

# RECRUITER'S GUIDE TO ConAP

June 2005

**What is ConAP?** The Concurrent Admissions Program (ConAP) is a partnership between the Army Recruiting Command, 1,860 colleges and Servicemembers Opportunity Colleges (SOC).

## ConAP Goals

- Increase enlistment of college-capable soldiers
- Increase the number of Army soldiers, veterans and reservists enrolled in college and using Montgomery GI Bill (MGIB) education benefits
- Build recruiter-college partnerships

**Concept** When soldiers enlist in the Army or Army Reserve, recruiters encourage them to plan for their future education. New soldiers send a *College Referral and Intent to Enroll Form* to a ConAP college(s). See sample form on other side. They state their intent to enroll in college during or after their enlistment. Colleges acknowledge the soldier's intent and provide guidelines about applying for admission, beginning the college experience, using distance learning and staying in touch by e-mail and the college Web site.

## Two-Step Process

**Step 1: Recruiter & Soldier Send ConAP Form to College** Recruiter and soldier select ConAP college(s), fill out the *College Referral and Intent to Enroll Form* and send it to the college's ConAP point-of-contact (POC). If the soldier selects a distant college, send another ConAP form to a local college—for two reasons: 1) Most soldiers return home after discharge and attend a local college and 2) Recruiters want to build partnerships with local colleges. *Send your address labels to colleges along with the forms, this helps colleges return your copies quickly.*

**Step 2: College Completes Form and Returns to Recruiter** The college POC completes the form, keeps the original copy and returns other copies to the recruiter. The recruiter provides copies to the soldier, high school counselor (if soldier still in high school) and battalion Education Services Specialist (ESS). ESS sends copy to SOC.

By signing the form, the college acknowledges the intent to enroll and advises soldiers to:

- apply for admission not more than twelve months before the expected date to enter college.
- stay in touch with college by e-mail and Web.

## Advantage for New Soldiers

- Plan to attend college and use MGIB benefits
- Home college that recognizes military learning
- Stimulates interest in college opportunities:
  - SOCAD Degree Programs
  - Army Career Degree Programs
  - eArmyU.Com
  - Distance Learning with ConAP college
- Tuition Assistance for active duty & reserve, see SOC Web at <http://www.soc.aascu.org/socad/>

**Advantage for Colleges** Recruiters refer future students, and help retain current students who enlist in the Army Reserve to earn Tuition Assistance, GI Bill and loan repayment benefits.

## Advantage for Recruiters

- Prospecting and lead development
- Visit ConAP POCs & introduce the following:
  - USAR Job Vacancy Report. Get from the USAREC Web at <http://hq.usarec.army.mil/ro/analysis/USAR/Jobvac/default.asp>. Give to high school counselors. It represents money for college, skill training and part-time jobs. Give to college counselors as a retention tool—a way to pay for college. Place at job centers.
  - CMF/MOS/College Program Chart. Use to match CMFs and MOSs with college programs, especially at community/technical colleges; i.e., military police to criminal justice. Get from SOC and ask ConAP POC at college to fill out.
  - March 2 Success. Order brochures as PPI 125 (English) and PPI 125H (Spanish). Web site is [www.march2success.com](http://www.march2success.com). 30-hour, on-line test preparation program for ASVAB, SAT, ACT. Introduce to high school math/English teachers, counselors, community colleges that conduct remedial education, applicants, parents, etc.
- Ask ConAP POCs to invite local recruiters to campus to discuss the college and all the above. For more information, call 1-800-368-5622, or e-mail to [conap@aascu.org](mailto:conap@aascu.org), or review ConAP Web site at <http://www.soc.aascu.org/conap/>