

Training

School Recruiting Program Handbook

... dependent upon the development and implementation of a sound school plan. School plans for the upcoming school year (SY) are developed at recruiting battalion (Rctg Bn) and recruiting company (Rctg Co) level during the 4th quarter of the current SY. The plans will include procedures for establishing school priorities, Armed Services Vocational Aptitude Battery (ASVAB) testing goals, directory information acquisition objectives, and a college expansion plan. Also included in the school plan is a matrix which lists mandated activities which should be completed on a monthly basis by each member of the Rctg Bn, Rctg Co, and recruiting station (RS) recruiting team. Commanders and the field force at all levels should continually assess their school programs and recruiting activities to see what type of impact they have on production.

c. The objective of the SRP is to assist recruiters with programs and services so they can effectively penetrate the school market. The goal is school ownership that can only lead to a greater number of Army enlistments. Recruiters must first establish rapport in the schools. This is a basic step in the sales process and a prerequisite to an effective school program. Maintaining this rapport and establishing a good working relationship is next. Once educators are convinced recruiters have their students' best interests in mind the SRP can be effectively implemented.

d. The SRP is the cornerstone of mission accomplishment, without a strong high school (HS) program you cannot have a strong grad

and recruit school programs to see and supporting SY.

2-2. Establishing

Establishing is a key step in effectively must first develop a influencers guidelines low when a. Scho organizational Recruiters ible in tailo cur in the pal, new s recruiters improve s

b. Never is anything student always back

sional pensable faculty, an much a part constant dem tions about the

first! Remember, always dealing with school officials.

d. Recruiters need to make sure school offi-

... maintain your composure and present a posi-

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...tive to the fact that school officials will be very busy and may resent an early "invasion" by