



Personnel

★ AIR FORCE ROTC RECRUITING PROGRAM

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

NOTICE: This publication is available digitally on the AFOATS Restricted Website at:
<https://hq.afloats.af.mil>

OPR: AFROTC/DOR (Capt Donna Watson) Certified by: AFROTC/DOR (Lt Col Dennis W. Millsap)
Supersedes: AFROTCI 36-2005, 1 October 2001
Pages: 36
Distribution: F

This instruction provides guidance on the Air Force Reserve Officer Training Corps (ROTC) recruiting program. It prescribes policy, defines responsibilities, and provides procedural guidance, as well as special advice on the many facets of recruiting. This instruction applies to all Air Force ROTC, Regional Directors of Admissions (RDA) and Unit Admissions Officers (UAO).

SUMMARY OF REVISIONS

This revision explains the new recruiting focus and priorities; emphasizes the incorporation of the afrotc.com Xtranet into all daily activities; clarifies the scope and purpose of the unit recruiting plan; revises advertising funds purchase procedures; and modifies award package submission procedures.

TABLE OF CONTENTS

Section A – General Information

1. Mission	4
2. Explanation of Terms	5
3. Recruiting Process	6

Section B – Recruiting Responsibilities

4. AFROTC Personnel	6
5. AFROTC/DO	6
6. RDAs	7

7. Units	9
8. UAOs	9
9. Shared Responsibilities	10
10. Relationship with Other Agencies	10
<i>Section C – Minority Recruiting</i>	
11. General Information	11
<i>Section D – Training</i>	
12. Initial Training	11
13. Follow-on Training	11
14. Admissions Liaison Officer Training	12
15. Training Records	12
<i>Section E – Recruiting Plan</i>	
16. General Information	12
17. The Recruiting Plan	12
<i>Section F – Recruiting Funds Management</i>	
18. General Information	13
19. Government–Wide Purchase Card (GPC) Procedures	13
<i>Section G – Advertising and Promoting (A&P)</i>	
20. General Information	14
21. Locally Developed Ads	14
22. Radio & TV	14
23. Web Pages	15
24. Outdoor and Transit Advertising	15

25. Newspapers15

26. Promotional Items15

Section H – Recruiting Materials

27. General Information16

28. RDA and UAO Brochures16

29. Printing Sources17

30. AFROTC Certificate in Recognition (Scholarship Overprint)17

31. AFROTC Certificate in Recognition (Outstanding Support Overprint)17

32. AFROTC Certificate in Recognition (Generic)17

Section I – Lead Generation and Management

33. General Information17

34. Air Force Opportunity Center (AFOC)18

35. Lead Management System18

36. College Entrance Exam Board Lists and AFROTC Scholarship Rosters18

37. Direct Mail-outs18

Section J – Center of Influence (COI) Program

38. COI Program19

Section K – Funds for Fairs

39. General Information21

40. Procedures21

41. National Fairs and Convention Program21

Section L – Awards

42. Semester/Annual Awards21

43. Award Periods	21
44. Nomination Requirements	21
45. Nomination Procedures	22
46. Selection Processes	23
47. Award Responsibilities	23

Section M – Travel and TDY Management

48. General Information	23
49. General Service Administration (GSA) Vehicle	24
50. Travel Funds	24
51. Blanket Travel Orders (BTO)	24
52. Monthly Reporting Procedures	24

Attachment 1 – GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION 25

Attachment 2 – AFOATS FORM 302, CERTIFICATE IN RECOGNITION, (SCHOLARSHIP OVERPRINT)	28
--	-----------

Attachment 3 – STATEMENT OF UNDERSTANDING FOR SCHOLARSHIP PRESENTATION	29
---	-----------

Attachment 4 – SCHOLARSHIP PRESENTATION CHECKLIST	30
--	-----------

Attachment 5 – SAMPLE SCHOLARSHIP PRESENTATION SPEECH	32
--	-----------

Attachment 6 – SAMPLE UNIT RECRUITING PLAN OUTLINE	33
---	-----------

Attachment 7 – SAMPLE UNIT RECRUITING PLAN CHECKLIST	34
---	-----------

Section A - General Information

1. Mission. The mission of Air Force ROTC recruiting is to generate student membership levels necessary to allow for quality selection and retention during the education and commissioning processes. The ultimate goal is to meet officer requirements that have been programmed as the Air Force ROTC portion of the annual accession needs of the Air Force.

2. Explanation of Terms.

2.1. Admissions Liaison Officer (ALO). An Air Force active duty, reserve, or retired officer who provides counseling information and guidance to high school students and civilian educators concerning primarily United States Air Force Academy (USAFA) admissions, but also Air Force ROTC programs and other Air Force enlistment and commissioning programs. The ALO program is administered and managed by the USAFA Director of Admissions in coordination with Air Force ROTC. All Regional Director of Admissions (RDAs) are trained as ALOs and recruit for the USAFA and Air Force ROTC.

2.2. Liaison Officer Director (LOD). An admissions liaison officer designated to supervise and coordinate Air Force ALO activities within a specific region.

2.3. Advertising and Promotion (A&P). A national or local effort to convince students to enroll in Air Force ROTC and inform student influencers about Air Force ROTC programs by means of public service announcements, presentations before interested groups, and participation in various civic functions. Various printed or audio-visual media such as brochures, the Internet, billboards, radio, and television are provided for the unit or RDA through AFROTC/DOR, USAF Recruiting Service, host institutions, and non-government funds.

2.4. Regional Director of Admissions (RDA). An active duty Air Force officer who conducts a coordinated regional recruiting program under the supervision of AFROTC/DOR. This officer is responsible for a specific geographical region and serves to expand recruiting contacts beyond the capabilities of unit personnel. This officer is responsible for all recruiting activities including those of Unit Admissions Officers (UAOs) in the prescribed recruiting area.

2.5. Unit Admissions Officer (UAO). An officer at an Air Force ROTC unit assigned specific responsibility for local and on-campus recruiting activities.

2.6. Unit Recruiting Goals. Goals are established by AFROTC/DOR each year and forwarded to units. These goals are based on past production and the available market. Unit recruiting should encompass actions needed to meet the recruiting goals.

2.7. Unit Recruiting Plan. A document prepared by each UAO and RDA to guide annual recruiting and retention activities.

2.8. Target Market. Categories of qualified students who are potential candidates for Air Force ROTC enrollment. These may include high school students, entering college freshmen, transfer students, on-campus students not enrolled in Air Force ROTC, students at institutional consortia or Air Force ROTC cross-town agreement colleges, veterans, and active duty enlisted personnel who want to attend college and receive a commission.

2.9. Contact. An individual who has requested information about Air Force ROTC or USAFA.

2.10. Lead. An individual who has provided biographical or qualification data and has been entered into the ACT!2000® Database.

2.11. AFOATS. Air Force Officer Accession and Training School

3. Recruiting Process.

3.1. Officer Production Requirements. HQ USAF/DPP provides Air Force ROTC officer production requirements for each fiscal year. These requirements are expressed in numbers of officers to be commissioned in each Air Force ROTC category (pilot, navigator, non-rated operations, technical, and non-technical). Other objectives are established for medical, nursing, and judge advocate commissionees. The Air Force ROTC recruiting objectives are established as unit recruiting goals for use in planning recruiting activities. Air Force ROTC will provide these goals to units by 1 August each year.

3.2. Critical Path Recruiting. Units and RDAs apply critical path recruiting to all recruiting efforts. This simply means conducting recruiting events that focus on eligible and qualified leads.

3.3. Recruiting Priorities and Strategies. Units and RDAs recruit college students first, active duty enlisted members second, and high school students last. This priority follows the Air Force ROTC National Recruiting Strategy that emphasizes critical path recruiting. The logic is that college students have cleared college entrance hurdles and have adjusted to college life. Active duty enlisted personnel are usually more mature and seasoned. Additionally, these two recruiting markets will typically require only a 2 to 3-year scholarship, thus, saving the government money and allowing more flexibility in the number and type of scholarships offered. High school students will be targeted primarily via cyber recruiting through Internet scholarship search engines and marketing efforts and will continue to apply on-line at www.afrotc.com. Furthermore, AFROTC/DOR will operate a national call center (1-866-4AFROTC) to handle scholarship questions and mailing of information.

3.4. ZIP Code Area of Responsibility. The ZIP Code areas of responsibility are assigned by AFROTC/DOR and given to the RDAs and units. ZIP codes are used to distribute generated leads, designate scholarship interview responsibility, and identify recruiting management responsibilities.

Section B - Recruiting Responsibilities

4. Air Force ROTC Personnel. All Air Force ROTC personnel are essential to effective recruiting and retention efforts. They must be familiar with the requirements of the various Air Force ROTC recruiting programs.

5. AFROTC/DO (Operations Division). Responsible for the overall recruiting program including the Air Force ROTC National Recruiting Strategy (Refer to the AFROTC/DOR Xtranet). AFROTC/DOR monitors the achievement of unit enrollment allocations, formulates recruiting policy, disseminates technical guidance, monitors expenditures, trains all incoming cadre and provides staff assistance as needed. AFROTC/DOR is responsible for RDA management and unit recruiting oversight. Other duties include:

5.1. Meeting with the USAFA, Air Force Recruiting Service (AFRS), and other Air Force ROTC personnel to evaluate the team recruiting approach concept and to formulate program changes.

5.2. Evaluating recruiting goals and objectives to ensure they will support Air Force ROTC mission requirements.

5.3. Distributing, collecting, and analyzing the new cadet questionnaires submitted by the units.

5.4. Distributing and managing travel funds and reporting RDA travel allocations.

5.5. Approving ZIP code areas of responsibility.

5.6. Developing the Air Force ROTC National Recruiting Strategy.

6. RDAs. The RDA coordinates recruiting activities within an assigned area. AFROTC/DOR assigns the RDAs specific geographical, and senior unit areas of responsibility by ZIP code. The RDA role is that of a regional area-recruiting manager and is strategically located to primarily manage critical path recruiting efforts for in-college, active duty and high school leads. The RDA:

6.1. Works with the regional commander, units, ALOs, and Air Force recruiters to support national Air Force ROTC objectives and regional needs.

6.2. Recruits students within their geographic area, no matter where the student chooses to attend Air Force ROTC. Acts as the field recruiting point of contact for ALOs and local Air Force recruiters to support regional recruiting efforts and coordinates team member actions in the local recruiting market (high schools, JROTC units, junior colleges, fairs, etc.).

6.3. Ensures familiarization training is available and conducted for the ALOs, UAOs, and USAF Recruiting Squadron personnel. (As a minimum, this training must be conducted annually and must cover the Air Force ROTC scholarship and non-scholarship enrollment opportunities, the application process, and the applicant interviews.) Conducts this training at units or other suitable locations.

6.4. Participates in area ALO meetings to the maximum extent possible.

6.5. Attends Air Force Recruiting Squadron flight meetings to the maximum extent practical.

6.6. Represents Air Force ROTC and USAFA at national and regional college fairs and conventions.

6.7. Creates general awareness of Air Force ROTC and USAFA opportunities throughout the assigned ZIP code area of responsibility. This is not done at the exclusion of other responsibilities, but as a consolidated effort. For example:

- 6.7.1. Informs community and political leaders about Air Force ROTC and USAFA programs, and the Air Force in general, through newspaper, radio, and locally developed recruiting material.
- 6.7.2. Makes school visits, as necessary, to targeted student groups and individuals concerning Air Force ROTC and USAFA programs. Coordinates with Air Force recruiters, ALOs, and UAOs to ensure regular visits to high schools, JROTC units, and junior colleges. Informs high school guidance counselors and college admissions counselors of Air Force ROTC and USAFA programs, and provides literature.
- 6.8. Monitors the college scholarship program applicants. Assists local recruiters and ALOs, ensuring as many applicants as possible have the opportunity to become eligible for scholarship consideration. Reviews unit scholarship interview tracking procedures with the unit-scheduling officer to ensure timely interviews.
- 6.9. Coordinates the award of AFOATS Form 302, **Certificate in Recognition**, (Scholarship Overprint) for Type 1 Scholarship Recipients. (Attachment 2) Uses the entire Air Force Recruiting Team to ensure students are given the chance to have a scholarship presentation.
- 6.9.1. Uses the Statement of Understanding for every scholarship presentation to acknowledge the fact that the presentation or certificate is a scholarship offer only (Attachment 3).
- 6.9.2. Uses the RDA Scholarship Presentation Checklist for each presentation (Attachment 4).
- 6.9.3. Uses the Sample Scholarship speech (Attachment 5)
- 6.10. Coordinates off-campus recruiting activities requiring TDY funds, as appropriate.
- 6.11. Uses ACT!2000® as a lead generation and management system to provide qualified leads with the maximum opportunity to enroll in Air Force ROTC. RDAs act as a point of contact for lead distributions from AFROTC/DOR (see section I). RDA rosters are for RDA use only. RDAs will be responsible for distributing information, as necessary, to appropriate parties.
- 6.12. Maintains a relationship with Air Force JROTC units by visiting the units when possible to enhance recruiting.
- 6.13. Annually reviews unit brochures and locally developed recruiting materials for accuracy.
- 6.14. Ensures minutes of annual Team Recruiting meeting, described in paragraph 10 below, are forwarded to the following organizations:

AFROTC/DOR
551 E. Maxwell Blvd
Maxwell AFB AL 36112-6106

AFRS/RSOO
550 D. Street, Suite 1
Randolph AFB TX 78150-4527

USAFA RR/RRP2304
Cadet Drive, Suite 215
Air Force Academy CO 80840-5651

Forwards a courtesy copy of the minutes to Senior ROTC Unit Commanders, USAF Recruiting Squadron Commanders, and the Liaison Officer Director (LOD) Commanders in their area.

6.15. Reports monthly activities to AFROTC/DOR through the monthly report function on the Recruiting Xtranet.

6.16. Each RDA is given one leadership scholarship to offer to a highly qualified College Scholarship Program (CSP) candidate. The student must be within the RDA's ZIP code area of responsibility (AOR), must attend a college or university in the RDA's region, and must be interviewed by the responsible RDA. Follow procedures outlined for commander's leadership scholarship in AFOATSI 36-2019, AFROTC Scholarship Programs.

7. Units. A high priority is placed on unit recruiting efforts. The unit recruits to fill unit-recruiting objectives. Unit personnel must meet with Air Force recruiters and ALOs to exchange information and to become familiar with various Air Force accession programs. Each unit commander appoints a UAO to manage and coordinate unit-recruiting activities. While this individual has specific recruiting duties, everyone helps with recruiting and retention. The unit commander assesses the support received from the area AFRS and works out any problems with the AFRS commander and the assigned RDA.

8. UAOs.

8.1. Provides recruiter training to unit personnel.

8.2. Works closely with the RDAs, ALOs, and Air Force recruiters to avoid duplication of effort, scheduling, and area over-saturation when planning activities. UAOs are responsible for feeder schools and others in their area of responsibility as assigned by the RDA. If a temporary duty (TDY) is involved, RDAs may provide funds to the UAO as appropriate. When available, units must use the Unit General Service Administration (GSA) vehicle, not a Privately owned Vehicle (POV) for out-and-back recruiting efforts.

8.3. Supports Air Force ROTC priority requirements, such as technical majors and minority applicants.

8.4. Establishes and trains the active cadet recruiting team to support unit recruiting efforts.

8.5. Conducts host campus recruiting programs to include cross-town and consortium schools.

8.6. Develops an effective local annual recruiting plan to address the specific market area to meet local and national recruiting needs. Submit annual recruiting plan to RDA no later than 30 April.

8.7. Develops and implements a real-time lead generation and management system using the ACT!2000® Contact Management Software to provide qualified leads with the maximum opportunity to enroll in Air Force ROTC. Ensures the system allows for adequate follow up of leads from all sources.

8.8. Designs targeted recruiting material (brochures, mailback cards, letters with mailers, etc.) to support local recruiting requirements (ensure RDA reviews annually).

8.9. Ensures information on Air Force ROTC is included in host and cross-town catalogs.

9. Shared Responsibilities. These recruiting responsibilities are shared by ALOs, UAOs, and RDAs:

9.1. Recruiting programs. Conducts recruiting programs on Air Force bases in the local area. Procedures for the Air Force ROTC Airman Scholarship and Commissioning Program and the Air Force ROTC Professional Officer Course Early Release Program are found in AFI 36-2013, *Officer Training School and Airman Commissioning Programs*, and AFOATSI 36-2011, *Administration of AFROTC Cadets*.

9.2. Recruits students from junior or community colleges, as appropriate.

9.3. Participates in public events and programs to increase general awareness of Air Force ROTC and the Air Force.

10. Relationship with Other Agencies. The team approach to recruiting, commonly referred to as Team Recruiting, is the culmination of recruiting efforts of Air Force ROTC RDAs, UAOs, the Air Force Academy ALOs, and the AFRS. These team members support the overall objective of recruiting the quantity and quality of student applicants required to meet commissioning goals. An agreement between the AFRS, the USAFA, and Air Force ROTC to foster a more coordinated and efficient total recruiting effort for the Air Force requires unit commanders, RDAs, ALOs, and AFRS commanders, or their designated representatives, to meet at least once each year. The UAO may be designated to represent the unit commander; however, this should be the exception and both individuals should attend these meetings. Air Force ROTC and the AFRS alternate hosting the meeting, as determined by the RDAs. The host agency records the topics of discussion, including areas of mutual concern and cooperation, in the official minutes. RDAs will ensure the minutes are forwarded as specified in paragraph 6.14. Lists of Air Force recruiters, ALOs, units, and RDAs recruiting responsibilities (high school assignments) are exchanged. Other functions which establish rapport between all agencies

include: AFRS flight training meetings, USAFA area officer meetings, LOD local training meetings, USAFA appointment banquets, and Air Force ROTC annual conferences.

Section C - Minority Recruiting

11. General Information. Minority recruiting is a high-priority Air Force ROTC program. Targeted advertising, and critical path recruiting techniques help reach Air Force ROTC prospects, as well as meet important minority students, educators, community leaders, and parents.

11.1. Aggressively target recruiting activities employing "critical path" methods for African American, Hispanic, and Native American minority groups. The goal is for minority representation within Air Force ROTC to mirror the percentage of minorities in a similar cross-section of America. The eligible market includes both host and cross-town institutions and feeder high schools.

11.2. Create an awareness within the minority community of Air Force ROTC programs and scholarship opportunities.

11.3. Use advertising and targeted lead lists to reach the minority market.

11.4. Contact minority fraternal, service, and professional organizations to generate awareness of Air Force programs. Many professional organizations such as the Tuskegee Airmen, Incorporated (TAI), and Air Force Cadet Officer Mentor Action Program (AFCOMAP) have had a long-standing relationship helping Air Force ROTC recruiting efforts. Units and RDAs should support these organizations as much as possible.

Section D - Training

12. Initial Training.

12.1. AFROTC/DOR conducts a training workshop for newly assigned RDAs. New unit commanders and UAOs attend initial recruiting training as part of the Academic Instructor School (AIS). Local unit commanders and UAO training is conducted by RDAs.

12.2. RDAs provide local recruiter training to UAOs. Air Force ROTC provides training aids through letters, presentations, and training material. This instruction serves as the foundation to build a training package.

12.3. UAOs must provide follow-on training to the unit staff and the cadet recruiting team.

13. Follow-on Training. Follow-on training is accomplished either on the job or in-group training meetings. RDAs assist AFRS commanders and ALOs with follow-on training requirements. RDAs will conduct and document follow-on training for UAOs during scheduled unit visits.

14. Admissions Liaison Officer Training. USAFA uses a 1-day training session for ALOs on Air Force ROTC recruiting conducted by the RDA at a local unit within 6 months of assignment and then every 3 years. If the ALO cannot arrange travel to the unit due to geographic distance, work schedules, or lack of funding, the RDA will make other training arrangements. The ALO training officer coordinates training requirements with the respective RDA or senior unit.

15. Training Records. The RDA records recruiting training they conduct for UAOs, ALO, and AFRS personnel in a single general purpose log. The UAO will log training they conduct for Det personnel. The RDA maintains a training file of assigned UAOs to include name, unit, date of initial assignment, and record of training sessions conducted. For each training session, record the date and a brief synopsis of training conducted.

Section E - Recruiting Plan

16. General Information. The most effective means of directing a recruiting program is to develop a well-thought-out, flexible unit-recruiting plan that employs "critical path" methods. The Recruiting Plan must allow for changes in the overall market and recruiting direction to satisfy Air Force ROTC goals. As a minimum, recruiting plans will address objectives, market resources, and a schedule of events including retention activities. See Attachment 6 for a sample unit recruiting plan outline and Attachment 7 for a sample RDA Checklist Review of Unit Recruiting Plan.

17. The Recruiting Plan. Each unit develops an annual recruiting plan covering the period 1 August to 31 July. The plan must be reviewed by the RDA and is due to the RDA by 30 April. The RDA reviews the plan for accuracy, effectiveness, and use of resources; makes appropriate comments; provides a copy of the review to the AFROTC/DOR before 15 June; and forwards a copy of the review to the respective unit and a courtesy copy to the deputy region commander. After changes are made the unit commander will review and sign the recruiting plan. Units will adjust the plan throughout the year to reflect the actual recruiting environment and unit needs. The plan will:

17.1. Start with a general summary, which describes the recruiting environment and any significant recruiting challenges.

17.2. Be updated to reflect unit-recruiting objectives they receive from AFROTC/DOR by 1 August.

17.3. Address the target market available to meet local recruiting objectives. Detailed market analysis should be maintained in unit files. Rank cross-town institutions, feeder high schools, and military installations according to their history of providing quality Air Force ROTC students.

17.4. Addresses the four-year and two-year recruiting markets. Feeder high schools, entering college freshmen, and the transfer student market are all actively worked by unit personnel. Milestones and initiatives must show how, when, and who will work the student market.

17.5. Outline specific minority recruiting efforts based on knowledge of the local minority market.

17.6. Should be a user-friendly document. Handwritten or electronic updates throughout the recruiting cycle are acceptable, and expected.

17.7. Must reflect the uses of "critical path" recruiting techniques outlined in the Air Force ROTC National Recruiting Strategy.

Section F - Recruiting Funds Management

18. General Information. This section covers areas where RDAs and units may obligate funds for recruiting purposes: Center of Influence (COI), functions at college fairs, lead lists, advertising, and promotional items.

19. Government-Wide Purchase Card (GPC) Procedures. This method allows RDAs and units to interact personally with vendors to ensure maximum support. Operational and Maintenance (O&M) funds will be executed through the Government-wide Purchase Card, however all advertising funds will be executed by AFROTC/DOR. AFROTC/DOR will allocate the budget at the beginning of each fiscal year.

19.1. AFROTC/DOR will issue guidance and conduct initial/annual GPC training for RDAs. Unit personnel will receive overview training during their initial visit to Maxwell AFB as well as training from their respective region.

19.1.1. Purchases may not exceed \$2,500.

19.1.2. Units and RDAs must comply with all guidance and procedures. Contact AFROTC/DOR personnel if in doubt.

19.2. Advertising purchase through AFROTC/DOR:

19.2.1. The RDA or UAO will notify the vendor and arrange for services; however, ensure the vendor does not perform work until authorized by AFROTC/DOR. Most states will exempt federal government from paying taxes on purchases. Ask your vendor to exempt your purchase. If your state does not exempt federal purchases from taxes, you must include it as a separate line item on the request form.

19.2.2. The RDA or UAO is responsible for ensuring the product will meet the needs of the Air Force. Make sure to get a proof of the product before DOR purchases the product in quantity. Ensure telephone numbers and website addresses are correct. RDAs and UAOs are responsible for proofing all promotional items prior to ordering in quantity.

19.2.3. AFROTC/DOR will contact the vendor directly and arrange to have the item(s) drop shipped to the location given to the vendor by the RDA or UAO when advertising money is used.

Section G - Advertising And Promotion (A&P)

20. General Information. A&P is conducted at all levels to generate publicity, improve community relations, and publicize special events. Even though A&P does not directly recruit anyone, it presents Air Force ROTC opportunities to the general public without them being personally contacted by a recruiter. AFROTC/DOR, with Air Force Recruiting Service, provides services to support Air Force ROTC advertising requirements nationally. Unit personnel produce news releases and maintain liaison with local newspaper, radio, and television representatives.

21. Locally Developed Ads. The UAO and RDA, may develop ads tailored to a special market. Send any locally developed printed or audiovisual ads or alterations to national ad themes and logos to AFROTC/DOR for approval. Follow these guidelines to create local or regional ads:

21.1. Be sure to state the Air Force ROTC program criteria, benefits, and training requirements. (accurately and honestly). For example, the Air Force grants 30 days vacation with pay, not 30 days paid vacation.

21.2. Do not guarantee a specific job, training, or a commission--speak of a great job opportunity. The Air Force ROTC contract clearly states the final decision on assignment category and classification is based on the needs of the Air Force.

21.3. Do not criticize or detract from the professionalism, quality, or opportunities available through other ROTC programs, or other commissioning sources.

21.4. Blind ads are not permitted. The copy must identify Air Force ROTC as the advertiser.

21.5. Suggestive or off-color phrasing or slang is not professional and must not be used.

21.6. Photographs, graphics, and artwork must project the best possible image of the Air Force. Follow the Air Force and Air Force ROTC standards of dress and appearance.

21.7. Do not make any reference to sex, race, or national origin unless required by program criteria or if the ad is targeted for a specific group.

22. Radio & TV. Radio and TV are very valuable when trying to reach a targeted market and to generate an overall message impact. Products are furnished by the AFRS upon request to radio and TV stations.

22.1. Public Service Radio Spots. Public Service Announcement (PSA) spots can be ordered through AFRS (call commercial (210) 652-3937, DSN 487-3937, Fax (210) 652-4892). The RDA or UAO can contact the radio station to request PSA airtime.

22.2. TV Public Service Spots. TV spots cannot be purchased by local Air Force ROTC units. Each quarter, current generic Air Force PSA products are produced by AFRS and sent directly to TV stations throughout the country. The TV spots are 60, 30, 15, and 10 seconds in length and cover a wide variety of subjects.

23. Web Pages.

23.1. All web pages must be coordinated and approved by AFROTC/DOR.

23.2. All web pages will have a hot link to the Air Force ROTC web page, which is located at: www.afrotc.com.

23.3. No scholarship information is allowed on any unit web page other than unit specific subsidies.

24. Outdoor and Transit Advertising. There are many types of outdoor and transit advertising available for local use. Many are available as public service announcements. The AFRS A&P officer may be helpful in finding PSA advertisers.

25. Newspapers. Well-placed, timely newspaper releases reach many qualified people not contacted in other ways and reinforce the Air Force ROTC message for others. Both targeted and general articles are effective. Subjects can include scholarship offers, cadet awards, corps activities, and service projects. Reference AFOATSI 35-101, *AFOATS Public Affairs Program*.

26. Promotional Items. Promotional items can provide a constant, tangible reminder of Air Force ROTC. Promotional items are provided for the recruitable market and influencers. Each fiscal year, AFROTC/DOR provides each RDA and each unit with such items as desk calendars, pens, pencils, key chains, book covers, etc. All are distinctively marked with the Air Force or Air Force ROTC logo. Items are available through the Recruiting Xtranet. The unit commander may personally approve limited distribution of promotional items to Air Force ROTC staff members and cadets as long as their use clearly meets the intent of advertising and promotions. Each year, when funding allows, DOR will distribute funding to each unit and RDA for local purchase of advertising and/or promotional items.

26.1. Advertising and promotional funds cannot be used to purchase the following:

26.1.1. Awards of any kind.

26.1.2. Uniform items of any kind for cadets or cadre.

26.1.3. Computer equipment.

26.1.4. Any item over \$15 without DOR approval.

26.2. Any promotional items purchased must be clearly marked with the Air Force ROTC logo and contact information. Units are encouraged to include their local telephone number as a point of contact.

Section H - Recruiting Materials

27. General Information. Annually, AFROTC/DOR meets with the AF Recruiting Service to review Air Force ROTC national recruiting materials. AFROTC/DOR procures supplemental national and local recruiting materials. These products include national brochures, RDA brochures, unit brochures, fact sheets, letters, mailback cards, and posters. Locally produced RDA or unit brochures, as well as locally produced audiovisual products for off-campus viewing, must be reviewed and approved by AFROTC/DOR before publication.

27.1. Recruiting Material Orders (Brochures). Only UAOs, RDAs, and ALO supply officers may order materials. The RDAs and UAOs are responsible for supplying Air Force Recruiting Squadron personnel with ROTC literature when needed. Because of packaging, slightly different amounts may be received than were requested. Certain high-cost or high-use materials have "fair share" limits. Make item requests to AFROTC/DOR via E-mail, telephone, mail, or fax. Orders placed from the Recruiting Materials Catalog must include the applicable code number, title, and quantity desired.

28. RDA and UAO Brochures. Locally developed brochures are left to the imagination, in-line with good taste, propriety, and truth in advertising. The UAO and unit commander review all unit-developed recruiting material for accuracy of content. RDAs must review their brochures and advertising materials. Use the following guidelines to develop or revise your material:

28.1. New or Revised Copy. Review previously printed copy for accuracy of programs and currency of Air Force ROTC policy. When developing a new copy from other than the existing brochure or making major changes to an existing brochure, send E-mail to AFROTC/DOR for approval before printing. Use the following guidelines when preparing the text:

28.1.1. Keep the lead sentence or topic attachment short and to the point.

28.1.2. Have the opening paragraph state a benefit to the reader.

28.1.3. Arrange the topics in logical order and make them short and to the point.

28.1.4. Be sure the text is written in active voice, in a conversational tone, and to the student, instead of about the student.

28.1.5. Review and edit text for correct sentence structure, punctuation, etc.

28.1.6. Spell out "Air Force" in Air Force ROTC.

28.1.7. Refrain from using staff members' names and pictures.

28.1.8. Direct attention to the mailback card or AFROTC.com

28.1.9. Make the call to action clear and concise.

28.2. Business Reply Mail (BRM). If your university will let you use their BRM permit, furnish their permit number, ZIP code bars, complete address (including 9-digit ZIP code), and a copy of the authorization to use their BRM permit; otherwise, "place stamp here" will be used.

28.3. Disclaimer. Include the statement: "Current as of (month) 20XX, information subject to change."

29. Printing Sources.

29.1. All printing must be procured through the Document Automation & Production Service (DAPS) unless a waiver is granted from them. If a waiver is granted, printing may be obtained locally using the unit Government-wide Purchase Card.

29.1.1. All projects must first be approved by AFROTC/DOR before printing. Send printed copy with changes, text copy, or a rough layout via E-mail.

29.1.2. Some units use university funds to produce unit brochures. The artwork or text must still be approved by AFROTC/DOR.

30. AFOATS Form 302, AFROTC Certificate in Recognition (Scholarship Overprint). AFROTC/DOR provides AFOATS Forms 302 and scholarship presentation instructions to the RDAs. After receiving College Scholarship Program selection results, the RDA schedules scholarship certificate presentations with unit personnel, Air Force recruiters, and ALOs. At high schools hosting Air Force Junior ROTC, the senior aerospace science instructor should have first priority to present scholarship certificates to Air Force JROTC students.

31. AFOATS Form 302, Certificate in Recognition (Outstanding Support Overprint). AFROTC/DOR provides this overprinted form for individuals who assist in recruiting efforts. Presentations could be made at Dining-outs, COI events, or other occasions to guest speakers, counselors, educators, and civilian or military officials. This is an excellent recognition tool. Order this form and the presentation folders from AFROTC/DOR via E-mail or the Xtranet.

32. AFOATS Form 302, AFROTC Certificate in Recognition (Generic). Award this certificate to personnel or agencies for outstanding service or to Air Force ROTC personnel or cadets selected as outstanding performers in a given specialty. This certificate is printed without a signature. Obtain this certificate from AFROTC/DOR via E-mail or the Xtranet.

Section I - Lead Generation And Management

33. General Information. Lead generation encompasses all actions taken by team recruiters to generate enough qualified leads to meet program objectives. Lead management is the process of

refining leads with the objective of recruiting qualified candidates. RDAs and UAOs must use ACT!2000 software as their lead management system.

34. Air Force Opportunity Center (AFOC). The AFOC is a contracted national lead clearinghouse. People may contact AFOC by mailback card, letter, or toll-free telephone call (1-800-423-USAF). AFOC responds with a general information letter. AFOC sends a national lead list (NLL) to the unit and AFROTC/DOR, which provides information on people who have expressed an interest in Air Force ROTC. DOR will contact all prospects listed on the NLL. General information has already been sent to the prospect by the AFOC. Leads will be forwarded to unit via AFROTC.com.

35. Lead Management System. Use ACT!2000® Lead Management software to refine and contact prospects. Use this system to record refinement actions, dates of contact, literature sent, etc. Retain leads until prospects are not eligible or not interested in any Air Force program. All members of the Air Force must refer qualified prospects to the appropriate Air Force recruiting agency to support the total team recruiting effort.

36. College Entrance Exam Board Lists and AFROTC Scholarship Rosters.

36.1. Information on students meeting minimum American College Test (ACT) or Scholastic Aptitude Test (SAT) standards are provided to a contractor. The contractor then provides students information on Air Force ROTC and contact information for HQ AFROTC/DOR and the RDA in their area. This is a highly refined lead source since we know their test scores and declared interest. These leads should be given priority in all lead management systems. RDAs should ensure these students are provided scholarship information if requested.

36.2. AFROTC/DOR will post scholarship rosters (e.g., university list, scholarship interview, board results, etc.) on the Xtranet to assist in recruiting efforts. Units should work these rosters nationally and locally recruiting only students who have identified their unit as one of their choices. Units are prohibited from blindly recruiting on a national basis. University admissions offices can be given the names of these students consenting to the release of their personal information to university personnel.

37. Direct Mailouts. Direct mail can be an efficient method to reach a target market provided the target has been sufficiently refined. Ensure information mailed to the target group is appropriate. A mail-out program should include a letter (not on official letterhead), a reply card, and possibly Air Force ROTC literature. The Air Force ROTC mail-out market includes admitted freshmen, transfer students, and on-campus college students. Do not include promotional items in these mailouts.

37.1. The accuracy and refinement of the mail list can make or break the campaign. The UAOs and RDAs obtain refined lead lists from University Admission Offices to target a specific market group. Without refining, more responses are received, but the lead quality is minimal.

37.2. Follow-up response is essential to a good mail campaign. Set up procedures for personal contact with highly qualified respondents.

Section J - Center of Influence (COI) Program

38. Center of Influence (COI) Program. A COI is a planned event where meals or snacks appropriate for the occasion are served to provide a setting for Air Force personnel to make a recruiting presentation. All COI events are recruiting opportunities. Whether the recruiter is meeting with prospective applicants or community influencers, the recruiter is trying to accomplish a specific recruiting goal. The goal may be to generate an application/accesion or “sell” the idea of public service support to a media outlet. In every case, the recruiting success of the COI can be measured. A COI that merely generates leads is not necessarily successful. A COI is not necessarily effective just because there was a low cost-per-lead. The true value of a prospective applicant COI is shown by how many people enrolled in Air Force ROTC.

38.1. The objective of the COI program is to develop more qualified leads and to inform civilian influencers, prospective applicants, and targeted groups about Air Force ROTC opportunities. The COI program is not a protocol fund program to reward people for past support.

38.2. COI funds are exclusively for food, beverages (excluding alcoholic beverages), and gratuity expenses. Complimentary alcoholic beverages cannot be, or appear to be, offered. COI funds cannot be used to pay for things such as skate rental, greens fees, etc.

38.2.1. There are only two categories of COI attendees:

38.2.1.1. **Lead**-person eligible for the Air Force program being presented who was not generated from another lead source.

38.2.1.2. **Guest**-person not eligible for the Air Force program being presented or currently enrolled in Air Force ROTC. These are most often persons with direct access to qualified students, e.g., counselors, instructors, and school officials.

38.3. A organized guest sign-in procedure must be followed at COI events, using Air Education Training Command (AETC) Forms 1396, **COI Guest List Prospective Applicant**, or 1397, **COI Guest List – Influencer** (located on the Xtranet). Air Force ROTC personnel will sign in at all COI events to include those applicant events. When soliciting information subject to the Privacy Act of 1974, the following statement must be read, given, or shown to persons signing in:

“We will be happy to provide you more information about Air Force opportunities as authorized by Title 10 U.S.C. 503 and governing directives for Air Force Recruiting Service. The information solicited will be used to determine eligibility and allow follow-up contact. The routine use of this information will be for Air Force recruiting purposes only. Providing the information is voluntary; however, failure to provide sufficient information may prevent action on your inquiry.”

38.4. The RDA or UAO that sponsors the event must document follow-up actions concerning leads who attended a COI.

38.5. Negotiate COI events only with vendors agreeing not to charge for no-shows. If a vendor will not agree to this, and the UAO or RDA still believes this is the best offer, contact AFROTC/DOR for a waiver.

38.6. Events may not exceed \$500 in total cost or the following cost for each individual:

38.6.1. Educators and professionals: \$15 each.

38.6.2. Prospective applicants and students: \$8 each.

38.7. Do not have more than one military member for every three civilian guests, or one Air Force ROTC cadet for every guest. When a large number of civilian guests are involved, we encourage a lower ratio of military attendees. In general, more value for the COI dollar is gained without spouses. If the spouse of an influencer is included, count them as a civilian guest. When a military member's spouse attends, count them as a military representative subject to the one-to-three ratio.

38.8. Limit military personnel to those with a role in the COI event, i.e., unit commander, UAO, unit officers, RDAs, ARDAs, and military guest.

38.9. Determine specific recruiting objectives for the event and which proposed invitation group will best fit the objectives; student leaders, cadet members to bring-a-friend, educators, media representatives, etc.

38.9.1. Plan all activities at least 30 days before the event to allow enough time to overcome problems and to provide a professional event. Select a time that does not conflict with social events, sports activities, etc.

38.9.2. Request funding for the event through the Xtranet at least 30 days before the event with a waiver request if needed. Provide information copies of the request to the deputy region commander. Approval will be granted and transmitted electronically.

38.9.3. AFROTC/DOR will review the COI request and provide additional instructions on COIs after the request is received.

38.9.4. Once an approval number has been secured the unit will make payment to food, drinks and gratuity via the GPC. If the vendor does not accept the GPC, contact HQ AFROTC/DOR for further instructions.

38.9.5. After the COI event, complete an after-action report to via the Xtranet within 5 duty days of the event. AFROTC/DOR will review the after-action report and guest list of each COI event.

38.9.6. Government Travel (Bank of America VISA) Charge Card. Air Force ROTC has been granted authority to allow Air Force ROTC recruiting personnel (units, RDAs) permission to use their government VISA charge card to pay for COIs, college fairs, and

lead lists (not advertising or promotional items). However, this should be used only as a last resort. Contact DOR for specific instructions.

Section K – Funds for Fairs

39. General Information. This fund is managed and controlled by AFROTC/DOR to purchase booth space at selected conventions and college fairs. Requests for booth spaces will be evaluated on a targeted-market versus projected-cost basis. Funds are placed in unit GPC accounts, but like the COIs, the approval must be given by DOR via the Xtranet.

40. Procedures. RDAs and UAOs request funds using COI/College Fair Request function on the Recruiting Xtranet. (See section F for details on purchasing procedures).

41. National Fairs and Conventions Program. National fairs and conventions are managed by AFROTC/DOR. RDAs will be notified that an event has been purchased and will ensure Air Force ROTC representation. Nationally purchased events should be covered by RDAs. If possible, two members of a recruiting team should be at the booth. The RDAs will submit an after-action report within 5 duty days after the event to AFROTC/DOR (Same as COIs).

Section L - Awards

42. Semester/Annual Awards.

42.1. Award Categories:

42.1.1. RDA Awards (Regional and National)

42.1.1.1. RDA of the Semester and Year

42.1.1.2. Top RDA Recruiter of the Semester and Year

42.1.2. UAO of the Semester and Year (Regional and National)

42.1.3. Enlisted Recruiter of the Semester and Year (Regional and National)

42.1.4. ALO of the Semester and Year (Regional and National)

43. Award Periods. Semesters are September 1 through December 31 and January 1 through May 31. The annual award period is September 1 through May 31.

44. Nomination Requirements. All nominees must have served in one of the duty positions during the nomination period and must meet quality force standards. Each nominee's performance should be above and beyond that normally associated with their duties. The overall criteria will not be based upon the quantity but rather the quality of participation.

45. Nomination Procedures.

45.1. RDAs may submit one ALO, UAO, and Enlisted Recruiter nominee per semester to DOR. In addition, DOR will select a regional award winner. All regional award winners will meet the AFROTC/DOR semester board. Previous regional semester award winners will automatically meet the annual board.

45.2. Document each RDA, UAO, ALO, and Enlistee Recruiter of the Semester and Year on an AF Form 1206, **Nomination for Award**, in bullet format. Use the front side only for both semester and annual awards. Limit both semester and annual nominations to 25 lines.

45.2.1. The five specific accomplishment categories to be included on the AF Form 1206 are: Leadership and Job Performance In Primary Duties, Leadership Qualities (Social, Cultural and Religious Activities), Significant Self-Improvement, Special Projects/Achievements, and Articulate and Positive Representation of the Air Force.

45.2.2. Leadership and Job Performance in Primary Duties (20 points). The member's leadership and job performance in primary duties, including development of new techniques, must contribute significantly to increased mission effectiveness during the award period.

45.2.3. Leadership Qualities (Social and Cultural Activities) (5 points). The member must contribute tangibly or intangibly to the military or civilian community's welfare, morale, or status during the award period.

45.2.4. Significant Self-Improvement (5 points). The member must show this improvement through off-duty education, achievements in professional or cultural associations, development of creative abilities, and so on during the award period.

45.2.5. Special Projects and Achievements (5 points). The member must have created, promoted, and/or assisted in special projects or achievements in the recruiting arena that resulted in improvements during the award period.

45.2.6. Articulate and Positive Representative of the Air Force (5 points). The member must have demonstrated ability as an articulate and positive Air Force officer during the award period.

45.3. Document each Top RDA Recruiter of the Semester and Year nomination on an AF Form 1206 in bullet format. Limit semester nominations to 15 lines maximum and annual nominations to 25 lines maximum.

45.3.1. Limit nomination packages strictly to recruiting activities and their results. For example, you could include information such as school visits and their direct influence on cadet increases at region units, base visits which resulted in regional Professional Officer Course-Early Release Program (POC-ERP) application increases, or special advertising

or recruiting events which had a direct impact or significantly increased officer production.

45.3.3. Semester nomination packages are due to AFROTC/DOR by the end of the first full week of January with the board convening the following week and by the first full week of June with the board convening the following week. Annual nomination packages are due by the end of the last full week of June. The annual selection board occurs within two weeks after receiving nomination packages.

45.3.4. Do not include social security numbers on AF Form 1206. Disclosure of private information authorization is not required. Bullets may be single-spaced. Headings do not need to be double-spaced.

46. Selection Processes.

46.1. The Annual and Semester boards will consist of the AFROTC/DOR personnel and the Chief of the Recruiting Branch who will serve as board president. The president does not vote, except in cases of a tie.

46.2. Evaluation: Board members will use a score sheet to rate the nomination packages.

46.3. The board president summarizes the results by adding up each nominee's scores, ranking them in order with highest score being first, and approving a winner. If there is a tie, the president selects the award winner. The board president then transfers all data to the Awards Program Manager.

47. Awards Responsibilities.

47.1. The Awards Program Manager will:

47.1.1. Select dates and convene semester award boards during the second full week of June and the second full week of January. Select dates and convene the annual award boards the second week of July.

47.1.2. Prepare board folders, score sheets, and schedule of events.

47.2. The Chief of the Recruiting Branch will: Announce the semester and annual award winners.

Section M - Travel and TDY Management

48. General Information. Recruiting travel by Air Force ROTC personnel supports recruiting efforts within a region. Funds are available to support travel directly associated with Air Force ROTC recruiting.

49. General Service Administration (GSA) Vehicle. If an RDA is assigned a GSA vehicle, it is for official use only, and to conduct recruiting activities within their area of responsibility. Reporting of vehicle mileage is required to GSA (Ref AFOATSI 24-101, *Air Force ROTC Transportation Procedures*).

50. Travel Funds. AFROTC/DOR provides funding to the regional directors to support the recruiting mission. DOR distributes funds to RDAs. RDAs will submit their O&M requests via the Xtranet NLT 31 July for the next FY.

51. Blanket Travel Orders (BTO). AFROTC/DOR provides blanket travel orders at the beginning of each fiscal year. The RDA determines the mode of travel for each TDY. However, each RDA should request approval from AFROTC/DOR for any airline travel. All expenses are charged to the RDA's TDY budget. The approval authority for BTO is delegated to the wing and recruiting group (or equivalent) commanders. Wing and recruiting group (or equivalent) commanders may re-delegate approval authority no lower than the group level. The approving authority must sign the DD Form 1351-2, **Travel Voucher**, dated March 2000. All BTOs must be signed by the AFROTC/DO (approval authority). AFROTC/DO has delegated to the Unit PAS Commanders to approve **Travel Voucher**, DD Form 1351-2, Block 22a.

51.1. The RDA is responsible for Air Force ROTC recruiting outside the sphere of influence of individual senior units. The unit's sphere of influence is defined as "the local area that does not require the use of per diem for travel."

51.2. Units request the use of travel funds from their RDA. If approved by the RDA, the cost of unit travel is deducted from the RDA's allocation.

52. Monthly Reporting Procedures. Each RDA maintains a TDY expense log on the Recruiting Xtranet. The log should be updated by the fifth day of the each month. Also include details of the next month's estimated expenditures. Trip location, dates, mode of travel, and estimated costs are required. There is no longer a GSA mileage report requirement due to AFROTC/DOR. RDAs must report GSA mileage to www.gsa.gov NLT the last duty day of the month.

DAVID L. FLEMING, Col, USAF
Chief, Operations Division

Attachments:

1. Glossary of References and Supporting Information
2. AFOATS FORM 302, Certificate in Recognition (Scholarship Overprint)
3. Statement of Understanding for Scholarship Presentation
4. Scholarship Presentation Checklist
5. Sample Scholarship Presentation Speech
6. Sample Unit Recruiting Plan Outline
7. Sample Unit Recruiting Plan Checklist

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

Privacy Act of 1974

AFI 36-2013, *Officer Training School and Airman Commissioning Programs*

AFOATSI 24-101, *Air Force ROTC Transportation Procedures*

AFOATSI 35-101, *AFOATS Public Affairs Program*

AFOATSI 36-2001, *AFJROTC Officer Training Corps*

AFOATSI 36-2011, *Administration of AFROTC Cadets*

AFOATSI 26-2019, *AFROTC Scholarship Programs*

Title 10 U.S.C. 503

Forms

DD Form 1351-2, **Travel Voucher**

DD Form 2266, **Hometown News Release Information**

AF Form 1206, **Nomination for Award**

SF 44a, **Purchase Order-Invoice Voucher**

SF 1164, **Claim for Reimbursement for Expenditures of Official Business**

AETC Form 1396, **COI Guest List Prospective Applicant**

AETC Form 1397, **COI Guest List - Influencer**

AFOATS Form 302, **AFROTC Certificate in Recognition (Scholarship Overprint)**

Abbreviations and Acronyms

ACT American College Test

AETC Air Education and Training Command

Attachment 1**GLOSSARY OF REFERENCE AND SUPPORTING INFORMATION (Continued)**

AFCOMAP	Air Force Cadet Officer Mentor Action Program
AFJROTC	Air Force Junior Reserve Officer Training Corps
AFOC	Air Force Opportunity Center
AFOATS	Air Force Officer Accession and Training Schools
AFROTC	Air Force Reserve Officer Training Corps
AFRS	Air Force Recruiting Service
ALO	Admissions Liaison Officer
AOR	Area of Responsibility
A&P	Advertising and Promotion
ARDA	Assistant Regional Director of Admissions
ATM	Automatic Teller Machine
BRM	Business Reply Mail
BTO	Blanket Travel Orders
COI	Center of Influence
CSP	College Scholarship Program
DAPS	Documentation Automation & Production Service
GPC	Government Purchase Program
GSA	General Service Administration
LOD	Liaison Officer Director
NLL	National Lead List
O&M	Operation and Maintenance

Attachment 1

GLOSSARY OF REFERENCE AND SUPPORTING INFORMATION (Continued)

POC-ERP	Professional Officer Course-Early Release Program
POV	Privately Owned Vehicle
PSA	Public Service Announcement
RDA	Region Director of Admissions
SAT	Scholastic Aptitude Test
TAI	Tuskegee Airmen Incorporated
TDY	Temporary Duty
UAO	Unit Admissions Officer
USAFA	United States Air Force Academy

Attachment 2

AIR FORCE RESERVE OFFICER TRAINING CORPS, SCHOLARSHIP OVERPRINT



AIR FORCE RESERVE OFFICER TRAINING CORPS
AIR EDUCATION
AND TRAINING COMMAND

This is to certify that

*has been selected to receive an Air Force scholarship.
This scholarship is awarded on a competitive and highly selective basis as a
result of meritorious achievement in academic studies and extracurricular
activities, and for demonstrating a desire to serve in the
United States Air Force.*


Registrar, AFROTC

Attachment 3

**STATEMENT OF UNDERSTANDING
FOR
SCHOLARSHIP PRESENTATION**

I, _____, SSAN _____, acknowledge and understand that this presentation is for a scholarship offer. The offer is contingent upon successful completion of various items before the scholarship can be activated. These items include, but are not limited to:

1. Successful completion of a Department of Defense Medical Review Board (DODMERB) physical. Note that this scholarship offer presentation is not connected with your medical evaluation by DODMERB and does not infer that you are medically qualified.
2. Passing the AFROTC Physical Fitness Test (PFT).
3. Acceptance and full time enrollment at an approved AFROTC host or cross-town school in the designated major. Other academic requirements apply. These will be briefed in detail at your AFROTC Unit. In addition, if you are a 3-year scholarship designee, you have special academic requirements during your freshman year that will be briefed at your AFROTC Unit.
4. A high school official from your school must sign below to indicate approval for presentation of the scholarship at your high school's awards night.

Date/Time: _____ Location: _____

Name/Signature of School Official: _____ Date: _____

Name/Signature of Designee: _____ Date: _____

Note: This statement must be signed prior to the scholarship presentation.

Note: This statement must be signed prior to the scholarship presentation.

Name of Presenter: _____

Attachment 4

RDA SCHOLARSHIP PRESENTATION CHECKLIST (Continued)

6. Attend the presentation program. Be early, use the speech provided at Attachment 3, and if at all possible, remain until the program is over.

7. You are required to fill out the DD Form 2266, "The Hometown News Release", on the scholarship recipient and forward to the Army/Air Force Hometown News, HQ AFNEWS/HNP, ATTN: Print Media Division, 203 Norton Street, Building 3107, Kelly AFB TX 78241-6105. AFOATSI 35-101 will walk you through the procedures for filling out a DD Form 2266. Please place "Air Force ROTC Scholarship Recipient" in the event block, it is important to be specific in this area. The importance of taking advantage of the hometown news program cannot be stressed enough and it is to our benefit to advertise the great things happening in Air Force ROTC!

8. Record all actions taken. Please record why the scholarship certificate was not presented. Mailing of the certificate to individuals who do not want the certificate presented is authorized. Make a record of those schools that would not allow an AFROTC representative to attend. Return this checklist and any extra certificates to the responsible RDA. **Complete a checklist for each individual scholarship recipient.**

Signature of Presenter _____

Attachment 5**SAMPLE SCHOLARSHIP PRESENTATION SPEECH**

It's a pleasure for me to be here today to represent the United States Air Force and to present this/these Air Force ROTC scholarship offer(s). The competition was especially tough this year. Over 8,500 high school seniors from across the United States applied for the scholarship slots available. We are extremely selective in awarding scholarships. This/these student(s) is/are joining a very special and select group of young adults.

The majority of Air Force ROTC scholarships covers full college tuition, provides a textbook allowance, and pays most laboratory or incidental fees. In addition to this, a tax-free monthly allowance is paid to each scholarship winner during the academic year. The estimated value of a scholarship may exceed \$100,000, depending on the student's choice of school and the type of scholarship offered. The end result of an Air Force ROTC scholarship is an officer's commission in the United States Air Force.

On behalf of The Commander, United States Air Force Accession & Training Schools, I would like to extend a hearty congratulations and this/these Certificate(s) of Recognition to:
(Read name(s) from certificate.)

John S. Doe	Jane E. Doe
Jack L. Doe	Linda D. Doe

Attachment 6

SAMPLE UNIT RECRUITING PLAN

Air Force ROTC Detachment XXX

University Name:

I. General Summary. Briefly describe the unit market and any major limitations in the recruiting environment.

II. Unit FY XX Objectives:

Unit Objective/Report to Camp Goal

III. Target Market: (Paragraphs b and c are listed in order of production for the unit recruiting effort.)

a. Refined Host University Population:

Total Black Hispanic Native American Engineers Sci/Tech Nurse Others

Male

Female

b. Refined Cross-town and Consortium Population: (Include data for each cross-town.)

Total Black Hispanic Native American Engineers Sci/Tech Nurse Others

Male

Female

c. High School Market: (Attach a prioritized list of primary feeder schools, total number of schools, and graduating senior market available. Institutions with a national recruiting base may not be able to identify feeder high schools. If applicable, state this limitation in your plan.)

d. Military Installations: (Include base education office points of contact.)

e. Area Coverage: (Include square miles of ZIP CODE responsibility and total area population.)

Attachment 6

SAMPLE UNIT RECRUITING PLAN (Continued)

IV. Time Phased List of Events:

Month	Event and Description	Comments or Results
August	- Transfer Student Orientation (2-13 Aug)	<u>Excellent turnout - repeat event</u>
	- Get Acquainted Day (14 Aug)	
	- Mailout to Veterans (by 1 Aug)	<u>Limited return-not worth effort</u>
	- Open Registration/Drop & Add Day (14-23 Aug)	
	- Freshman Week (28 Aug-4 Sep)	
	- Freshman Registration (29-30 Aug)	
	- Welcome Letters to new AFROTC students	
	- Contact minority fraternities/sororities for speaking opportunity about scholarships	
September	- Late Registration/Drop & Add Day (4-7 Sep)	
	- Weekly orientation class instruction (4 Sep-21 Dec)	
	- Get dates for Career Days	
	- Get high school college days/nights list from admissions - coordinate with RDA	
	- Request high school visits to major feeder school counselors and coordinate with Air Force recruiter	
	- Contact Tuskegee Airmen--speak to cadets about pilot opportunities	
	- Arrange visits to Air Force Junior ROTC unit	
	- Send news releases to scholarship winners and new personnel, including new POCs	
	- Plan COI events for POC enrollment objectives	
	- Brief cadets on recruiting effort	
	- Request volunteers for cadet recruiting and retention team	
	- Train cadet recruiting team	
	- Contact school organizations to brief programs	
	- Plan mail campaign for POC objectives	

**PLAN EVENTS FOR A 12-MONTH CYCLE.
CONTINUE OTHER MONTHS USING THE SAME FORMAT AS ABOVE**

Attachment 7

SAMPLE RDA CHECKLIST OF UNIT RECRUITING PLAN (Continued)

FIELD TRAINING OBJECTIVES:				
	FT Goal	FT Submittals	FT Selected	Report to Camp
# Cadets 01	30	27	27	27
# Cadets 02	45	31	30	
# Cadets 03				
# Cadets 04				

4. Plan must list refined market resources available.	Y	
a. List market resources by category and production value: (Host university, crosstowns, junior colleges)	Y	
b. Establish a priority list of feeder high schools, with emphasis on the best-qualified schools (if this is a "national" institution, a high school feeder list may be omitted).	N	See Remarks
c. List market for military installation. Include POC at each base Education Office.	Y	
d. Indicate area of coverage (square miles, general population base, and zip code area of responsibility).	Y	
5. Does plan address projected direct mail campaigns?	Y	
6. Advertising section must reflect targeted objectives, if included.	N	See Remarks
7. Plan should address training and use of cadet recruiting teams. Cadet recruiting activities should mirror unit recruiting goals and activities.	Y	
8. Does plan address realistic minority recruiting activities and market available in this area?	Y	
9. Does plan reflect realistic recruiting activities to meet recruiting requirements?	Y	
10. Is a comprehensive list of scheduled time-phased events included? Check for:	Y	
a. Retention activities	Y	
b. Direct mail activities	Y	
c. Public events and programs	Y	
d. Joint recruiting events	Y	
e. Media advertising (other than local advertising program)	Y	
f. Student orientation	Y	
g. College fairs	Y	
11. Is a detailed market analysis available in unit files (may be included as an attachment to the plan)?	Y	
12. Is the plan a user-friendly document?	Y	