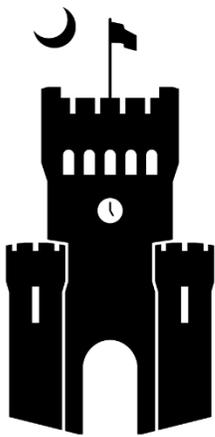


# The Citadel Alumni Recruiting Handbook



# THE CITADEL

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ALUMNI RECRUITERS

1 November 2022

**The Citadel Alumni Recruiting Program**

***“Commitment, Achievement, Respect”***

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Previous version, dated 2014, is obsolete.

Reproduction outside of the CAR Program granted with written authorization by the CAR National Chair  
OPR: Grant Miller '18, National Vice Chair, Citadel Alumni Recruiting

## **I. Introduction To The Citadel Alumni Recruiting (CAR) Program**

### **A. Program Mission**

The Citadel Alumni Recruiting (CAR) program (formerly known as the Cadet Procurement Program (CAPP), and the Citadel Volunteer Recruiting program, CVR), was founded in 1973. Its mission, under dual guidance from The Citadel Office of Admissions (“Admissions”) & the Citadel Alumni Association (CAA), is:

***“To identify, recruit, and mentor qualified students through the South Carolina Corps of Cadets enrollment process, and to represent The Citadel’s Office of Admissions at a grassroots level.”***

- Traditionally, Citadel Alumni Clubs across the nation provide an established foundation for cultivating new CAR participation, and for hosting recruiting events, however, individual CARs not affiliated with active Citadel Clubs also impact their local communities through targeted recruiting efforts.
- The reason over 200 Citadel SC Corps of Cadets (SCCC) alumni and cadet parents serve as CARs is the dedication, loyalty, and enthusiasm they feel for serving our alma mater.  
CARs serve on the front lines to identify talented prospects wishing to become part of the Long Grey Line, and provide interpersonal, localized quality assurance on the “product” of recruit that passes through Lesesne Gate.

### **B. The CAR Organizational Structure:**

**Coordinator of Alumni Recruiting.** An Admissions staff member, the Coordinator of Alumni Recruiting (CoAR) oversees the day-to-day operations of the CAR program.

- The CoAR provides CARs and Citadel Clubs with prospect / accept lists, college fair information, and recruiting materials.

#### **Citadel Alumni Recruiting National Chair:**

- Serves as the senior alumni representative responsible for shaping and approving CAR program policy and leads all CARs on an international level.
- Reports directly to both the CoAR and the CAA President.
- Works directly with the Admissions and the CAA Board of Directors to improve and sustain the CAR program, as well as CAR activities nationwide.
- As the Chair of the Citadel Alumni Association’s Cadet Recruitment & Retention Committee, is appointed to a two-year, indefinitely renewable term by the CAA President, with joint approval of Director (or designee(s)) of Admissions. <sup>1</sup>

#### **Citadel Alumni Recruiting National Vice Chair:**

- Serves as the senior adviser to the National Chair.

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<sup>1</sup> CAA Bylaws November 2018, Article VI, Section 1.

- Reports directly to the CoAR and the National Chair.
- Works directly with the National Chair, Admissions, and CAA to improve and sustain the CAR program, as well as CAR activities worldwide.
- As the Vice Chair of the Citadel Alumni Association's Cadet Recruitment & Retention Committee, is appointed to a two-year, indefinitely renewable term by the National Chair, the CAA President, and the Director (or designee(s)) of Admissions.<sup>1</sup>

#### **Citadel Alumni Recruiting State/Regional Chair:**

- Serves as the senior recruiting representative in the state/region.
- Leads, monitors, and supports all alumni recruitment efforts within their respective states/regions.
- Receives regular updates on local CAR progress and local alumni club activities.
- Expected to make at least one recruiting action per year, to maintain currency and to track trends in their state/region.
- Reports directly to the Chair, Vice Chair, and CoAR.
- Is appointed by the decision of the National Chair, the Vice Chair, and the CoAR to indefinite terms, based on satisfactory performance.
- As a member of the Citadel Alumni Association's Cadet Recruitment & Retention Committee, provides input and support to the Committee Chair.

**Citadel Alumni Recruiters.** Local CARs consist of alumni around the world who remain actively engaged in recruiting future members of the SCCC. CARs:

- Are to contact local high-school students; high school guidance counselors; JROTC Instructors; and civic groups (i.e., Civil Air Patrol, Boy/Girl Scouts, American Legion Boys/Girls State, and Sea Cadet units) in order to serve as grassroots ambassadors for The Citadel.
- Attend local college/career fairs, make phone calls to Accepted Candidate Calling Campaigns (ACCC), and assist Citadel Clubs in executing annual Cadet Sendoffs.
- Report to the State/Regional Chair, and CAR National leadership, in addition to the local alumni club president (as applicable). Where there is no CAR State or Regional Chair, CARs will report directly to the CAR National Chair.

**“Gold Star Club” Citadel Alumni Recruiters.** These designated CARs satisfy the requirement set forth by the Citadel Alumni Association to meet the Gold Star Club standard, provided they both coordinate club recruiting activity, and transmit said activities to their immediate CAR Chair as previously referenced above.

**CAR Chain of Command:** <https://www.citadel.edu/root/volunteer-recruiters-leadership>

### **C. Typical Citadel Admissions Cycle:**

**Prospects > Applicants > Accepts > Room Deposits > Matriculates**

- Admissions operates on a rolling admissions basis, meaning that we continually receive applications and make decisions on a “first come, first served” basis.
- Prospects will begin to receive mailings/literature from Admissions in their junior year.

### **High School Student Cycle:**

- **Sophomore Year, Fall** – Many students take the PLAN or PSAT exams (these are similar to the SAT and ACT) during the fall of their sophomore year.
- **Junior Year, Fall** – High school juniors begin taking SAT and/or ACT standardized tests. It is during this phase that The Citadel purchases the names of students based upon a series of parameters that might indicate a potential interest in a military college education.

Annually, Admissions purchases over 200,000 student profiles (pre-prospects) from the following sources:

- PSAT – Practice Scholastic Aptitude Test
- SAT – Scholastic Aptitude Test
- ACT – American College Testing
- NRCCUA – National Research Center for College and University Admissions
- CBSS – College Bound Selection Service

These names provide the large basis needed to build the foundation of each cohort. This yield is limited; therefore, we need this large number to produce a reasonable number of true prospects.

- **Spring, Junior Year:**

Of the 200,000+ pre-prospects, roughly 3% respond and become prospects – the rest of our candidates are sourced from college fairs. The CAR program augments Admissions efforts, as Admissions staff travel the country to attend college fairs and recruiting events.

- **Summer, between Junior and Senior Year:**

We encourage “prospects” to apply (letters and other electronic correspondence are the primary means of emphasizing applying early). Early applicants generally receive preference over latter applicants and enjoy the benefit of having the first shot at the Citadel Scholarship Competitions and Pre-Knob Visits.

- **Fall Semester Senior Year:**

15% of our candidates come from college fairs, high school visits, and referrals. This segment is where CARs have the greatest impact.

In addition to representing The Citadel at college fairs, CARs have the opportunity to develop relationships with these candidates through high school visits/ “adoptions.” Through these contacts our CARs are able to convert prospects to applicants.

▪ **Spring Semester and Summer, Senior Year:**

During this final stretch of the candidate’s high school career, CARs have an opportunity to help students make final decisions, and solidify their resolve to successfully navigate Knob year, at Citadel Club Cadet Sendoffs. These events can be a BBQ, lunch, dinner, or other such social event which allow matriculants and their parents to meet alumni, as well as upperclass cadets, from their local areas. For more information, see:

<https://www.citadelalumni.org/s/1674/bp20/interior.aspx?sid=1674&gid=1001&pgid=1535>

## **D. Annual Citadel Alumni Recruiting Calendar**

CARs have the option to engage in all of the following recruiting activities:

**Sep – Nov:**            *Fall College Fair Season* – The Fall college fair season is the primary college fair season for all students. CARs will be contacted via email updates with information about college fairs in their areas. New CARs will review the CAR Manual, view the online training videos, and communicate with their State/Regional Chair or Natl. CAR leadership/Admissions prior to representing The Citadel at events.

**High School Visits:**

Visit local area high school guidance counselors, JROTC Instructors, Civil Air Patrol units, Boy/Girl Scout Troops, and Sea Cadets Units, to deliver current informational materials, Citadel videos, and student brochures. CARs should always leave contact information with an adult staffer/volunteer and ask if there is a potential opportunity to make a presentation to interested students or contact students who are interested in a Citadel education. See below for details about college fairs and CAR high school visits.

**Nov – Dec:**            *Adopt-A-High-School* – CARs take ownership of local schools, starting with those “feeder schools,” that have already sent a student to The Citadel in the past three years. Reference the list here: [http://www3.citadel.edu/cvs/2012\\_AAHS.htm](http://www3.citadel.edu/cvs/2012_AAHS.htm)

**Feb – Apr:**            *Spring College Fair Season* – The Spring college fair season, though much smaller than Fall’s, is primarily aimed at high school

juniors. CARs receive a list of updates and fairs by CAR leadership.

**Apr – Aug:** *Knob Sendoff Events* – Citadel Clubs and individual CARs host events for incoming freshman and their families to prepare them for the challenge ahead. Freshman parents learn what to expect from alumni (and often, faculty and staff), and freshman meet with local upperclass cadets.

At this stage, CARs should be identifying any “fence-sitter” matriculants, who may not feel fully prepared or enthusiastic about attending The Citadel, to address these concerns with him/her.

**Periodically:** *CAR Leadership Conference* - Admissions periodically hosts CAR leadership conferences, usually in September, but can occur anytime during the year. All CAR State/Regional Chairs are welcome to attend this event, usually held on campus.

**Periodically:** *CAR Awards Banquet* - Admissions periodically hosts CAR awards banquets, usually in September, but can occur anytime during the year. Awards are presented to recognize CAR achievements that go “above and beyond.” All CARs are welcome to attend this event, usually held on campus.

## **E. Role of the CAR Program**

CARs serve our alma mater by:

1. Serving as an information source about The Citadel, its programs, and its benefits.
2. Providing a fundamental personal touch throughout the admissions process, serving as living examples of the benefits of a Citadel education.
3. Delivering feedback to Admissions to assess support of recruiting needs.

**Prospects:** CARs make initial contact with many of the prospects we attract every year through college fair participation. CARs allow our recruiting effort to cover a vast geographic area.

**Applicants:** CARs encourage sharp young prospects to apply to The Citadel. CARs have the authority to waive a candidate’s application fee. Contact Admissions to obtain the waiver code before the prospect applies online.

**Accepts:** CARs connect with local Citadel Clubs to ensure that their club(s) invite accepted prospects to yearly events such as Army v. Navy Games,

speaker series, Cadet Sendoffs, and other functions, to provide candidates and their families with a tangible, personal network with alumni and current cadets.

**Matriculates:** CARs prepare local accepts and their families for the Fourth-Class year by assisting in facilitating annual Cadet Sendoffs.

## **II. Alumni Participation**

### **A. CAR Responsibilities**

The Citadel asks Alumni to contribute a few hours of their valuable time annually to the recruiting cycle. Some Alumni do even more, and The Citadel is grateful for the time, treasure, and talent alumni give on its behalf. CARs represent The Citadel in the following ways:

1. Participate in the Adopt-A-High-School program. This program is designed to encourage alumni to take ownership of local high schools by arranging a visit with the school's Guidance Office, JROTC Dept, or other local, youth-targeted civic group.
2. Serve as The Citadel's representative at local College/Career Fairs. College fair lists are provided by Admissions.
3. Contact and mentor academically accepted prospects during the annual Accepted Candidate Call Campaign (ACCC).
4. Assist in organizing and conducting Cadet Sendoffs with their local Citadel Club (and/or with other local CARs). Freshmen lists and contact information are provided by Admissions.
5. Provide CAR leadership and Admissions with feedback regarding recruiting materials, potential recruiting opportunities, and after-action reports, to inform the national recruiting strategy.
6. Provide award recommendations to the respective CAR Chair for annual recognition.
7. Follow-up with area freshmen (and parents) who have matriculated to The Citadel.
8. Communicate regularly with their state/regional CAR Chair and Admissions.

### **B. Recruiting Material Glossary:**

**Student Information Card (SIC):** CARs *encourage* interested prospects to fill these 5x7 index cards out at college fairs. Once a prospect fills out the card, please either a) enter their information into a Google Sheet, sent to you by your CAR Leadership or Admissions staff, and/or b) mail the information cards back to Admissions with the provided, postmarked and labeled envelope. The database will give the prospect

information on scholarships, Pre-Knob Visits, and application FAQs. Make sure to get this information back to the Admissions Office ASAP.

**Citadel Table Covers:** These banners cover the table CARs are assigned.

**Additional Items to Bring:** Sphinx, Shakos, etc. These items add a personal touch that sets our tables apart from other schools – and serve as a unique conversation piece with students, parents, and others. Swords are considered weapons, so leave yours at home!

***Items to be given to prospects:***

**Admissions Materials:** Trifolds, booklets, and other literature, these are the most commonly distributed pieces and are given to all interested prospects, parents, and interested adults, which offer a quick glimpse of The Citadel and its academic programs.

**OCM Videos:** Videos created by The Citadel's Office of Communications and Marketing (OCM) showcase the greatest qualities and glimpses of cadet life at The Citadel. These should be sent to all interested parties (prospects, parents, interested adults) – *and can be played on loop at your table during an event!*

## **C. Adopt-A-High-School Program**

The Adopt-A-High-School program is aimed at developing long term relationships between CARs and local high school guidance offices, JROTC Instructors, as well as local civic organizations (e.g., Boy Scouts, Civil Air Patrol, American Legion Boys/Girls State, and Sea Cadets). These faculty, staff, and civic mentors serve as gatekeepers and guides to students in helping them connect with colleges that align with long-term student goals.

CARs who adopt high schools work to create both rapport with counselors, instructors, and/or mentors, and educate them as to the many benefits of a Citadel education.

## **D. Cadet Sendoff Events**

These events are designed to prepare cadets (both upperclass and incoming knobs) and parents for the upcoming year. This vital event is the first true, formal impression prospects and parents have of alumni at our school. The Citadel's Office of Admission and The Citadel Alumni Recruiting program encourage Citadel clubs to host cadet sendoff events each summer. Cadet sendoff events net the following positive outcomes:

- Increase cadet retention through the sharing of wisdom, local alumni support and via professional networking.
- Cadet sendoff events should also include upperclass cadets, can share some “do’s and don’ts” with the incoming freshmen.
- Alumni enjoyment – there is keen sense of fulfillment with these events, as they ceremonially launch future members of the Long Grey Line.

For more information and to schedule your event, go to:

<https://www.citadelalumni.org/s/1674/bp20/interior.aspx?sid=1674&gid=1001&pgid=1535>

***Special Note on Muster Events:***

Since Alumni Muster events, held annually on 20 March to commemorate Corps Day, are intimate affairs for alumni and their loved ones to remember fallen alumni and their extended Citadel connections, recruits and their families will not be invited to Muster events.

### **III. Appendix**

#### **1. School Visit Procedures.**

a. The primary purpose of “adopting” your local area school is:

- You establish with the school that you are the local CAR, that you will:
  - Ensure materials are provided for their guidance office year-round.
  - Be available to meet with prospects to discuss The Citadel.
  - Call the school at the beginning of each recruiting season and that they are free to contact you at any time.
- The benefit of adopting a local school is the convenience of meeting with interested students and parents on the weekends or evenings, if necessary.
- If the school conducts a college fair, you agree to attend, representing The Citadel.

b. School visit procedures are very similar to college fair procedures (see below), just on a smaller, more intimate scale.

- Request a “materials package” containing brochures, student interest cards and other pamphlets (the college no longer prints catalogs) from Admissions directly, and cc your state chair (or me) so your activity can be tracked.
- You’ll need to provide Admissions with the following, for their database:
  - School name
  - School mailing address
  - School website
- Give Admissions seven business days’ notice from the date you are visiting the school and they will ensure you receive your materials package to leave with the school.
- Because of the enormous cost of out-of-state tuition, scholarships are the preferred source of meeting college expenses for parents, as opposed to loans. Therefore, concentrate on the primary prospect target group: service academy applicants and JROTC cadets, where applicable.

c. If the school conducts a college fair, follow the college fair procedures below.

## **2. College Fair Procedures.**

### a. Invitations:

- 1) When you receive an invitation to represent The Citadel at a college fair, forward that request (via email) to Admissions (cc your State Chair), which will, in turn, confirm with the school, that you will be The Citadel's representative at the fair. A week prior to the event, check the school's website or call the guidance office to confirm dates/times. This ensures The Citadel appears on all printouts, students will see our name, and interested prospects will plan to stop by the table.
- 2) Admissions will mail materials to you 7-10 days before the fair. If you did not receive your materials a week out, contact Admissions immediately for resolution.
- 3) If there is a fee to attend, ask the school to send the invoice to:

The Citadel Admissions Office  
Attn: Shamus Gillen  
171 Moultrie Ave  
Charleston, SC 29409  
843-953-4830 / 843-953-1539  
[gillens@citadel.edu](mailto:gillens@citadel.edu)

### b. Pre-College Fair Training and Preparation.

- 1) Go to: [www.citadelvolunteers.com](http://www.citadelvolunteers.com):
  - Click on all the links to familiarize yourself with the CAR program.
  - View the college fair preparation training video:  
  
<https://www.youtube.com/watch?v=5yDWKOxuXE0>
- 2) The Citadel website's news articles make valuable handouts to accompany the small brochure. These provide reminders for the prospects and parents after they have returned home; make copies to hand out. Go to [www.citadel.edu](http://www.citadel.edu). On the front page, scroll down to "Campus News;" below that, click on "View More." Browse for other articles that might serve as handouts, depending on the particular high school or known student interests.
- 3) When the recruiting materials arrive from Admissions, familiarize yourself with the contents of the brochures.

- 4) Dress: Wear a Citadel golf or dress shirt (one with “The Citadel” in plain sight) to readily identify yourself as the college’s representative - it’s free advertising too! Also, wear khakis or dress slacks and comfortable, and appropriately shined footwear (you’ll be on your feet the whole time), as jeans and tennis shoes are too casual for this type of event. Remember, first impressions are lasting ones...you are representing The Citadel, the Military College of South Carolina!

c. During the event:

- 1) Generally, you don’t get a lot of time with the prospects. If the venue is noisy, that adds to the difficulty of hearing each other. Use the following format that gets the essential information right up front.
  - Greet everyone joyfully, warmly and shake hands.
  - Tell all you are a volunteer alumnus recruiter, and your class year.
- 2) Sometimes, the prospect does not recognize that you represent a military college. With a crowded fair, our name on the table covering can be blocked from view. Therefore, your first question should be “Are you interested in a military college education?” This screens out those who have absolutely no interest in a military college education.
- 3) Encourage interested prospects to complete the Student Information Card (SIC) before leaving the table. This allows Admissions to send information on application deadlines and visitation opportunities (it’s now pre-knob visit (Thu-Fri), not a “weekend visit” anymore). Also, they will receive everything you display on the table.
  - Before you let the prospect go, read his/her information quickly, ensuring it is all legible.
  - Write on the card any notable information about the prospect that was gleaned from your conversation. For example, National Honor Society, Eagle Scout, Civil Air Patrol, JROTC, sports played, band, interest in a military career, etc.
  - If the prospect is hesitant to fill it out there, give he/she one to fill out later, noting that it is postage-paid (prospects may want to visit many recruiters and not take the time to fill out the SIC then).
  - Don’t feel bad if you don’t get a lot - The Citadel is not for everyone. We are not interested in quantity, just quality.
- 4) Don’t prejudge the prospect’s viability to be a successful cadet or chances of admission; leave that up to Admissions.
- 5) Many prospects aren’t aware that The Citadel doesn’t require a military commission or active duty service commitment – this is positive news for

those who may not want to serve in the military; most enter top graduate programs (law, medical, and business schools) and/or the business world.

- 6) Encourage interested prospects to view the videos referenced in the brochures. Give everyone a small brochure--if they are not interested in The Citadel, they may know someone who might be, and pass it along.
- 7) Avoid discussing details about the Fourth Class System (for sure, it has changed significantly since you were a knob anyway). If asked, stress the leadership model of "Follow, Serve, Lead, and Command." They will be able to get all the (accurate) information on knob year they'll want during their pre-knob visit (from an actual knob).
- 8) Be mindful of the parents at all times, and keep them engaged in the discussions—after all, they most likely will be paying for a good amount (if not all) of their child's college education. Appeal to what matters to them—a quality education for their son or daughter, and a return on *their* investment. Some facts of interest to parents:
  - All faculty members are full professors—no graduate assistants teach classes = a quality education. 96% of Citadel faculty have attained the doctorate level or beyond.
  - Evening study periods Sunday-Thursday nights by academic officers and NCOs in each company who monitor freshman schoolwork and provide assistance if required, before grades become a problem!
  - The Academic Support Center monitors freshman academic progression and provides tutors and other assistance.
- 9) Minimum Admissions Standards: The Citadel accepts the top 700+ well-rounded students to fill each freshmen class. Refer students to last year's test and GPA averages if the students really want a benchmark.
  - Undergraduate size = The Corps of Cadets (approx. 2250 cadets).
  - Average class size at The Citadel = 15-30 (Ask them what the average is in their high school and compare).
- 10) Scholarships:
  - Citadel Scholars Competitions:
    - The Citadel Scholars program is designed to attract outstanding high school graduates to the college, reward undergraduate academic excellence, and assist worthy students who desire financial assistance to complete their college education.
    - The Citadel Scholars Program is an annual competitive event and is by invitation only. It includes an interview with a faculty member, presentations by ROTC, and usually coincides with a Pre-Knob Visit.
    - All freshman accepted are automatically competed for the Citadel

scholarships awarded annually. Generally, students with a 1280+ SAT /30 ACT or higher and a 3.8 GPA or higher, may be considered for scholarships; however, the higher the scores, the more competitive the student becomes. Scholarship prospects are interviewed during standard Pre-Knob overnight visits. During the course of the visit the prospects will be interviewed by faculty members and write an essay.

- From this process, ~8-10 full-ride, and a varying amount of partial scholarships will be awarded per academic year, making this an extremely competitive program.
  - Citadel Scholars Program:
    - Invitations to qualifying applicants generally sent 1 Nov
    - Qualifying – 1300 SAT or 29 ACT, 3.5+ GPA
    - 10 Full Rides
    - 15-20 awards @ \$10K each
  - Citadel 1842 Scholarship:
    - 70-80 awards @ \$6K each
- How to Apply:
  - Applicants are considered for scholarships based on the information from their completed Admissions application. Therefore, the sooner prospects apply and have test scores and official transcripts on file with Admissions, the better their chances will be to be selected for one of the three competitions per year.
- ROTC scholarships: Not controlled by The Citadel. Applicants must apply online through the respective service's ROTC website.
  - National ROTC scholarship winners are eligible for two financial supplements, managed and awarded by the Financial Aid Office:
    1. The TCF-endowed ROTC Supplement, currently awards ~\$3500/year for all four years. Most recipients apply this towards Room & Board, which is not covered under the ROTC scholarship.
    2. The CAA-funded "Alumni" scholarship. Amounts vary, but for the top academically qualified recipients, pays the remaining Room & Board balance.
- All other scholarships: Not controlled by The Citadel. Applicants must apply online through the respective organization's website.

#### 11) General Financial Aid Information:

- Since a number of "scholarships" specify 'need' as a condition of the award, it is required that an applicant file a confidential Free Application of Federal Student Aid (FAFSA).
- Refer to the Financial Aid Web Page for more details:  
<http://www.citadel.edu/root/financial-aid-cadets>

#### 12) Athletic Recruiting Guidelines:

- If the Athletic Department recruits a prospect, he/she falls under strict NCAA rules & regulations, and must be treated carefully. Read and abide by these rules carefully:

<https://citadelsports.com/sports/2017/7/17/the-citadel-compliance.aspx>

- If the prospect tells you he/she is being recruited as an athlete, *you as a CAR must limit further recruiting to only discussing non-athletic topics, such as the application process, general financial aid information, and non-athlete cadet life (Citadel coaches will describe cadet-athlete life with the prospect)*. Admissions will inform CARs of a prospect's status to prevent CARs from pursuing NCAA athletic recruits.
- Continue to talk with the prospect and the prospect's family, only if they contact you – do not initiate contact with an athletic prospect or family.
- If the prospect wants to pursue an athletic scholarship, instruct them to tell their coach to contact The Citadel's Athletic Office:

<https://citadelsports.com/staff-directory>

- Do not discuss athletics and stick to standard recruiting.

#### d. Post-Fair Actions.

1) Leave one of everything on the table for the high school guidance office:

- A few large and small brochures
- A few SICs
- Your business card--as a local contact

2) As soon as possible after the fair, review the SICs you collected—make sure your annotations are accurate and note anything else you might remember about the prospect. Mail the SICs and the table cover (unless you have another college fair in the near future—pre-coordinate this with Admissions) back to Admissions using the postage paid envelope Admissions mailed to you with your materials.

3) Email Admissions and your State Chair within a week of the fair with an after action report—let them know how it went, anything of note that occurred, and any other information about the event you wish to share, especially any tips to share with the other CARs.

### **3. Accepted Candidate Call Campaign Procedures.**

- a. In an effort to maximize the matriculating freshman class in 2022, Admissions began a new campaign of CARs calling all academically accepted prospects in January of each year, to encourage them to choose The Citadel, send in their room deposit, and finally, matriculate in August.
- b. CARs use phone calls and text messages, as opposed to emails, as prospects today generally ignore emails from unknown senders, or the emails go right to the recipient's spam folder. Use the talking points in the college fair section above during your phone calls.
- c. Parents are too often overlooked in the recruiting cycle, so parent engagement by CARs will have a positive impact and be employed as well.
- d. When tasked, CARs will receive:
  - 1) Lists of academically accepted prospect and parents, by region. Whenever possible, local CARs will contact local prospects to facilitate the start of the mentoring process.
  - 2) A link to a training video illustrating this effort to facilitate preparing CARs for calling purposes.
  - 3) Call scripts with key talking points.
  - 4) Link to an online "Live" document for each CAR to post call results. This online document is checked daily by Admissions for current status and to take further prospect actions, if required.
- e. CARs will complete their phone calls, in a timely manner, personal schedule permitting.