



DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY CADET COMMAND
FORT MONROE, VIRGINIA 23651-5000

ATCC-ZA (145-1)

30 March 1999

MEMORANDUM FOR

Region Commanders, U.S. Army Cadet Command
Brigade Commanders, U.S. Army Cadet Command
Battalion Commanders, U.S. Army Cadet Command

SUBJECT: Policy Memorandum 50 - U.S. Army Recruiting
Command (USAREC) Partnership Initiatives

1. Purpose: To provide guidance on implementation of initiatives to enhance recruiting efforts with USAREC and Cadet Command.
2. Scope: Provisions of this memorandum apply to Cadet Command elements worldwide.
3. Philosophy: The mission of the ROTC program is to commission the future officer leadership of the U.S. Army and to motivate young people to be better citizens. The Senior ROTC program is designed to produce officers for the U.S. Army and the Junior ROTC program is designed to help young people become better citizens. While not designed to be a specific recruiting tool, there is nothing in existing law, DOD directive or Army regulations that precludes either ROTC program from facilitating the recruitment of young men and women into the U.S. Army.
4. Cadet Command elements, at all levels, will:
 - a. Establish forums to exchange information with USAREC and state National Guards on recruiting and enrollment programs and policies.
 - b. Conduct joint advertising efforts with USAREC and the National Guard when applicable and appropriate.
 - c. Provide leads and prospect referrals to their USAREC and National Guard counterparts obtained from college dropout and ROTC dropout lists. Refer qualified leads generated during off-campus visits through QUEST using established procedures.

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d. Provide USAREC and National Guard counterpart elements a listing of current ROTC Recruiting Publicity Items (RPIs).

e. Assist USAREC and National Guard recruiters in obtaining access to Army JROTC units within the local geographic area.

f. Encourage USAREC and National Guard participation in scheduled ROTC social functions.

g. Share on-campus logistical and operational assets, e.g. 15-passenger van, office space for conducting recruiting interviews, and on-campus community support/endorsement of USAREC initiatives.

5. SROTC Battalion Commander will:

a. Invite all recruiters (officer and NCO) in surrounding area to meet with ROTC Cadre at least quarterly to share information and update each other on each program.

b. Provide recruiters names of college dropouts, ROTC dropouts and graduating seniors who are not cadets.

c. Include USAREC personnel in social functions, parades and ceremonies, etc.

d. Include USAREC in all Quality of Life initiatives.

e. Recognize recruiters who provide cadets to the program.

f. In selected locations provide administrative and logistical support for recruiters working on campus in conjunction with ROTC.

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6. JROTC SAI and AI will:

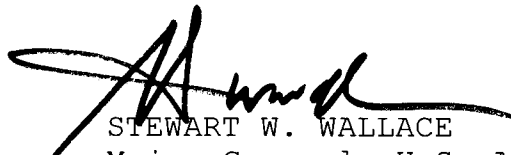
a. Actively assist cadets who want to enlist in the military. Emphasize service in the U.S. Army (all components).

b. Facilitate recruiter access to cadets in JROTC program and to the entire student body.

c. Encourage college bound cadets to enroll in SROTC.

d. Work closely with high school guidance counselors to sell the Army story. Encourage them to display RPIs and advertising material and make sure they know how to obtain information on Army opportunities, including SROTC scholarships.

7. The intent of these partnership initiatives is to promote a synergistic effort of all Army assets, maximize recruiting efforts, exchange quality referrals, and educate all on both recruiting and ROTC programs and benefits.



STEWART W. WALLACE
Major General, U.S. Army
Commanding

CF:
CG, USAREC
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