

# ***COLUMBIA RECRUITING BATTALION***



## **Overview Brief to Military Career Pathways 101 Attendees**

**7 June 2011**

**Battalion Commander**  
LTC Chuck White  
Since June 2009

**Command Sergeant Major**  
CSM Stephen Bowens  
Since July 2009



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# AGENDA

- **Mission / Focus Area**
- **Organization**
- **Area of Operation**
- **Initiatives**
- **Questions**



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# United States Army Recruiting Command (USAREC)

## **Mission:**

Provide the Strength of the Army

## **Vision:**

America's premier opportunity for service for citizens and Soldiers

## **Values:**

The Army's trusted ambassador to the American people – exemplifying Army values and demonstrating the Warrior Ethos: always placing the mission first, never accepting defeat, never quitting and never leaving a fallen comrade.



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# UNITED STATES ARMY RECRUITING COMMAND (USAREC)



## COMPOSED OF:

- 5 RECRUITING BRIGADES
  - 38 RECRUITING BATTALIONS
- 1 MEDICAL RECRUITING BRIGADE
  - 5 MEDICAL RECRUITING BATTALIONS
- 1 SPECIAL OPERATIONS RECRUITING BRIGADE
- 1 SPECIAL MISSIONS BATTALION



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# Columbia Recruiting Battalion's

# MISSION

The Columbia Recruiting Battalion recruits with **integrity**, **highly qualified** men and women to meet Army requirements, in defense of the nation, while **caring** for all members of the command.

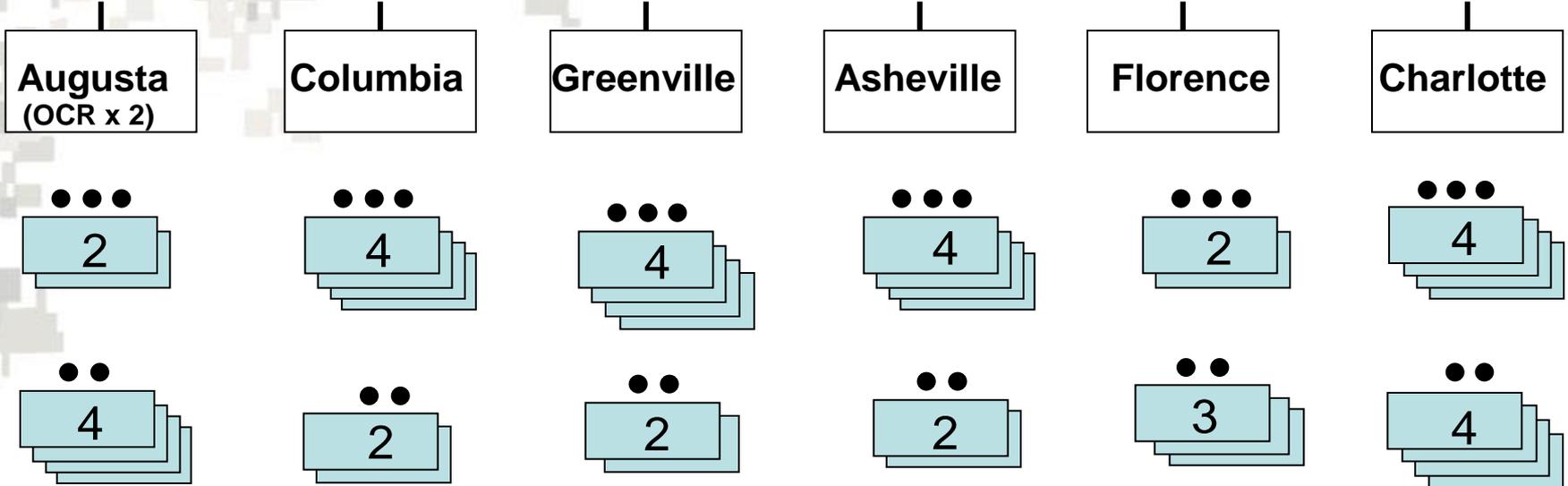
## Key Focus Areas / Key Objectives

1. Soldier & Family Wellness
2. Increase High School Senior Production
3. Increase United States Army Reserve Production

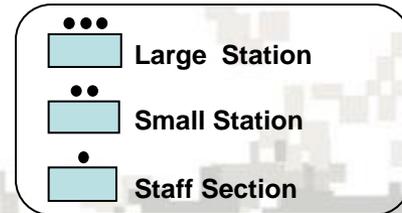
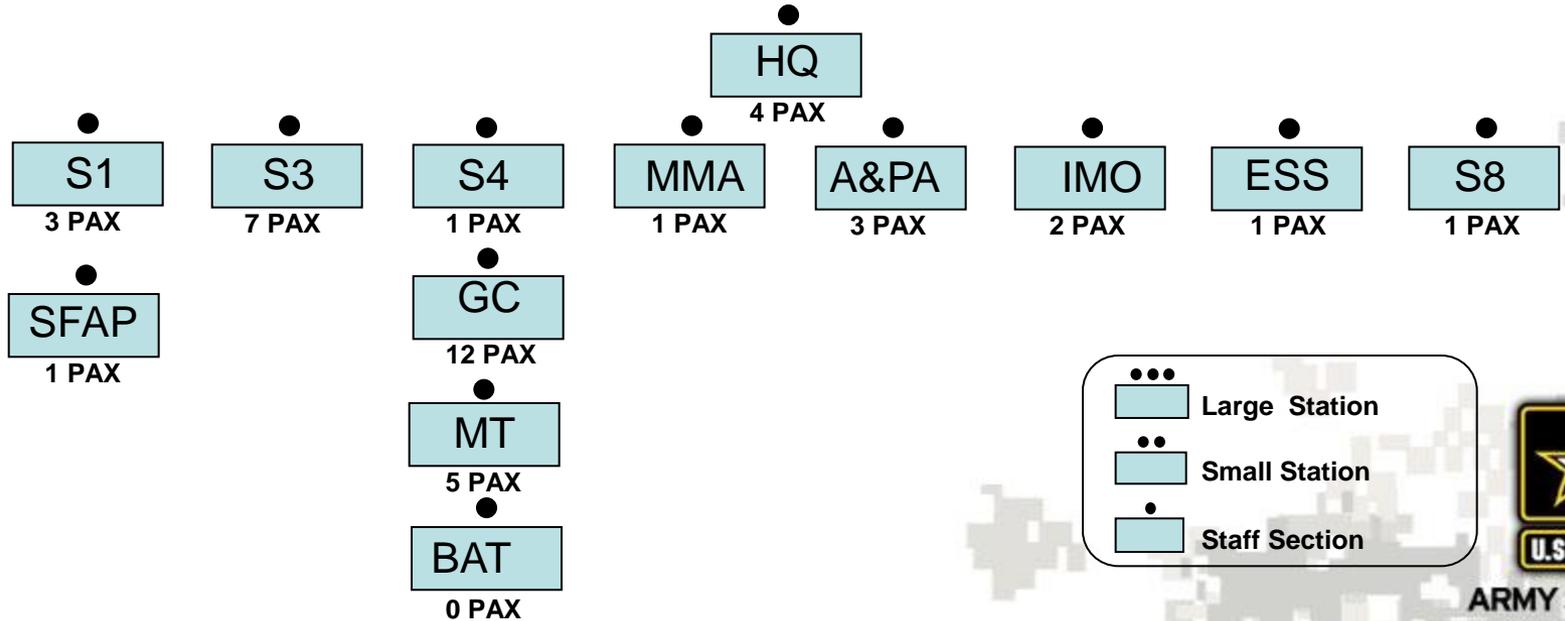


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# BATTALION ORGANIZATION



## Battalion Staff



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**Columbia Recruiting Battalion**

# COLUMBIA BATTALION AREA OF OPERATION

**Asheville Co**  
CPT Adam Bennett  
1SG Christopher Craig  
6 Stations



**Charlotte Co**  
MAJ Greg Humble  
1SG Sharlene Gilmore  
8 Stations

**Greenville Co**  
CPT Oliver Smith  
1SG Alvin Rivera  
6 Stations

**Columbia Co**  
CPT Karen Roxberry  
1SG Shauntenette Telepak  
6 Stations

- 6 Recruiting Companies
- 37 Recruiting Stations
- 78 Colleges
- 352 High Schools
- 41,200 Square miles
- 6.9 mil Population
- 69% Caucasian
- 23% African American
- 8% Hispanic/Asian/Other
- **215+ Enlistments per Month**

**Florence Co**  
CPT Shawn Fitzgerald  
1SG Yvette Kennedy  
5 Stations

**Augusta Co**  
CPT Fernando Del Rio  
1SG Cynthia Brown  
6 Stations

**Columbia Bn**  
LTC Chuck White  
CSM Stephen Bowens  
6 Companies



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# KEY FACTORS THAT IMPACT RECRUITING

1. Centers of Influence (COI)
2. Marketing & Advertising Campaigns
3. Social Media & Internet
4. Presentations and Exhibits at High Schools, Career / Job Fairs, Festivals, and Sporting Events



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# KEY INITIATIVES



## 1. Military Career Pathways 101 (MCP 101)

- Modified Education Tour to inform public High School officials (teachers & guidance / career counselors) on the opportunities of Army service
- Certification credit for attendees
- Collaborative effort with SC Dept of Education

## 2. Charlotte Grassroots Army Advisory Panel

- Diverse panel of civic leaders, cooperate executives, educators, media representatives, etc.

## 3. Celebrate Freedom Foundation (CFF) Partnership

- Participation in CFF's Project SOaR ... Student Opportunities and Rewards at schools to highlight education and focus interest on Science, Technology, Engineering & Math (STEM).



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**QUESTIONS?**



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