meeting invitations with the Ohio Department of Education and the Ohio Counseling Association.

Participation in SkillsUSA allows for a unique opportunity to get involved with students. It allows recruiters to educate students on the Army and its many benefits.

Recruiting within this organization is not only allowed but desired. SkillsUSA does not charge the Army to set up booths and freely encourages us to become a part of their team.

SkillsUSA Creed

I believe in the dignity of work

I hold that society has advanced to its present culture through the use of the worker’s hands and mind. I will maintain a feeling of humbleness for the knowledge and skills that I receive from professionals, and I will conduct myself with dignity in the work I do.

I believe in the American way of life

I know our culture is the result of freedom of action and opportunities won by the founders of our American republic, and I will uphold their ideals.

I believe in education

I will endeavor to make the best use of knowledge, skills and experience that I will learn in order that I may be a better worker in my chosen occupation and a better citizen in my community. To this end, I will continue my learning now and in the future.

I believe in fair play

I will, through honesty and fair play, respect the rights of others. I will always conduct myself in the manner of the best professionals in my occupation and treat those with whom I work as I would like to be treated.

I believe satisfaction is achieved by good work

I feel that compensation and personal satisfaction received for my work and services will be in proportion to my creative and productive ability.

I believe in high moral and spiritual standards

I will endeavor to conduct myself in such a manner as to set an example for others by living a wholesome life and by fulfilling my responsibilities as a citizen of my community.

LOGO, GRAPHICS & CREED COURTESY OF WWW.SKILLSUSA.ORG/

'I Have a Great Team'

Story and photo by Kathy Curry
Indianapolis Battalion

A former Black Hawk helicopter crew chief who admits he initially fought his recruiting assignment led his team not only to achieve 100 percent of the station's regular Army and Army Reserve missions for the second quarter, but also to the top in the battalion.

Sgt. 1st Class Joseph Reuting, Indianapolis Battalion's February Station Commander of the Month, has been a recruiter for four years and a station commander for more than two. He has eight recruiters in his Collinsville, Ill., recruiting station.

"For me, I try to do the best job every day, all the time. I didn't think about it [winning Station Commander of the Month] but if someone deems me worthy of that honor, then it will happen," he said.

Reuting's team overproduced their entire second quarter mission in January and February for both regular Army and Army Reserve with 240 percent mission accomplishment for February, according to Indianapolis Battalion Command Sgt. Maj. Marcus Robinson.

"His station has taken zero Future Soldier losses for the entire quarter and only one for the entire year," he said. "Collinsville Recruiting Station is not only processing a large amount of applicants but they are shipping them off. Reuting is not only leading, training and mentoring; he is clearly setting standards for all to follow. He has one of the best high school programs in the battalion."

Since becoming a recruiter, Reuting said he likes influencing the futures of young men and women.

"As an NCO tasked to accomplish the mission, whatever it may be, I'm going to do it to the best of my ability," he said.

Fairview Heights Company 1st Sgt. Calvin Hamby said Reuting works hard in the recruiting station, as well as in his personal and professional development. He has completed the first phase of the first sergeant course and is working on the first phase of the guidance counselor course.

"He's been a consistent station commander the whole time I've been here," Hamby said. "He is the top station commander for the company."

The station has seen several changes since Reuting arrived. When Reuting started at the Collinsville station, civilians were working as recruiters.

"There was not a military presence there," Reuting said. "They ... didn't even work the high schools."

Reuting quickly went to the high schools, introduced himself, conducted meetings explaining the need for an Army presence in their schools, asked how he could help and offered Army pro-



Sgt. 1st Class Joseph Reuting, Indianapolis Battalion's February Station Commander of the Month, discusses his station plan with battalion Command Sgt. Maj. Marcus Robinson.

grams, such as the March2Success, which is a free, self-paced online course that offers quality test preparation for the standardized tests and enhance math, science and English skills to students over the age of 13.

Although he did due diligence in all 12 of the Collinsville area schools, Metro East Lutheran School was the only school that was not only receptive, but immediately ready to work with Reuting. The entire junior class of Metro East Lutheran School is now enrolled in the March2Success program.

"This school has opened its doors to the Collinsville Recruiting Station and is taking full advantage of the program for their Scholastic Aptitude Test, American College Testing and Armed Services Vocational Aptitude Battery [preparation]," Reuting said.

With his dedication to the mission, Reuting takes no credit for his accomplishments, but gives credit to his team.

"I am very involved with my team. They are more than just Soldiers to me. They are friends and family and we are a very close knit organization," he said.

"The hard work and dedication of my Soldiers is paramount. I have a great team that wants to win and be successful. They are the ones that made it happen."

Reducing Risk of Accidents

USAREC Safety Office

Motor vehicle accidents continue to be the number one killer of Soldiers. There have been 21 privately owned vehicle (POV) fatalities to date this fiscal year compared with 28 for the same timeframe in FY 10. Not wearing a seat belt continues to be a problem — they were not worn in 13 of this year's 21 fatal crashes.

In most Army accidents, indiscipline, overconfidence, lack of training and/or complacency are contributing factors. Off duty, the most frequent mistakes are speed, alcohol, fatigue and not using seat belts or personal protective equipment.

The Army developed two automated online tools to help Soldiers decrease their chances of being in an accident and becoming a highway statistic: TRiPS and the Army Accident Avoidance Course.

Travel Risk Planning System (TRiPS)

TRiPS is an online POV risk assessment trip planning tool for Soldiers going on leave/temporary duty/pass, which incorporates the principles of composite risk management and facilitates a dialogue between supervisor and subordinate prior to POV travel. TRiPS is basically a mission planning tool.

TRiPS users are four times less likely to be involved in a fatal POV accident than non-TRiPS users. Final products provide Soldiers with full itinerary, map with directions, and an automated DA Form 31. Soldiers can access TRiPS through <https://cra.army.mil> using their CAC (Click on CAC login) or their AKO login.

TRiPS has a new feature that helps subordinates and their supervisors more effectively discuss travel plans. On the "Review" page while filling out an assessment, there is a comment section for Soldiers and Army civilians to share information about their trip with their supervisors. Feedback can also be provided by supervisors when they approve or disapprove the assessment. This two-way communication can capture details and guidance to ensure the trip is a safe one.

But make no mistake, just filling out a POV Risk Assessment won't prevent accidents, but leader involvement will! Safety awareness is driven from the top down. The key to TRiPS is pairing the first-line leader with the subordinate. Sit down with your personnel and be proactive.

Army Accident Avoidance Course

The Army Accident Avoidance Course (AAAC) is an Armywide Web-based course required for all Soldiers, Army civilians and contract personnel who operate Army owned, leased or rented vehicles.

The AAAC is located online at the Army Learning Management System site: <https://www.lms.army.mil>.

To login and launch the course, first turn off browser pop-up blockers and then follow the below steps.

- Login to your AKO.
- Go to "Self Service" then click "My Education."
- Then click the ALMS link at the top right (Black box with gold letters).
- From the ALMS homepage click "catalog search."
- Then click drop down box (learning catalog) and select "course iterations" (just above dashed line).
- Then in Search box type "avoid."
- Then click "search training catalog."
- Then the course will be listed, click "register" under the course listing.
- Then click "next" then "launch."
- A table of contents with a link "Army POV 1-3" click that link.
- The course will then appear in another window.

Users with problems or who need help should call the ALMS help desk at (877) 251-0730.

Individuals who need to retrieve a copy of their Accident Avoidance Course certificate should follow these instructions.

- Log into individual AKO account
- Go to Self-service, my education, then ALMS (on right), my transcripts.
- Print certificate.
- If it's been longer than three months, clear the date field and click on "search."

Still need help? Call the ALMS help desk at (877) 251-0730 or your battalion master trainer to get certificates on all completed training.

Leaders are responsible for ensuring their personnel who operate Army owned, leased or rented vehicles complete this training every four years. The course takes anywhere from an hour to an hour and a half to complete. Individuals who have successfully completed this course may also be eligible for 5 to 15 percent discounts on their car insurance, depending on the company.

Remedial Driver Training

Remedial driver training is also available to instruct and correct Soldiers/employees who have been identified as needing improvement in their driving performance.

Criteria to determine if a driver needs improvement include:

- the operator of a GOV has directly contributed to an accident;
- the operator receives two moving violations in a twelve month period; or
- the operator misuses a vehicle (vehicle abuse, displays immature judgment or horseplay is suspected).

Commanders will ensure drivers receive the training within 30 days of the incident.

The USAREC-specific online Accident Avoidance Course located at www.awaredriver.com/army/recruit.html will be used as remedial and refresher driver's training. The course, which requires a password, takes anywhere from four to four and a half hours to complete. Battalion vehicle managers need to contact their brigade Additional Duty Safety Officer (ADSO) to obtain this password from the USAREC Safety office.

Leaders at all levels must be engaged and make expectations clear, using the battle buddies concept, setting the standard and leading by example.

Safety cannot be an afterthought.
Army Safe is Army Strong!

Have a Burning Medical Question?

Ask the Command Surgeon

In an effort to optimize communication between the command surgeon's office and recruiters across the country, we are introducing a new question and answer section to the Journal. The goal is to open a dialogue about issues that might not only concern the specific questioner, but also readers across the command. We encourage your participation and look forward to hearing from you.

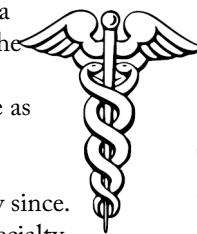
Better known by our names attached to medical waiver requests, three experienced physicians serve as medical waiver authorities within this directorate.

Dr. William Wong initially served as the command surgeon in 1998. A specialist in obstetrics and gynecology, Wong retired from active duty and has continued to serve USAREC as a waiver authority since.

Dr. David Gerkin is a very knowledgeable clinician with a vast breadth of clinical expertise. His specialty as an ophthalmologist has been a tremendous asset, since medical waivers for eye conditions are among the most common daily waivers for accession. Serving twice as a command surgeon, he too has a long, distinguished military career, which adds another dimension to his qualifications.

Lastly, I am Lt. Col. Gail Glushko, the newest physician on the team. An internal medicine specialist with subspecialty training in allergy, asthma and immunology, I've served in various capacities throughout my nearly 18-year career. I just completed a tour as the medical director for the Fort Drum MEDDAC prior to becoming USAREC Command Surgeon.

Address your questions by e-mail to rjournal@usarec.army.mil and look for answers in the next issue.



When a medical condition is identified that does not meet the standard for appointment, enlistment or induction into the U.S. Army at the processing station, the condition is automatically considered disqualifying in accordance with guidelines outlined in the Department of Defense directive Instruction manual (DoDI 6130.03). This is similar to the standards in Army Regulation 40-401, chapter 2.

A waiver is essentially a request for an exception to policy, an acknowledgement that, despite the inability of the individual to meet the standard, special consideration will be given to allow an individual to access despite his or her limitation.

Q: I would like to know if waivers for Professional (Chaplain and AMEDD) applicants are looked at differently than enlisted. These applicants are older and usually have had a medical problem. Chaplains do not carry a weapon or do live fires and I wonder if that is taken into consideration.

A: As with any medical waiver request, each is evaluated on an individualized basis. The total applicant must be assessed as well as the needs of the Army. The criticality or scarcity of a special skill set must also be taken into consideration. Regardless of the occupational specialty, all applicants must meet the basic physical requirements to be in the military.

Q: If an applicant has three underdeveloped toes on his feet yet both his large toe and small toe (pinky toe) are fully developed and this applicant participates in college level football, why would he be medically disqualified for service?

The reason for disapproval reads: The peculiar rigors of military training could further aggravate the medical condition in this case causing the high probability of subsequent lost time and/or assignment restriction.

If a person can play college level football without any further aggravation of said condition what possible rigors could military training introduce that haven't been encountered in regular play and training for the aforementioned sport? Could any further medical documentation be presented to allow the disqualifying condition to be waived?

A: Upon presentation to the processing station, if the individual's condition is identified as a disqualifying condition in the DoDI previously referenced, it would be identified as such. The medical waiver request is then forwarded to the waiver authority for further consideration. Specialized testing or consultation may be obtained by the waiver authority prior to making a final determination.

Additional information from the applicant to include medical records or an up-to-date evaluation by his or her personal physician/clinic may also be requested in an effort to make the best decision possible for both the applicant and the U.S. Army.

Specifically addressing the issue of missing digits on the hands or feet, the answer is not straight forward. Each digit has a particular purpose and, when considering the feet, balance and the ability to propel the body are important considerations. In the setting of Army training, service and potential combat, it is imperative that we take into consideration the task as well as the terrain the Soldier may encounter when making the waiver determination.

Baltimore Recruiter's Army Story Comes Full Circle

NCO Reenlisted By 1st OCS Recruit

By Mark Rickert
Baltimore Battalion

Staff Sgt. Jessica Begay loves sharing her Army Story, and March 1 her story came full circle when her first Officer Candidate School (OCS) applicant 2nd Lt. Robert Scott conducted her third reenlistment at the Fredericksburg, Va., Recruiting Station.

This is just one of the ways Begay keeps building her Army Story.

Begay, a recruiter with the Baltimore Battalion, said she learned as far back as Recruiting and Retention School that a personalized Army Story can work as a powerful recruiting tool. Her instructor often stressed the value of having a strong narrative, and more importantly, how to tell it. It wasn't out of the ordinary for the instructor to stop a Soldier and ask for his or her story, insisting that every Soldier has one.

"Every Soldier has a Basic Training story, or a drill sergeant story, or even a night-before-leaving-for-Basic-Training story," said Begay. "These memories are so significant that you never forget them. There's something about the Army—it just gives you new experiences. It gives you stories."

Her instructor's lesson: Tell your Army Story. Use it to connect with people. Motivate others to create their own stories. Begay has kept this tip close to her heart, and she shares her experiences with almost everyone she meets.

"When I meet someone," said Begay, "I say, 'Let me tell you my story.' I talk about all the different things I've done in the Army, and all the people I've met. I talk about where I've traveled, and how the Army got me there, and how I can travel from one end of the States to the other and meet

with the friends who I've met along the way."

Begay also looks for ways to expand her Army Story. There are several pivotal points in a Soldier's career, and the day of reenlistment is just one of them, says Begay. She asked Robert to reenlist her because she felt the irony of the situation would give them both something to talk about. Likewise, she knew that Robert, still a somewhat unseasoned officer, would also use this reenlistment as a point in his Army Story.



Staff Sgt. Jessica Begay, with the Baltimore Battalion, reenlisted March 1 at her Fredericksburg Recruiting Station. Begay's first officer candidate, 2nd Lt. Robert Scott, conducted her reenlistment ceremony.

"I put him in the Army; he was my first OCS applicant, and that makes him part of my story," said Begay. "Now he's reenlisting me, so he can say, 'Hey, I reenlisted my recruiter. That's his story.'"

Robert points out that Begay is already an important part of his tale. Not only did she put him into the Army, but she also processed his brother and his brother-in-law. Having touched so many lives in Robert's family makes their relationship unique, and his conducting her reenlistment ceremony just makes their story more interesting.

"Every story has a beginning," said Scott, "and my story with the Army starts with ... Staff Sgt. Begay—[she's] a major player in my Army story. The fact that I went back to reenlist [her] after my training adds to the beginning chapters of my Army story—absolutely."

Ultimately, Begay likes knowing that she has a role in a bigger narrative. She's deeply passionate about the Army, and her story emerges from a sense of unity and loyalty to the service, as well as her identity as a Soldier.

Being a part of something like this inspires her to talk about it.

"I love telling the Army story," said Begay, "and as a recruiter, I like knowing that I can plant the seeds for other peoples' stories. This way I help the Army Story grow."

Maximizing Parade Participation

Story and photo by D. Charone Monday
Columbus Battalion

Every year Veteran's Day and Memorial Day parades offer the perfect backdrop for getting our branded message out to the public while giving recruiters the opportunity to meet and greet people in the community. But what about non-military themed parades like St. Patrick's Day?



Columbus Battalion Advertising and Public Affairs Specialist Tom Foley works the crowd before the start of this year's St. Patrick's Day Parade in Columbus, Ohio.

At first glance, you may wonder what's the benefit of the Army participating in a such an event.

Tom Foley, Columbus Battalion advertising and public affairs specialist, explained it this way, "I hear recruiters talk about how hard it is to penetrate parochial high schools and that's one of the reasons we participate in the St. Patrick's Day Parade.

"It has a parochial audience watching the parade. As we go down the street with our color guard and Army-branded vehicles, we're talking to the parochial audience...the parochial parents...the parochial school administrators that may be there."

With budgets being cut, Foley went on to describe how recruiters can use parades and other public events to reach out to COIs and others. Many of these events are coordinated through local veteran groups.

Foley advises recruiters to take the initiative to always be part of Memorial and Veterans Day events.

According to him, "Don't just go to the event and leave. Participate in luncheons or dinners that may be held after the event. Get a table set up or offer to provide the color guard, have a Future Soldier enlistment, or have a proclamation given as part of the ceremonies."

As our advertising budgets continue to dwindle, participating in highly visible parades and other events is just one way we need to rethink how we "recruit" in our communities.

Chicago Battalion Current, Future Soldiers Celebrate St. Patrick's Day

More than 40 Soldiers and Future Soldiers from the Chicago Battalion marched in Chicago's St. Patrick's Day Parade March 12. The parade, the largest in the city, is always held the Saturday before the true St. Patrick's Day of March 17 to allow families to participate in the festivities. The celebration kicks off when the city dyes the Chicago River green.



BRANDI SCHIFF, OCPA MIDWEST

Recruiter Ships Wife to Basic Training

Story and photos by Heather J. Hagan
Portland Battalion

Portland recruiter Staff Sgt. Christopher Kershaw celebrated Valentine's Day this year in an unusual way — he shipped his wife off to basic training.

Private 1st Class Lee Kershaw is assigned to E Battery, 1st Battalion, 79th Field Artillery at Fort Sill, Okla., where her training is nearly complete. She earned the third highest score in the battery's first physical fitness test. Her husband said he talks to her on Sundays.

"She is enjoying Basic Combat Training and seems to be excelling," said Kershaw. "She stated that the other Soldiers in her platoon call her mom or mama bear."

When Lee, 39, received her first student loan bill in the mail, that first payment made her think ahead and calculate that it would cost her a total of \$60,000 to finish her degree in fitness and nutrition.

"I talked with my friendly neighborhood Army recruiter and part of me just wants to see if I can do it," said Lee, whose husband is a recruiter at the Vancouver Main Recruiting Station. "I got the Student Loan Repayment, now part of my school loan is paid for."

Lee said she lost more than 100 pounds and felt she was at a point in her life where she is mentally and physically prepared to enlist in the Army. Lee also said the weight loss makes her feel like a 12-year-old again. "I battled with weight my whole life," said Lee. "Then, 10 years ago my dad died and that was a turning point for me."



Staff Sgt. Christopher Kershaw and his wife Pvt. 1st Class Lee Kershaw.

Last year, three days before Christmas, Lee decided she was done battling her weight and started an exercise program with a trainer.

"I just started walking," said Lee. "Then, I ran for three or five minutes a day. Next, I signed up for a 10K run."

Kershaw said his wife helped him start running again.

"She just keeps stepping it up. She went right into the Future Soldier Training Program and instead of completing the physical fitness assessment she went right into the Army physical fitness test and scored 275 out of 300 points."

Lee said her husband is supportive of her endeavors.

"We've always been focused on my husband's career and now that my son is

old enough I'm in a position where I think I can do it," said Lee. "I've lived with my parents, then with my husband my whole life. This will be the first time I do something by myself."

Lee entered the Army as a private first class and will be a veterinary food inspector. She likes the physical aspect of the military and would like to someday apply to become a drill sergeant.

Lee said her mantra is, "What if I could do that?"

This was not always the case. If you asked Lee a year ago, she would have told you, "No!" about joining the Army.

"It's hard," said Lee. "If it were easy everyone would do it. I went to Chris and talked to him about the Army and he encouraged me to take the Armed Services Vocational Aptitude Battery."

Kershaw said he is excited to see where his wife will take her military career.

"I think she's going to go really far," said Kershaw. "I thought she was kidding when she first told me she wanted to join the Army. She scored a 96 out of 99 points on the ASVAB test."

The Kershaws, married 19 years, have a 16-year-old son, Kyler. She said she was nervous about leaving them.

"They will have to pay the bills and do the dishes," said Lee. "I will not be here to take care of the house and to make sure our son isn't eating McDonald's every night for dinner."

Lee is due to graduate basic training April 19 and will head to Fort Sam Houston, Texas, for advanced individual training.

New York City Battalion Reaches Out to Community Through Basketball Clinic

By Tina Beller
New York City Battalion

If it takes a village to raise a child, then it's easy to understand why the New York City Recruiting Battalion does its part to mentor and guide students in the neighborhoods of the five boroughs of New York City, Nassau, Suffolk and Westchester Counties.

As a credible partner in the education of today's students and athletes, the U.S. Army Recruiting Battalion New York City provided another level of community outreach to the students by way of a free, one-hour basketball clinic to help the student-athletes of Brooklyn's Bushwick Campus improve their basketball skills.

The clinic boasted 40 minutes of practice time with one-on-

one attention from four Nets Basketball clinicians and a feature appearance by Nets Basketball Center, Brook Lopez. Lopez participated by motivating the athletes during the clinic as well as encouraging the students to stay in school. The clinic focused on basic fundamentals of basketball-handling techniques like dribbling, passing and shooting, said David Brown, the Nets Basketball clinician who instructed the event. Additionally, the players were taught how to make their arms wide and their legs soft when working on their defense.

For 19-year old Dameon who wishes to be a professional basketball player after high school, "This clinic is an opportunity for me to learn something new from a professional NBA player and improve my game."

"We are very happy to have the Nets come to Bushwick Cam-

South Bend Company Coordinating, Hosting High School Football Combine

By Mike Scheck
Chicago Battalion

The Chicago Battalion's South Bend Company is serious about high school football. Maybe it's the Notre Dame Fighting Irish influence or the fact that the company headquarters is next door to the College Football Hall of Fame.

South Bend's Company Commander, Capt. Wesley Lewis, found a unique way to reach out to the local high school football players and coaches by coordinating the 1st Annual Northern Indiana Regional Football Combine at South Bend's School Field on May 21, Armed Forces Day.

"When the idea of a combine was first discussed, I thought back to my experiences in high school track and field and how hard it was to get recruited by colleges," Lewis said. "Even back then it was essential for athletes to market themselves in a way to get coaches excited about their talent. So when the Brigade Commander mentioned that he thought it was a good idea for a football combine to take place on a regional level, I wanted to be the first to act on his initiative."

But early on in the planning, Lewis saw a huge obstacle to his plan.

"We as recruiters don't have the expertise to conduct a combine, so we needed the support of the local coaches, athletic associations and businesses," Lewis said. And if he got the coaches involved, Lewis knew he'd get the football players.

Lewis says he wasn't going after the big fish since Division I and Division II colleges can't host or sponsor combines.

"After speaking with the Notre Dame compliance officer, I knew that I couldn't get Division I or Division II schools out to see the athletes at our combine. And since smaller colleges are limited financially in their recruiting efforts, I then researched and reached out to all the Division III, National Association of Intercollegiate Athletics schools and junior colleges in the Indiana, Michigan, Kentucky and Illinois area to see if they'd be interested. College coaches love to see recruits in person," he said.

pus," said Vernon Dye, the school's athletic director. "The Nets are coming here to show you [student players] some good skills to improve your game!"

More than 30 student-athletes took to the court for the clinic complete with running, passing, shooting and laughing. Following the clinic, players were given an opportunity to participate in an autograph and photograph session with Lopez, the seven-foot tall, 265-pound professional basketball player.

Nets Basketball has been a Partnership for Youth Success program partner for approximately four years, enabling the frequent occurrence of these community outreach basketball clinics across the boroughs and in Long Island.

"The Nets share values similar to the U.S. Army — teamwork, loyalty [to their fans] and selfless service — which makes them an excellent partner for the U.S. Army," said New York City Battalion Commander Lt. Col. Omuso D. George.

"I figured that the combine had to be a partnership between Army Recruiting and college football recruiting in an effort to reach our target demographics," according to Lewis.

"I knew that in order to get the kids, I had to have the colleges on board so I sold the program as an opportunity to see a large group of players in one location." Once he started to receive positive responses from the colleges, Lewis put the wheels in motion to orchestrate a local combine.

Lewis then turned to the local community for help. "I thought about how I could get the community involved to make the combine even bigger, Lewis said. "That's when I came up with the idea of having the combine at a local school and having the coaches run the various stations."

Lewis then took his idea to the South Bend Community Schools Corporation and that's where he hit pay dirt.

"The Corporation's support meant that the schools were on board and I could get the facility and equipment for free," Lewis said.

"Once I had the facility it was time to staff the combine," Lewis said. "I sent my recruiters to every school to arrange area meetings with the coaches. I also went to the regional coaches association and spoke with them about my idea and to ensure that it was in line with high school athletics regulations and college compliance."

The South Bend recruiters will handle check-in registration, judging of some of athletic competition and most of the administrative duties associated with the combine. This ensures the recruiters have face time with each participant. The 428th Military Police, a local Army Reserve unit, is also providing vehicles, manpower and logistical support for the combine.

"I believed that if we got the coaches on board, even those from schools that sometimes are not willing to work with the recruiters, it would allow us an opportunity to build relationships and allow us access to the schools while working on the combine," Lewis said.

The next piece to the combine puzzle was sponsorship, according to Lewis.

"Some of the advanced planning was coordinating with local businesses to partner with the Army to provide equipment and make the event more professional," Lewis said. "Two local sporting goods stores jumped on board since they service the local high schools. They could see that it was in their mutual benefit to provide the equipment."

High school athletics and the Army are a perfect mix, Lewis says.

"The qualities that it takes to play an organized sport are the same qualities that it takes to be a Soldier in the Army," according to Lewis. "I believe that athletes can easily make the transition from being on an organized athletic team to being on the Army team."

Lewis says that the Army's coordination of football combines is expanding and there are discussions to run combines for high school basketball. That's music to the ears of the basketball fans in the Hoosier state.

1. The School Recruiting Program (SRP) outline for secondary and postsecondary schools is found in _____?

- a. School Zone (SZ)
- b. Leader Zone (LZ)
- c. Report Management Zone (RMZ)
- d. Recruiter Zone (RZ)

2. Which of the following leaders is responsible for the management and maintenance of the SRP?

- a. Battalion Commander
- b. Company Commander
- c. Battalion S3
- d. Station Commander

3. You probably won't have much success in your schools if you've ignored the school's _____.

- a. Sporting events
- b. PTA
- c. Major influencers
- d. Janitor

4. Most school officials (especially _____) are wary of military recruiters.

- a. Guidance counselors
- b. Teachers
- c. Principals
- d. School secretaries

5. The use of e-mail can be a highly productive recruiting tool. Example templates provided by USAREC can be found in _____.

- a. Report Management Zone (RMZ)
- b. Recruiter Zone (RZ)
- c. G7/9 Web site
- d. G2 Web site

6. In postsecondary school recruiting you should focus primarily on the _____.

- a. Senior class
- b. Freshman class
- c. Sophomore class
- d. Junior class.

7. A good school penetration plan is based on the evaluation of information found on SZ. The plan must also follow the _____.

- a. School's calendar
- b. ASVAB testing cycle
- c. Market penetration plan
- d. Battalion's SRP guidance

8. Think of your school recruiting efforts as a long-term investment. So, be seen, be trusted and above all be available for students at every _____.

- a. Level of education
- b. School function
- c. Career day
- d. Sporting event

9. School data consists of a wide variety of information that can be useful to recruiters when developing their school plan and prospecting activities. What does school data supply?

- a. Student population information
- b. Scheduled school activities
- c. Students who've taken the ASVAB
- d. All of the above

10. The purpose of the Concurrent Admissions Program (ConAP) is to develop leads, cut Future Soldier losses and enroll more _____ and Reserve Soldiers in college.

- a. High school seniors
- b. Veterans
- c. Guardsmen
- d. Military dependants

The answer key is on Recruiting ProNet. Look for the Recruiter Journal Test Answer link in the left column.

If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page: <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

How can recruiters keep up with changes in recruiting incentive programs? How does the Montgomery GI Bill differ from the Post 9-11 GI Bill? Recruiting ProNet now has a topic devoted to just such questions. The first article in the "Army Interview Resources" topic includes links to authoritative sources for information on the Concurrent Admissions Program (ConAP), the various forms of the GI Bill, and more.

Here's the link: <https://forums.army.mil/communitybrowser.aspx?id=1352704&lang=en-US>

RECRUITER RINGS

ATLANTA

SSG DONNY EDWARDS

CHAPLAIN RECRUITING

MAJ STEVE BLACKWELL

DALLAS

SFC JOSE PEREZ-RODRIGUEZ
SGT WILLIAM TEMPLE

GREAT LAKES

SGT CASEY SAMLAND

HOUSTON

SSG JASON GORFON

LOS ANGELES

SGT BENJAMIN HECK

MIAMI

SFC ADRIAN CAMACHO

NEW ENGLAND

SSG MATTHEW WILLITS

OKLAHOMA CITY

SFC JAMES PATTERSON

SACRAMENTO

SGT SHANE CAVANAGH
SSG BRITTAINY HUNT
SSG RAFAEL LAZZARINI
SFC LISA ROBERTSON-COLLIER

SEATTLE

SSG JOSELEN AQUINO
SGT DEMETRIA DARRINGTON
SFC EDWIN GALUSHA
SSG DANNY WILLIAMS

MORRELL AWARDS

ATLANTA

SFC EVAN WALLER
SSG ANDREW DYSON

CHICAGO

1SG CHARLES PETERSON
SSG JEFFREY THOMPSON

PHOENIX

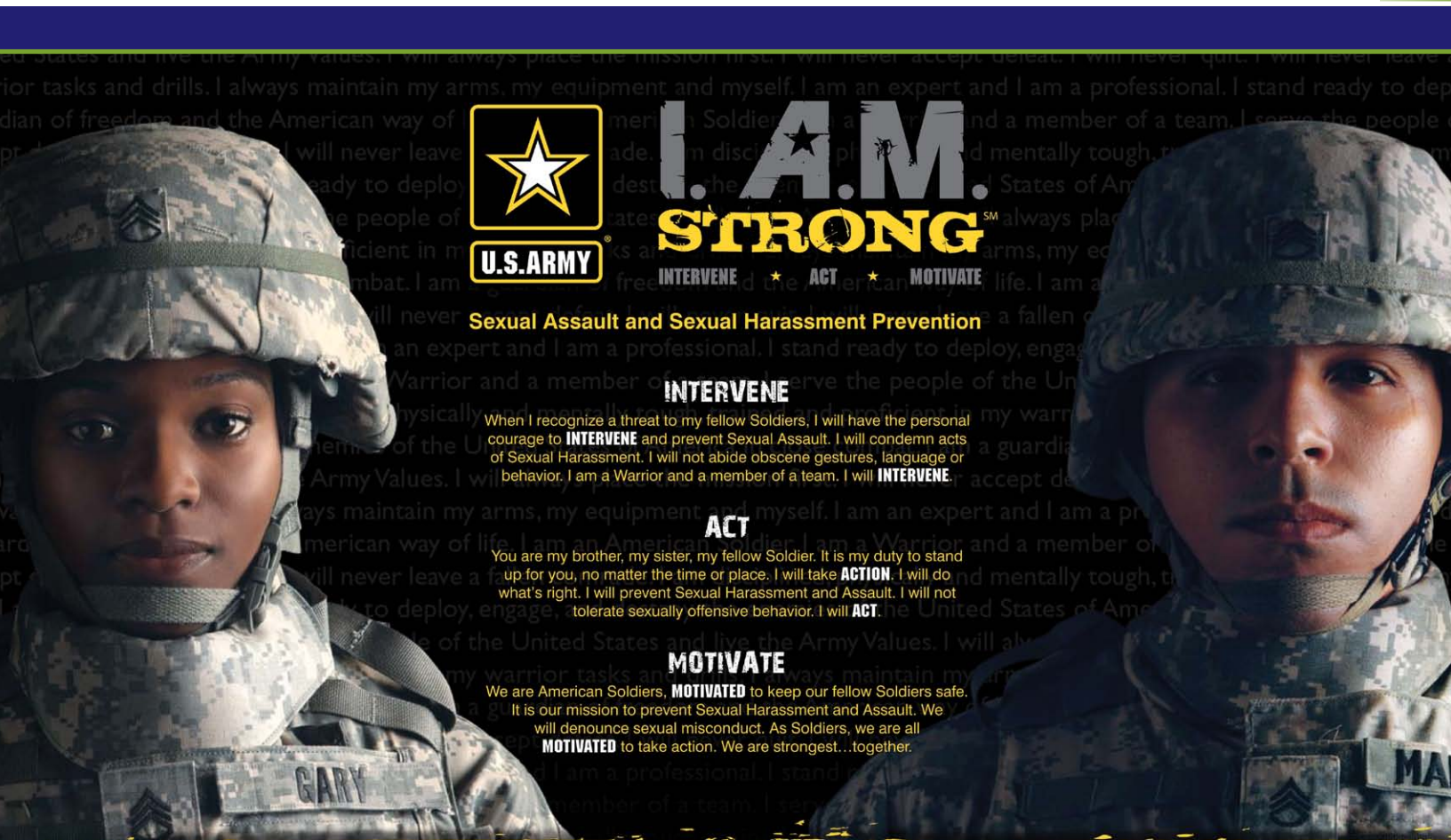
SSG TED MEADOWS

SACRAMENTO

SSG AGUSTIN FORTANELLI
SSG LOPAKA PAVITT

SEATTLE

SFC DENNIS TUCKER



I.A.M. STRONG
INTERVENE * ACT * MOTIVATE

Sexual Assault and Sexual Harassment Prevention

INTERVENE

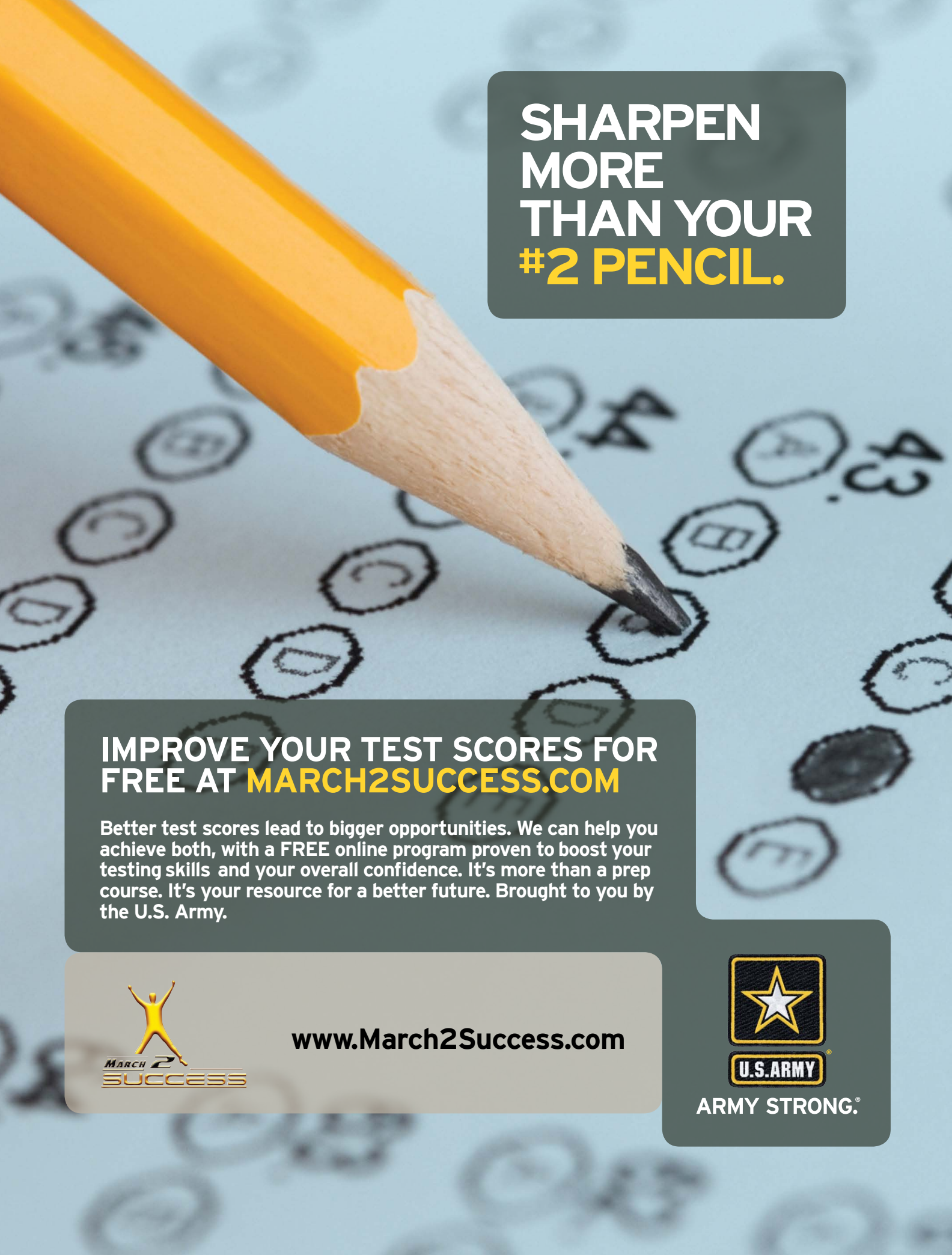
When I recognize a threat to my fellow Soldiers, I will have the personal courage to **INTERVENE** and prevent Sexual Assault. I will condemn acts of Sexual Harassment. I will not abide obscene gestures, language or behavior. I am a Warrior and a member of a team. I will **INTERVENE**.

ACT

You are my brother, my sister, my fellow Soldier. It is my duty to stand up for you, no matter the time or place. I will take **ACTION**. I will do what's right. I will prevent Sexual Harassment and Assault. I will not tolerate sexually offensive behavior. I will **ACT**.

MOTIVATE

We are American Soldiers, **MOTIVATED** to keep our fellow Soldiers safe. It is our mission to prevent Sexual Harassment and Assault. We will denounce sexual misconduct. As Soldiers, we are all **MOTIVATED** to take action. We are strongest...together.



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