

**South Carolina Education / Military Collaboration Committee  
Recommendations Regarding Recruiting In  
South Carolina Public Schools**

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# **RECOMMENDATIONS**

## **I. ANNUAL/ INITIAL MEETING**

An annual meeting should be conducted between the school and all service representatives during which time a clear understanding will be developed about policies and procedures, such as those mentioned in expectations, by which both school staff and recruiting personnel will be operating for the coming school year.

- Ideally, faculty representatives will include the principal and the head of the guidance department or the school counselor with primary responsibility for military career information.

The school should provide information to the recruiter that will include such items as the school handbook, course catalog, a calendar of activities and any other information that will allow the recruiter to coordinate visits to the school.

- Each Service's recruiting representative with supervisor/liaison authority and the designated recruiter for that school will be encouraged to attend the initial meeting.
- The Recruiter is expected to provide the name, mailing address, telephone number and e-mail of their respective station commander and company commander to facilitate quick resolution of misunderstandings.
- During this annual meeting, the attendees should establish a school contact person, usually, but not necessarily the counselor, and establish procedures that will govern school visitations and recruiting activity.
- Upon written request by the recruiting representative, schools must provide directory information in accordance with federal law. These requirements are contained in **§ 9528 of the ESEA (20 U.S.C. § 7908), as amended by the No Child Left Behind Act of 2001 (P.L. No. 107-110)**. Any parent or guardian of a student, or any student 18 years of age or older may request in writing that all or part of the directory information be withheld.

**Note:** A meeting of similar content is strongly encouraged anytime that a change of recruiter occurs. It is recommended that the recruiter's station commander be in attendance during this meeting.

## **II. EXPECTATIONS FOR SCHOOL PERSONNEL AND MILITARY RECRUITERS**

It is suggested that the following expectations be discussed and an understanding reached as to the responsibilities of both parties for each of them.

- Schools should allocate to recruiters time and opportunity for group presentations and individual student contact for the purpose of providing information about Armed Services careers and educational opportunities. This time allotment should be equal to other career and educational institutions.
- The Recruiter is **strongly** encouraged to become familiar with the provisions contained in the Education and Economic Development Act of 2005, **S.C. Code Ann. § 59-59-10 *et. seq* (Supp. 2008)**. This will allow the Armed Forces representatives to better assist in the career planning of potential applicants. Familiarity should include the 16 nationally recognized federal career clusters ([www.careerclusters.org](http://www.careerclusters.org)) and which military careers apply to those clusters. It is suggested that recruiters offer professional development training to guidance departments to help facilitate Individual Graduation Plan (IGP) development and appropriate career awareness activities as it applies to military careers.
- Schools should display information on Armed Services careers and educational opportunities along with the information regarding other career and education opportunities.
- The Recruiter should assist in developing awareness of career and educational opportunities offered by the Armed Services and assist students in making appropriate occupational choices in regard to the Armed Services by reinforcing student participation in academic, career and technological courses appropriate to their career plans. The recruiter should stay abreast of the constantly changing opportunities offered by his/her branch of the Service and strive for accuracy in and student understanding of all presentations of these opportunities.
- Schools should invite recruiters to participate in career fairs, college nights and other activities where other non-school personnel present career educational options.
- Schools should keep the Armed Forces representatives informed of upcoming events to maximize the support and assistance of the recruiters. It is recommended that this should occur quarterly at a minimum.

- The recruiter is encouraged to participate in school activities and organizations to maximize school and community relations. Volunteer opportunities in school organizations such as the Parent Teacher School Organization (PTSO), School Improvement Committee (SIC), athletic booster clubs, test proctors and substitute teaching are some suggestions that will help facilitate communication and exposure.
- The recruiter should provide and maintain up-to-date training, educational and career materials pertaining to his/her service for the guidance offices. Recruiters must seek permission prior to displaying marketing materials such as posters, flyers and brochures to ensure that the school approves the placement location.
- The recruiter will encourage all students to stay in school to graduate. The recruiter will consistently and firmly support the **“stay in school”** policy of the military services with students, parents, and the general public.
- The recruiter will encourage acceptance by the schools of the ASVAB program. The recruiter recognizes that ASVAB testing is for the benefit of the individual student as well as the military and that no active recruiting is allowed during testing sessions. The recruiter will, therefore, prepare for and carry out all testing duties assigned in a prompt, serious, and thoughtful manner and will assist with the interpretation of Armed Services Vocational Aptitude Battery (ASVAB) test scores as requested by the school.
- The recruiter will contact students within the recommendations established by school officials. The recruiter will communicate with the parents/ guardians of applicants prior to any scheduling that will cause an absence from the school day. No student will be excused from the school day without prior written approval from the parent/guardian and a copy furnished to the principal or his/her designee.
- The recruiter will present clear, accurate, and complete information to students; giving honest, accurate, and forthright answers on both positive and negative aspects of military life so that students may make informed choices. The recruiter will never knowingly or purposely misinform a student or prospective recruit regarding military services – the training, educational and career opportunities, bonuses or other incentives, contract provisions (training program, duty station, assignment, length of service, etc.) and/or obligations to be assumed should the student enlist.
- The school should inform students and parents about the use of information students provide to recruiters, including test data, in accordance with the Family Rights to Privacy Act and other federal and state statutes. The recruiter must obtain written permission from a student 18 years or older, or from the parents of a student under 18 years of age, prior to requesting any school records other than directory information needed for enlistment purposes.

- The recruiter will present any request for records or the high school verification (graduation) letters to the appropriate guidance counselor for validation. This request should be made in advance to allow the guidance counselor adequate time to verify the students' record.
- The recruiter should visit the school in accordance with recommendations established at the annual planning meeting. The recruiter should familiarize himself/herself with the local board policies regarding school visitations by military personnel, the rules and regulations established to administer them, and will endeavor to follow the intent as well as the letter of those rules and regulations.
- The recruiter should make appointments in advance for visits to school officials and visit a school only by appointment through, or on a prearranged schedule approved by, the principal or the principal's designee. The recruiter should check in at the office designated by the principal or principal's designee. If unable to keep the appointment or schedule, the recruiter should notify that school official in a timely manner.
- If a misunderstanding should occur between any school staff member and the recruiter, the objective for all concerned is to satisfactorily resolve the problem at the lowest level possible (i.e. the respective immediate supervisors).
- The recruiter's educational support for the building principal, counselor(s), and teachers will always be positive in any communication with students or parents of students.
- If a student confirms that he/she is not interested in military service, the recruiter must not persist with further recruiting calls or contacts, but may give the student information, if the student later wishes to learn more about service options.
- The recruiter and/or school personnel will not belittle by any action any other Service in the presence of students, parents or school staff.
- The recruiter should promote and maintain a professional relationship with students and school staff members.
- The recruiter recognizes that the building principal is responsible for all that happens, or fails to happen, within the school building, just as the military commander is responsible for his unit. The school staff works directly for and with the principal in the interest of students. As a guest in the school, the recruiter's efforts, likewise, will be in the interest of the students.

- The recruiter will not enlist a student for a period of time requiring his/her entry upon active duty prior to that student's scheduled graduation date. With the split training option of the National Guard or Reserve Components, every effort will be made to ensure the student's participation in graduation and return for the start of the school year.

Recommendations adapted and revised for South Carolina from 2004 document of Missouri  
Department of Elementary and Secondary Education