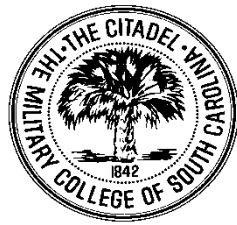


Citadel Volunteer Recruiter
(CVR) Handbook
2015 – 2016 Edition



**The Citadel Volunteer
Recruiter Program**
“Pride, Loyalty, Tradition”

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I. Introduction to the Citadel Volunteer Recruiting (CVR) Program

A. Mission of The Citadel Volunteer Recruitment Program

The Citadel Volunteer Recruitment (CVR) program (*formerly known as the Cadet Procurement Program - CAPP*), was founded in 1973. Its mission, under the guidance of The Citadel's Office of Admissions & the Alumni Association, is to **recruit and assist highly qualified high school students through the enrollment process.**

CVR activities provide a vital extension of The Citadel Office of Admission's overall strategic recruiting plan through localized grassroots recruiting efforts.

Traditionally, Citadel Alumni Clubs across the nation have provided the foundation for both cultivating new CVR participation, and for directly hosting recruiting events (*such as Corps Day Musters or Summer Cadet Sendoff Picnics*).

However, individual CVR's not affiliated with active Citadel Clubs can, and do, make an impact in their local communities through concerted recruiting efforts.

#1 Reason that 200+ alumni serve as Citadel Volunteer Recruiters:

Because there is great satisfaction in actively recruiting sharp Citadel candidates to join the Long Grey Line!!!

B. The Citadel Volunteer Recruitment Organizational Structure:

Coordinator of Alumni Recruitment – As a member of The Citadel Admissions Office, the (CAR) oversees the CV program on a daily basis. The CAR provides CV's and Citadel Clubs with prospect / accept lists, college fair information, and recruiting materials.

Citadel Volunteer Recruitment National Chairman - The top alumni representative who helps shape the CV program through strategic planning on a national level. The CV National Chairman works closely with both the Citadel Admissions Office and the CAA and reports directly to the Coordinator of Alumni Recruitment. A committee of admissions personnel and CAA members appoints CV National Chairmen to a two-year term.

Citadel Volunteer Recruitment National Vice Chairman - The CVR Vice Chairman reports directly to the CVR National Chairman. In addition to playing an active role in the senior decision making, the CVR Vice Chair works directly with the Citadel Alumni Association's board of directors to create effective communication channels and promote our activities. A committee of admissions personnel and CAA members appoints CV National Vice-Chairmen to a two-year term.

Citadel Volunteer Recruitment State Chairman - The state chairs take responsibility of the alumni recruitment within their respective states. They keep tabs on club activities and receive weekly updates on their progress. CV State Chairmen are appointed by the National CV Chairman, the National Vice Chairman, and by the Coordinator of Alumni Recruitment.

Citadel Volunteer Recruiters (CVR's) – Consisting of individual alumni around the world, the CVR's actively assist in recruiting each freshmen class of Citadel Cadets.

Citadel "Gold Club" CVRs – These designated CVR's satisfy the requirement set forth by the Citadel Alumni Association to meet the Gold Club standard, provided they both coordinate club recruiting activity, and transmit said to their respective CVR State Chairs. Where there is not a CVR State Chair, Gold Club CVR's should report their activities directly to the CVR National Chair.

C. Typical Admissions Cycle

Citadel Admissions Process:

- **Prospects > Applicants > Accepts > Deposits (\$300 room) > Matriculates**
- The Citadel's Admissions Office operates on a *rolling admissions* basis, meaning that we continually receive applications from high schools seniors & make decisions in a "first come, first serve" manner.
- Students begin receiving mailings/literature from our the Office of Admissions during their junior year, provided we have their contact information.

High School Student Cycle:

Sophomore Year, Fall Semester – Many students take the PLAN or PSAT exams (these are similar to the SAT and ACT) during the fall semester of their sophomore year, or begin completing surveys that highlight their interests and desires.

Junior Year, Fall Semester – High school juniors begin taking SAT and/or ACT standardized tests.

It is during this pivotal phase that The Citadel begins to purchase the names of students based upon a series of parameters that might indicate a potential interest in a military college education.

Annually, The Citadel's Office of Admissions purchase over 200,000 student profiles (*pre-prospects*) from the following sources:

- **PSAT**
- **SAT**
- **ACT**
- **NRCCUA – national research center for college and univ. admissions**
- **CBSS – college bound selection service**

These names provide the large basis needed to build the foundation of each class. Because the yield is not strong, we need this large number to produce a reasonable number of true prospects.

Junior Year, Spring Semester – Of the 200,000+ pre-prospects, roughly 3% respond and become prospects – *the rest of our candidates are sourced from college fairs*. It is here that the Citadel Volunteer Recruiting program augments the Office of Admissions effort. The CVR's face-to-face efforts at college fairs, high school visits, and through strategic Citadel Club events meaningfully contribute to the success of each entering class.

Summer, between Junior and Senior Year – We begin in earnest to encourage “prospects” to apply. (*Letters and other electronic correspondence are the primary means of conveying the importance of applying early.*) Early applicants receive preference over latter applicants in general. Also, early applicants enjoy the benefit of having the first shot at the Citadel Scholarship Competitions as well as Pre-Knob overnight events.

Senior Year, Fall Semester – *15% of our candidates come from college fairs, high school visits, and referrals. Again, this segment is where Citadel Volunteer Recruiters have the greatest impact.*

In addition to representing The Citadel at college fairs, CVR’s have the opportunity to develop relationships with these candidates through high school visits/ “adoptions”, as well as through. Through these contacts our CVR’s are able to convert prospects to applicants – what we call “conversion.”

Senior Year, Spring Semester and Summer – During this final stretch of the candidate’s high school career, there are two opportunities that alumni have to both helping students make final decisions, as well as solidifying their resolve to successfully navigate Knob year:

Citadel Club Corps Day Musters - Predominately devoted to helping families finalize the college choice. Citadel Clubs can invite accepted students to Corps Day Muster events, providing a great way for candidates to see the importance of The Citadel’s alumni network and the college’s many traditions in the flesh.

Citadel Club Cadet Send Off Events - (BBQ / Picnic) Generally these a very informal events that allow Knobs and their parents to meet alumni as well as upper class cadets from their respective areas. These events help retain Cadets as they face the many challenges of The Citadel’s first year experience. Click here for more information:

http://www3.citadel.edu/cvs/cv_sendoffs.htm

D. Annual Citadel Volunteer Recruitment Calendar

CVR's have the option to engage in any/or all of the following recruiting activities:

- (Sept-Nov) Fall College Fair Season** – The fall college fair season is the primary college fair season for both seniors and juniors. CVR's will be contacted via email updates with information about college fairs in their areas. New CVR's who volunteer to represent The Citadel will be pointed to CVR manual for review, and have access to online training videos.
- High School Visits** – CVR's visit guidance counselors in local high schools to deliver current applications, Citadel videos, and student brochures.
*(*see chapter 2, section B for details about college fairs and CVR high school visits)*
- (Nov-Dec) Adopt-A-High-School** – CVR's will be asked to take ownership of local schools, starting with those that have already sent a student to The Citadel in the past 3 years. Those high schools are listed here: http://www3.citadel.edu/cvs/2012_AAHS.htm
- (Feb – April) Spring College Fair Season** – The spring college fair season, though much smaller than the fall, is primarily aimed at high school juniors. Again, the CAR will forward lists of these fairs to the CVR State Chairs for distribution, though a master list will always be posted on the CVR website.
- (March) Corps Day Muster Events** – Typically hosted by Citadel Clubs, these dinners are important in answering any last minute questions as well as firming students' determination to attend The Citadel.
- (Apr – Aug) Cadet Sendoff/Retention Picnics** – Citadel Clubs and individual CVR's host BBQ picnics for all their local incoming freshmen to help prepare them for the challenge ahead. This is also an important event for parents to learn what to expect from other graduates.
- Individual Candidate Encouragement** – CVR's engage “fence-sitters” with a focus upon understanding the candidates' long-term objectives. It is here that CVR's provide honest guidance that may or may not lead a student through Lesesne Gate.
- (Sept) CVR Awards Banquet** - The Citadel's Office of Admissions hosts the annual CVR Awards Banquet. Awards are presented to recognize CVR achievements that go “above and beyond”. All CVR's are welcome to attend this event, usually held on campus in conjunction with a home football game.

E. Role of the Alumni Recruitment Program

CVR's help in the following ways:

1. CVR's serve as an **information source** about The Citadel and its many academic and extracurricular programs.
2. CVR's provide the fundamental **personal touch** throughout the admissions process, serving as living examples of the benefits of a Citadel education.
3. CVR's **provide feedback** to the Admissions Office to help us assess how best to support the needs of each interested candidate.

The Role of the Citadel Volunteer Recruiter is to *Positively Impact Every Aspect of the Recruiting Cycle:*

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

Applicants: CVR's encourage sharp young people to apply to The Citadel. The CVR's have the reserved right to waive the application fee by merely signing the back of the candidate's application.

Accepts: CVR's connected with local Citadel Clubs push to ensure that their clubs invite accepted candidates to Corps Day Muster events, which demonstrate the power of the alumni network and showcase our lifelong commitment to tradition and honor.

Online details: <http://www.citadelalumni.org/muster/>

Matriculates: CVR's help prepare local accepts for the Fourth-Class year by means of the annual Cadet Send-off Picnics. CVR's also have an opportunity to prepare the candidate's parents for what to expect.

Online details: http://www3.citadel.edu/cvs/cv_sendoffs.htm

**CVR's provide genuine support
without any vested interest!!**

**CVR's radiate pride in The Citadel
and families/students respond!!**

II. ALUMNI PARTICIPATION

A. Citadel Volunteer Recruiter Responsibilities

The Citadel asks volunteers to contribute about 15 hours annually to the recruiting cycle. Some volunteers do even more, and the College wants to thank everyone for the time they spend on its behalf. CVR's typically represent The Citadel in the following ways:

1. Maintain communications with their State Chairmen and Admissions Office.
2. Serve as Citadel ambassador at local College Fair Programs. (College fair lists will be provided to the Citadel Club CVR State Chairs by the Coordinator of Alumni Recruitment in the Admissions Office)
3. CVR's 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 or JROTC Dept.
5. CVR's provide their State Chairman (or the Coordinator of Alumni Recruitment for those without a State Chair) in the Admissions Office with feedback regarding recruiting material supplies, newly discovered recruiting opportunities, and after-action reports to help inform future decisions in their respective areas.
6. Organize both Corps Day Muster recruiting events and summer Cadet Send-off functions with their local Citadel Club or with other local CVR's. (*Freshmen lists and labels will be provided by the Coordinator of Alumni Recruitment*)
7. Provide CVR service award recommendations to your respective CVR State Chairman for recognition at the annual CVR Awards Banquet.
8. Follow-up with their area freshmen who have matriculated to The Citadel as well as their parents. (Retention starts with these important last steps!)

CV College Fair Statistics: 2015-2016

1. This year's average (math and verbal) SAT: **1100 or Average ACT: 25**
2. This year's average GPA: **3.6**
3. Minimum Standards: "We take the top 700+ well-rounded students to fill our freshmen class. Refer students to last year's test and GPA averages if the students really want a benchmark." I normally reframe the answer using our averages above.
4. Undergraduate size = The Corps of Cadets (approx. 2250 cadets)
5. Average class size at The Citadel = 15-30 (Ask them what the average is in their high school and compare.)
6. Student / Faculty Ratio = 13:1
7. 96% of our faculty have reached terminal degrees (doctorate level and beyond).
8. Over the last 5 years, 93% of our seniors have had accepted job offers or entered graduate school within 3 months of graduation.
9. The Citadel has the highest 4-year graduation rate of any public school in SC for 14 of the last 16 years.
10. The Citadel has the highest 5-year graduation rate of any public school in SC.
11. The Citadel has the one of the region's highest 4-year graduation rate for athletes.
12. 35-45% of our graduating seniors are commissioned into the services.
13. Another 20-30% go straight into graduate school programs (Law, Medical, Dentistry, MBA, etc.
14. 2014 US NEWS & WORLD REPORTS has ranked The Citadel:
 - #1 **Best Public Institution in the South (*amongst those offering up to a Masters Degree*).**
 - #3 **Best Value in the South (*amongst those offering up to a Masters Degree*).**
 - #23 **School of Engineering National Ranking (*amongst those offering up to a Masters Degree*)**
15. Citadel Academic Scholarships: 4-year scholarships awarded annually. Generally, students with a 1280+ SAT / 30 ACT or higher and a 3.7 GPA or higher, may be considered for scholarships; however, the higher the scores, the more competitive the student becomes. Those academically accepted candidates that are selected for the scholars competition will be invited to a Scholars Visit. During the course of the visit the candidates will be interviewed by faculty members and write an essay. From these events, scholarships will be awarded.
16. The Citadel has **7 female NCAA sports**: Cross-country, Soccer, Rifle team, Golf, Indoor & Outdoor Track & Field, and Volleyball.
17. 100% of our Engineering majors have graduated with employment in the past 20 years!
18. Tuition Cost: This is an all-inclusive figure that covers room and board, meals, uniforms, tailor costs, laundry fees, a base QM fee, and defers some book costs.

2015 Expenses for in-state (SC) students:
Freshmen: \$30,971 | Upperclass: \$26,621
2015 Expenses for out-of-state (non-SC) students:
Freshmen: \$51,956 | Upperclass: \$47,606

Recruiting Material Glossary:

**Items to be returned to the Admissions Office:*

***Information Cards:** These large index cards are to be filled out by interested students at college fairs. It is up to the CVR to encourage any interested students to fill these cards out. Have the student fill the card out on your table; their information will be entered into our database. The database starts a letter series that will give the student information on Scholarships, Pre-Knob Weekends, and Application Procedure. **Make sure you mail these Information Cards back to the Admissions Office as soon as you possibly can!**

***Citadel Table Covers:** These banners are used to cover the table assigned to The Citadel at the college fairs. There are only 18 available, so I am forced to use them sparingly.

Items to be given away to prospective students:

Search Brochures: These small square gray brochures serve as our recruiting staple. These are the most commonly distributed pieces and are given to all interested students, offering a quick glimpse of The Citadel and academic majors and minors.

Applications: Applications are **only** to be given to students the CV feels have a true desire to attend The Citadel. This should always accompany the student filling out an information card.

Viewbooks: These magazine-like brochures are sent from the Admissions Office to students who return the information card. The viewbook offers a quick look at the many facets of the Citadel education: (Academics, Athletics, Leadership, Spirituality,,)

Citadel Catalogs: These books are an in-depth look into the requirements for admission, the academic majors and the course loads. These, again, should be **given only to the most interested students, or those students who you have a personal relationship with.** This is also now most commonly perused online.

Citadel Videos: This award winning video is to be distributed to local high school guidance offices, as well as used for presentations to prospective students.

Other Items to Bring: Sphinx, Shako's, Swords, etc.. *(these items are a fun way to create conversation with students)*

C. CVR Adopt-A-High-School Program

The Adopt-A-High-School program is aimed at developing long term relationships between CVR's and local high school guidance offices. HS guidance counselors serve as gatekeepers and mentors to students in helping them connect with colleges that align with long-term student goals. CVR's who adopt high schools work to create both rapport with counselors/JROTC instructors and educate them as to the many benefits of a Citadel education: http://www3.citadel.edu/cvs/2012_AAHS.htm

D. Corps Day Muster Events

The Corps Day Muster events leave a lasting impression upon candidates, as they are able to witness alumni honoring both their alma mater, and the fallen graduates from the prior year. CVR's can request accepted candidate lists from the Coordinator of Alumni Recruitment, and the Citadel Alumni Association can provides supplies and protocols to conduct the events: <http://www.citadelalumni.org/muster/>

1. Typically this is arranged within a Citadel Club as a "Club" function.
2. Commonly used facilities: Restaurants, CVR homes or office buildings.
3. Customarily, these events are held as close to the March 20th as possible.

E. Cadet Send-Off Picnics

These picnics are designed to prepare the incoming freshmen and parents for the upcoming Knob year. They are critical to retention of freshmen!!

1. These picnics should be scheduled in July so recruited athletes will have an opportunity to attend before departing for The Citadel for early athletic cadre.
2. CVR's should give a head's up as to what to expect in terms of the Army PT test: 2 mile run, pushups, sit-ups and the Knob experience in general.
3. CVR's should educate parents that they will most likely receive a call from their son or daughter looking for an easy out. Let them know that every cadet has bad days and that positive reinforcement is the best remedy.

Online details: http://www3.citadel.edu/cvs/cv_sendoffs.htm

III. General Information

A. Athletic Recruiting

Guidelines:

1. If the Athletic Office recruits these athletes they will fall under NCAA rules and regulations. This means that we should cease any further recruitment. The Admissions Office will let you know the candidate's status. If the candidate tells you he or she is being recruited as an athlete, you must again cease further recruitment.
2. If you have no reason to believe you are working with an athlete, continue to talk with the candidate and the candidate's family.
3. If the athlete wants to pursue an athletic scholarship, they best response is to tell them to have their coach contact The Citadel's Athletic Office. Avoid detailed conversations about athletics and stick to standard recruiting.

Athletic Contact Numbers:

MENS

Baseball	843
Basketball	843-953-5903
Football	843-953-5906
Golf	843-953-5070
CC & Track	843-953-5900
Tennis	843-953-6866
Wrestling	843-953-4865

WOMENS

Soccer	843-953-5844
Volleyball	843-953-7034
CC & Track	843-953-5900
Tennis	843-953-6866
Golf	843-953-5070

The Citadel's Official Athletic Web Page:

WWW.CITADELSPORTS.COM

B. Financial Aid

1. Citadel Scholars Competitions (3):

The Citadel's scholarship program is designed to attract outstanding high school graduates to the college, reward undergraduate academic excellence, and assist those worthy students who desire financial assistance to complete their college education.

2. How to Apply:

Applicants are considered for scholarships based on the information from The Citadel's admission application, and thus the sooner they apply and have test scores and official transcripts sent to the Office of Admissions, the better their chances will be to be selected for one of the three events.

The Citadel Scholars Program is an annual competitive event and is by invitation only. It includes an interview with a member of the faculty scholarship committee and may include an overnight visit (*first 2 of 3*).

More than 23 full scholarships are offered through this program.

3. General Financial Aid Information:

Since a number of scholarships specify 'need' as a condition of the award it is recommended that an applicant file a confidential Free Application of Federal Student Aid (FAFSA).

Please refer to the Financial Aid Web Page for more details:

<http://www.citadel.edu/root/financial-aid-cadets>

Financial Aid Contacts:

Hank Fuller	Director of Financial Aid	843-953-5185
Josh Haugh	Associate Director	843-953-4866
Victoria Musheff	Financial Aid Counselor	843-953-6714

Financial Aid Toll Free Number: **(843) 953-5187**

CVR Chain of Command

National Level

<p>National CVR Chairman Douglas E. Kelley '82 Huntsville, AL dekelley82@aol.com H: 256-698-5283</p>	<p style="text-align: center;">Coordinator of Alumni Recruitment Shamus Gillen, '96 Citadel Admissions W#(843) 953-4830 F#(843) 953-7036 Gillens@Citadel.edu</p>	<p>National CVR Vice Chairman Gregory (Greg) Horton '79 Stone Mountain, GA ghortoncvr@gmail.com P. 404-368-7016</p>
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National CVR Chair Consultant

J. "Tom" Mikell, '64
Citadel Volunteer Emeritus
P.O. Box 1727, Beaufort, SC 29901-1727
H#(843) 521-9669, W#(843) 524-2110, F#(843) 524-4995

<p>AL CVR Chairman Douglas E. Kelley '82 Huntsville, AL dekelley82@aol.com H: 256-698-5283</p>	<p>CA CVR Chairman Thomas Melvin, '82 Chula Vista, CA thomasmelvin1@juno.com C. 619-259-1598</p>	<p>CT CVR Chairman Ronald G. Burns '79 Bristol, CT. rgburns@snet.net H. 860-584-1035 C. 860-402-6872</p>
<p>DE CVR Chairman Glen Baldwin, '70 Newark, DE Glen.S.Baldwin@usa.dupont.com W#(302) 992-3203</p>	<p>FL CVR Chairman Timothy J. Keohane '73 Navarre Beach, FL comonday@aol.com H# 850-939-1731 C# 850-232-4854</p>	<p>GA CVR Chairman Gregory (Greg) Horton '79 Stone Mountain, GA ghortoncvr@gmail.com P. 404-368-7016</p>
<p>IL CVR Chairman David "Dave" Walker, '86 Winnetka, IL dwalker@pressprich.com C. 847-644-2499</p>	<p>MD CVR Chairman Scott Shotto, '83 Fallston, MD Scott.Shotto@morganstanley.com C#(443) 299-2994 W#(410) 229-8234</p>	<p>NJ CVR Chairman LTC Carl Lillvik, '61 (Ret) Ocean, NJ cvlillvik@verizon.net H#(732) 493-9398</p>
<p>NY CVR Chairman Ken Ripp, '96 West Islip, NY 11795 elcidlax9@aol.com C. 631-365-5791</p>	<p>NC CVR Chairman Mike Allen, '82 Youngsville, NC mikeakami@gmail.com H. 919-435-7729 C. 919-306-9448</p>	<p>PA CVR Chairman Brian David Keefer '79 Mechanicsburg, PA Bdk79@comcast.net H. 717-732-8753 C. 717-514-8063</p>
<p>SC Recruiting:</p> <p>Admissions staff managed.</p> <p>SC is divided amongst our counselors, via county assignments.</p> <p>SC Admissions Counselor Assigned Areas</p>	<p>TENN. CV Chairman Alan R. Napier '76 Brentwood, TN Anape56@comcast.net H. 615-376-7818 W. 615-875-6093</p>	<p>TX CVR Chairpersons Bob & Jan Roseman, '65 Iola, TX Bob4524@sbcglobal.net Jan4524@sbcglobal.net Bob's cell: 713-202-2511 Jan's cell: : 713-817-2517</p>
<p>VA CVR Chairman CDR Keith Midgette '76 Newport News, VA. boykinlvr@aol.com H: 757-244-1771 C: 757-341-4157</p>	<p>To review ALL STATE admissions counselor assignments, click here.</p>	