

USAREC Regulation 600-31

Personnel—General

**U.S. Army Re-
cruiting Com-
mand Award
for Junior Re-
serve Officers'
Training Corps**

**Headquarters
United States Army Recruiting Command
1307 3rd Avenue
Fort Knox, Kentucky 40121-2725
16 December 2009**

UNCLASSIFIED

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***USAREC Regulation 600-31**

Effective 31 December 2009

Personnel—General

U.S. Army Recruiting Command Award for Junior Reserve Officers' Training Corps

For the Commander:

HUBERT E. BAGLEY
Colonel, GS
Chief of Staff

Official:

JOSEPH P. BONANO
Assistant Chief of Staff, G6

History. This publishes a revised regulation, which is effective 31 December 2009.

Summary. This regulation covers policies and procedures for managing and administering the U.S. Army Recruiting Command Award for Junior Reserve Officers'

Training Corps Program.

Applicability. This regulation applies to all personnel of the U.S. Army Recruiting Command.

Proponent and exception authority. The proponent of this regulation is the Assistant Chief of Staff, G7/9. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponents may delegate the approval authority, in writing, to a division chief within the proponent agency.

Army management control process. This regulation contains management con-

trol provisions in accordance with AR 11-2, but does not identify key management controls that must be evaluated.

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC, ATTN: RCMEO-O, 1307 3rd Avenue, Fort Knox, KY 40121-2725.

Distribution. This publication is available in electronic media only and is intended for command distribution level A.

*This regulation supersedes USAREC Regulation 600-31, dated 31 May 2001.

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Glossary

1. Purpose

This regulation furnishes guidance for conducting the U.S. Army Recruiting Command (USAREC) Award for Junior Reserve Officers' Training Corps (JROTC) Program in support of recruiting.

2. References

For required publications and prescribed forms see appendix A.

3. Explanation of abbreviations

Abbreviations used in this regulation are explained in the glossary.

4. Policy

- a. Eligibility. Any high school (HS) in the United States, its possessions and territories, and Department of Defense HSs overseas conducting an Army JROTC Program recognized by the U.S. Army Cadet Command are eligible to participate.
- b. Brigade commanders are responsible for implementation of this program within their subordinate battalions.
- c. This award recognizes one male and one female Army JROTC cadet at each school for outstanding achievement and contributions to the JROTC Program. If one male and one female cadet are not nominated, only one JROTC medal will be awarded.
- d. Criteria for the award outlined in AR 145-2, paragraph 8-15, requires that the cadet:
 - (1) Be in the second year of a 3-year program or in the third year of a 4-year program.
 - (2) Be in the top 25 percent of his or her academic class.
 - (3) Have demonstrated outstanding leadership traits and possess the potential for assuming positions of increased responsibility.
 - (4) Participate in extracurricular activities that foster both scholastic and military excellence.
 - (5) Demonstrate qualities of dependability and good character, respect military discipline and standards, and possess a fundamental and patriotic understanding of the importance of JROTC training.
 - (6) Not have previously received the award.

5. Responsibilities

- a. Headquarters, U.S. Army Recruiting Command (HQ USAREC), G7/9, will:
 - (1) Coordinate production and distribution of medals, certificates, and certificate covers.
 - (2) Use the completed USAREC Forms 848 (Award Program - Battalion Afteraction Report) (see fig 1) from brigades to determine program supply needs for the next school year (SY).
 - b. Brigades will:
 - (1) Provide program guidance to battalions.
 - (2) Brigades will e-mail a completed forms package of USAREC Form 848 to HQ USAREC, G7/9, Outreach Division, annually to be received no later than 31 July. This will serve as the basis for resupply of program material for the next SY.
 - (3) Forward an e-mail on any damaged materials to HQ USAREC, G7/9, Outreach Division.
 - c. Battalions will:
 - (1) Provide program guidance to recruiters.
 - (2) Mail or have recruiters deliver program materials to HSs with a letter (see fig 2) from the battalion commander asking for their participation. Include USAREC Form 1044 (Official Selection Form for the Army Recruiting Command JROTC Cadet Award) (see fig 3).
- Note: USAREC Form 1044 is electronically generated.
- (3) Instruct recruiters to print either the recruiting station's (RS's) fax number or battalion's fax number or battalion's e-mail address on the USAREC Form 1044 prior to taking it to the HS.
 - (4) Send an e-mail to the brigade within 48 hours after receipt of program materials if they are damaged or if there are items missing.
 - (5) Encourage recruiters to talk to JROTC instructors to make sure they understand the award program and to coordinate presentation arrangements.
 - (6) Provide in writing to brigades all medal, certificate, and certificate cover orders. Brigades are to set their own deadline requirements for battalions so it arrives at HQ USAREC by 31 July.
 - (7) Verify receipt of medals and supplies in writing, 48 hours after receipt. Note any damages or shortages.

(8) Encourage recruiters to visit participating schools to ensure they have received a direct mail package from the battalion, understand the program, and coordinate presentation arrangements.

(9) Contact schools which have not submitted selection forms 3 weeks prior to the program deadline (31 May) to provide them a last chance to participate.

(10) Battalions will update their JROTC school lists as needed. They are no longer required to update and send a copy to HQ USAREC. Battalions will be responsible for additions and deletions as they see fit or as directed by the brigade commander.

d. Recruiters will:

(1) Ensure that the RS's fax number or battalion's fax number or battalion's e-mail address is entered on the USAREC Form 1044.

(2) Visit the JROTC instructors to ensure they are aware of the program and have nominated one or more cadets for the award, and make sure the school administration is aware of the nominations.

(3) Distribute selection forms and promotional brochures to schools that have not received or have lost theirs.

(4) Contact schools which have not submitted selection forms 3 weeks prior to the program deadline (31 May) to provide them a last chance to participate. Followup contact should be made directly with the JROTC instructor or awards coordinator.

(5) Present awards or oversee award presentations. See appendix B for steps for conducting an awards ceremony, appendix C for recruiter tips, and figure 4 for sample presentation remarks.

6. Procedures

a. Battalion advertising and public affairs (APA) offices update HS mailing lists from recruiters, RS commanders, education services specialists, operations personnel, and schools.

b. Program materials will be hand-carried or mailed to the school with a letter from the battalion commander.

c. School nominates up to two cadets.

d. The school should return the form to the RS or battalion whose fax number or e-mail address is printed on the selection form.

e. Battalion APA will:

(1) Notify recruiters of presentation date.

(2) Prepare USAREC Form 1298 (United States Army Recruiting Command Award for JROTC) (see fig 5) and cover of awardees.

(a) Enter date on the horizontal line on the lower left side of the USAREC Form 1298.

(b) Enter appropriate signature block below the horizontal line on the lower right side of USAREC Form 1298.

(c) Sign USAREC Form 1298 on line above signature block.

(3) Distribute medals and certificates to responsible RSs.

(4) Write press release and send it to hometown media. Sample release is at figure 6.

(5) Optional. Have recruiters forward copies of clippings to them.

f. Recruiters will:

(1) Verify presentation date to ensure it has not changed.

(2) Present award if possible, or ask a local reservist or general officer (GO) to present the award.

(3) Optional. Save clippings in paper and forward to battalion APA.

7. Award elements

a. Certificates and certificate covers. Certificates and certificate covers will be printed by the Government Printing Office and distributed to battalions.

b. Medals.

(1) JROTC medals will be produced and distributed directly to battalions in January.

(2) Unused medals will be retained by battalions for future use. JROTC medals will be safeguarded by treating them as accountable items.

c. Allow up to two medals per assigned school.

8. Reports

a. No later than 31 July, brigades will provide a consolidated USAREC Form 848 and an individual battalion USAREC Form 848. This form will be transmitted electronically to HQ USAREC, G7/9, Outreach Division, and will be used to order

program materials for the next SY. Separate forms must be provided for each battalion, as materials are mailed directly to each battalion.

b. Please report on the number of schools mailed, number of forms received to date, and the number of presentations made.

c. Brigades are to set their own deadline requirements for their battalions' input so it arrives at HQ USAREC by the deadline.

AWARD PROGRAM - RCTG BN AFTERACTION REPORT			
(For use of this form see USAREC Reg 600-34 or USAREC Reg 600-32)			
<input type="checkbox"/> S/A	<input checked="" type="checkbox"/> JROTC		
RCTG BN NAME <u>Jackson Recruiting Battalion</u>	RSID <u>3T</u>		
SCHOOLS ASSIGNED <u>50</u>	FORMS RECEIVED <u>50</u>	PRESENTED <u>50</u>	
PRESENTATIONS MADE BY <u>45</u> ARMY	<u>2</u> GO	<u>3</u> SCHOOL	
MEDIA COVERAGE: <u>50</u> LOCAL NEWSPAPERS	<u>50</u> SCHOOL PAPERS		
COI <u>63</u>	LEADS <u>12</u>		
HARD TO PENETRATE SCHOOLS <u>5</u>			
AWARDS:	PLAQUES/MEDALS ON HAND <u>2</u>	NEEDS FOR NEXT YEAR <u>48</u>	
	CERTIFICATES ON HAND <u>25</u>	NEEDS FOR NEXT YEAR <u>50</u>	
	COVERS ON HAND <u>25</u>	NEEDS FOR NEXT YEAR <u>25</u>	
	BROCHURES ON HAND <u>NA</u>	NEEDS FOR NEXT YEAR _____	
COMMENTS:			
<u>Great way to get into schools and get qualified leads.</u>			
USAREC Form 848, Rev 1 Feb 2009		PREVIOUS EDITIONS ARE OBSOLETE	
			V2.00

Figure 1. Sample of a completed USAREC Form 848

(Battalion Letterhead)

Dear Senior Army Instructor:

On behalf of the United States Army Recruiting Command, I would like to take this opportunity to invite you and your school to participate in an award program designed to recognize exceptional JROTC cadets.

The United States Army Recruiting Command Award for JROTC is available to all schools with an Active Army JROTC Program at no cost to the school or obligation to the student.

Criteria for the award requires that the cadets:

- Be in the second year of a 3-year program or in the third year of a 4-year program.
- Be in the top 25 percent of his or her academic class.
- Have demonstrated outstanding leadership traits and possess the potential for assuming positions of increased responsibility.
- Participate in extracurricular activities that foster both scholastic and military excellence.
- Demonstrate qualities of dependability and good character, respect military discipline and standards, and possess a fundamental and patriotic understanding of the importance of JROTC training.
- Not have previously received the award.

I encourage you to take advantage of this program. Simply complete the enclosed selection forms and submit them today. A staff member from the Army recruiting battalion in your area will contact you and provide participation details.

Please take time now to identify the cadets at your school who are eligible for and deserving of this award. Start a proud Army tradition at your school by participating in this recognition program.

Sincerely,

Enclosure

(Battalion Commander's Signature Block)

Figure 2. Sample battalion request for participation

OFFICIAL SELECTION FORM FOR THE ARMY RECRUITING COMMAND JROTC CADET AWARD (For use of this form see USAREC Reg 600-31)									
All selections must be submitted by May 31. Allow 2 weeks for processing. Please type or print legibly to facilitate processing.									
SECTION I - RECIPIENT INFORMATION									
1. NAME:	J	O	H	N	T	E	R	R	Y
2. ADDRESS: 35-7A Magnum St.					3. CITY: Greenwood		4. STATE: MS		5. ZIP CODE: 38930
6. PARENTS: Don & Ann Terry				7. RANK: Cadet	8. GENDER: <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female		9. GPA (On a 4.0 scale): 3.6		10. YEAR OF GRADUATION:
SECTION II - JROTC ACTIVITIES									
11. Indicate participation level (Check one): <input checked="" type="checkbox"/> 2d year of a 3-year program <input type="checkbox"/> 3d year of a 4-year program									
12. Number of years participation in: Army JROTC Program: <u>2</u> Drill Team: <input checked="" type="checkbox"/> Squad Leader: _____ Other (Please describe): 1SG, 2006; Commanding Officer, 2008									
SECTION III - LEADERSHIP ACTIVITIES									
13. CLASS OFFICER: <input checked="" type="checkbox"/> President <input type="checkbox"/> Vice President <input checked="" type="checkbox"/> Secretary <input type="checkbox"/> Treasurer <input checked="" type="checkbox"/> Student Counsel Other (Please describe): President of Speech Club, Vice President of Math Club									
14. EXTRACURRICULAR ACTIVITIES: Football Team, 3 years and Basketball Team, 2 years									
SECTION IV - ACADEMIC HONORS									
15. Academic Honors (Check all that apply): <input type="checkbox"/> National Merit Scholarship Winner <input type="checkbox"/> President's National High School Award <input type="checkbox"/> National Honor Society <input type="checkbox"/> Academic Scholarship Winner <input type="checkbox"/> Valedictorian <input checked="" type="checkbox"/> Salutatorian <input checked="" type="checkbox"/> Dean's List Other (Please describe): Speech Award, 2008 and Math Award, 2007									
SECTION V - REQUIRED DATA									
16. PROPOSED PRESENTATION DATE (Estimate if exact date is unknown): May 18 at 7:30 p.m.									
17. SCHOOL WEB ADDRESS (URL):					18. E-MAIL ADDRESS:				
19. TELEPHONE NUMBER: (708) 234-5678			20. BEST TIME TO REACH: 2:00 to 3:00 p.m.		21. SCHOOL COORDINATOR'S SIGNATURE: /signed/				
CHECKLIST									
Before faxing or e-mailing, please review the following checklist: 1. Indicate your presentation date and your school's ZIP Code. Your selection form cannot be processed without this information. 2. Be sure your school has sent one selection form per selectee. 3. Complete the selection form legibly to facilitate processing. 4. Check proper spelling of selectee's name. 5. Include your telephone number and your signature. 6. Retain a copy of this form for your files. 7. Submit before May 31 and allow 2 weeks for processing. Local recruiter fax number: (123) 456-7890 Battalion fax/e-mail: _____ / _____									
OFFICIAL RULES									
1. Any American high school in the United States or overseas, in U.S. possessions or territories that conducts an Army JROTC Program is eligible to participate. 2. Each school may select one male and one female Army JROTC award recipient in a school year. 3. To be eligible the cadet must: a) Be in the second year of a 3-year program or the third year of a 4-year program; b) Be in the top 25 percent of his or her academic class; c) Have demonstrated leadership; d) Participate in extracurricular activities; e) Possess an understanding of JROTC training; and f) Have not received the award previously. 4. Once selection form is completed please submit it to the local Army recruiter in your area. The Army recruiter will submit it to the local advertising and public affairs office at the local recruiting battalion for processing. 5. A representative from the Army and/or the local Army recruiter will present a bronze medal, a ribbon bar, and a special certificate at an award ceremony or school assembly as designated by the school. 6. All selection forms must be submitted at least 2 weeks prior to the anticipated date of the award presentation with May 31 as the latest date to be eligible.									
22. SCHOOL NAME: Moore High School									
23. SCHOOL ADDRESS: 7417 35th St.					24. CITY: Greenwood		25. STATE: MS		26. ZIP CODE: 38930
27. JROTC COORDINATOR: COL James Adams					28. TITLE: Senior Army Instructor				
29. RSID: 4F2G									

USAREC Form 1044, Rev 1 Dec 2009

PREVIOUS EDITIONS ARE OBSOLETE

V3.00

Figure 3. Sample of a completed USAREC Form 1044

Dr./Mr./Ms. *(Last Name of Superintendent)*, Dr./Mr./Ms. *(Last Name of Principal)*, faculty, parents, students; my name is *(Name of Presenter)* and I am *(Title)*.

Today at *(Name of HS)*, I would like to continue what has become an important tradition, by presenting the U.S. Army Recruiting Command's JROTC Award, to two of this school's finest cadets.

The students whom the Army Recruiting Command is honoring have achieved the winning combination—excellence in both academics and the JROTC Program at your school. They have achieved a balance that many people aspire to but only a handful achieve. I am happy to be here to give them special recognition for their accomplishments.

The Army Recruiting Command JROTC Award was created to honor the top cadets around the country who exemplify Army values through their achievements. Today's award winners join a long list of distinguished students who are both team players and community leaders, students who always seem to put forth that extra effort.

I am proud to have the opportunity to honor two of this Nation's finest young people right here at *(Names of HS)*. Let's give a round of applause to this year's *(Name of HS)* Army Recruiting Command's JROTC winners, *(Names of Recipients)*.

Figure 4. Suggested presentation remarks to HSs that have previously participated



United States Army Recruiting Command Award for JROTC

is hereby awarded
the United States Army Recruiting Command Award for having demonstrated
qualities of dependability, good character, respect for military discipline, and
contributions to the Junior Reserve Officers' Training Corps Program
for the academic year.

10 November 2009



/signed/

JOHN E. SMITH
Lieutenant Colonel, GS
Commanding

USAREC Form 1298, 1 Dec 2009

Figure 5. Sample of a completed USAREC Form 1298

FOR IMMEDIATE RELEASE

For more information contact:

U.S. Army Recruiting Battalion
(Name)
(Telephone Number)

ARMY RECRUITING COMMAND HONORS TOP JROTC CADETS!

(Winners' Names) from (HS's Name) in (City) have been presented the U.S. Army Recruiting Command's Junior Reserve Officers' Training Corps Award for outstanding academic achievement, leadership, and contributions to the school's JROTC Program for the academic year (Enter School Year).

(Include a paragraph on the awardees' academic and military achievements from school officials.)

The award was presented by (Officer's Name), (Title), in (City) on (Date), at (Location of Event). He/she was assisted by (Recruiter's Name), an Army recruiter from the (RS Name). (Winners' Names) are the son/daughter of (Parents' Names) of (City).

###

Figure 6. Sample press release

Appendix A References

Section I Required Publication

AR 145-2

Organization, Administration, Operation, and Support. (Cited in para 4d.)

Section II Related Publications

There are no entries for this section.

Section III Prescribed Forms

USAREC Form 848

Award Program - Battalion Afteraction Report. (Prescribed in paras 5a(2), 5b(2), and 8a.)

USAREC Form 1044

Official Selection Form for the Army Recruiting Command JROTC Cadet Award. (Prescribed in paras 5c(2), 5c(3), and 5d(1).)

USAREC Form 1298

United States Army Recruiting Command Award for JROTC. (Prescribed in paras 6e(2), 6e(2)(a), 6e(2)(b), and 6e(2)(c).)

Section IV Referenced Forms

There are no entries for this section.

Appendix B Steps for Conducting an Awards Ceremony

B-1. Select a presenter who will make the best impression for the Army. The presenter can be a GO, Civilian Aide to the Secretary of the Army, local Army Reserve officer, battalion staff officer, recruiter, or anyone who can appropriately represent the Army. Retired military representatives should not be used for presentations. GOs who have ties to a particular area can be particularly effective presenters. Battalions should attempt to involve GOs in award presentations at HSs in their areas.

B-2. Use the information on the selection form to help you in making remarks about the students at the presentation.

B-3. Call the school the week before the presentation to tell them you have the award and to make sure the date for the presentation date has not changed. If you miss the date for the presentation, ask to reschedule as soon as possible.

B-4. If the presenter is someone other than a recruiter, the recruiter should accompany the presenter to the award ceremony.

B-5. Award ceremonies should be publicized through HS newspapers. Use the fill-in-the-blank press release (see fig 6) to help you publicize the event.

B-6. Military personnel should dress appropriately for award ceremonies. Either the Army Dress Blue or Class A uniform is appropriate.

Appendix C

Recruiter Tips

C-1. Presenter and/or recruiter tip sheet

You have been selected to represent the U.S. Army as a presenter of its prestigious JROTC Award. This is the most exciting and rewarding part of the program—sharing the student’s joy when they receive their award. To make the ceremony memorable for the student and school, here are some suggestions to aid in the planning of the event. Remember, careful planning is the key to a successful ceremony.

C-2. Before the ceremony

- a. Take a minute to review the background of the recipient. The selection form accompanying the certificate provides basic information on the student’s achievements.
- b. Visit the school before the presentation to introduce yourself and to obtain guidelines for the ceremony. It’s a good idea to look at the room where the ceremony is scheduled. Seeing the room in advance will help you feel more comfortable and at ease when it’s time to make the presentation.
- c. If possible, speak with the recipient’s advisor and teachers for more details about the student’s accomplishments and academic achievements.

C-3. Presenter responsibilities

- a. Wear your Class A or Dress Blue uniform to the ceremony.
- b. Review your speech. Suggested presentation remarks are enclosed in this regulation as a guide. Please revise as appropriate.

C-4. Recruiter responsibilities

- a. Make sure that the certificate is prepared properly. If you notice a problem, call the battalion APA office immediately.
- b. Ask the school contact to arrange for the award to be presented last at the award assembly. This increases the impact of the award and enhances the program’s prestige.
- c. Fill in the blanks on the appropriate news releases and follow your battalion’s instructions for their use.
- d. Coordinate for photo coverage of event either through your battalion APA office or the local media. Optional: The recruiter can take a camera to the ceremony. These photographs can be used in program publicity which will benefit recruiting efforts.

Glossary

Section I Abbreviations

APA

advertising and public affairs

GO

general officer

HQUSAREC

Headquarters, U.S. Army Recruiting Command

HS

high school

JROTC

Junior Reserve Officers' Training Corps

RS

recruiting station

SY

school year

USAREC

U.S. Army Recruiting Command

Section II Terms

There are no entries for this section.

USAREC

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