

LESSON PLAN

School Canvassing

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

A. School Canvassing

1. Purpose and Goal of School Canvassing.

- a. Purpose: The primary purpose for School Canvassing is to develop a recruiting program that consistently produces quality contracts.
- b. The goal of School Canvassing is to establish rapport and gain exposure for the recruiter in the schools.

B. There are seven objectives of School Canvassing that the recruiter will concentrate on:

1. Initial visit: This is the first formal visit of the year. This is when the recruiter informs the school officials about the programs and opportunities available in the Navy. This is also the time to gather information about the school and complete the High School Folder.
2. First senior: Enlist a male senior in each school as early in the school year as possible. Normally you want to obtain your first senior during the summer months using the 365-day DEP. The 1st senior is the initial source of referrals, lists, and other information about the school. He should be influential in the

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school because of a positive status (class officer, athlete, child of faculty etc.). The earlier a "Key man" is enlisted, the more productivity you'll get from their influence.

3. Lists: A list of male students of recruitable age from each school. A list is "bona fide" when the recruiter has names with an address or a phone number for 90% of the male seniors or males of a particular college class. Lists maximize senior prospecting when schools are closed or if access is limited.
4. ASVAB Testing: Establish the Institutional ASVAB Testing Program in those schools you have been assigned for purposes of coordinating ASVAB testing. This is a source of senior lists; and testing of all, or a majority, of the students is a savings of recruiter time in mental screening and testing. The ASVAB is the primary source available to assist you in identifying your quality market (UMG).
5. NROTC presentations: Are classroom presentations that not only provide information about the Naval-Marine Reserve Officer Training Corps (NROTC) Scholarship and Programs, but are also an opportunity to gain exposure and stimulate interest in other programs. There is no minimum numbers of students that must "show" for the presentation to be worthwhile. However, scheduling and publicizing talks in advance usually maximizes attendance.

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6. Career Days: Career days are conducted annually in high schools to promote career awareness. In this endeavor representatives from colleges, trade and vocational schools, industry and military service recruiters are invited to present available opportunities. Participation in career day activities may take the form of a short presentation or simply entail passing out collateral material. In either case a professional appearance is essential.
 7. Diversity Presentations: The primary objective of these presentations are to promote the awareness of Navy opportunities to the diversity market groups, as well as to promote the accomplishments of the diversity market groups in today's navy.
- C. The following steps must be initiated to collect and organize school information:
1. Identify all the high schools, Junior colleges, vo-techs, etc in the area.
 2. Review known schools for changes in population, closings, consolidations, relocation, or new openings.
 3. Organize the information on each school in a new School Folder by 1 September each year. (The purpose of the School Folder is to maintain statistical data on your schools.)

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4. After gathering and organizing the information on all the schools, the recruiter and RINC are responsible for evaluating the school information to determine if it is accurate and which schools will aggressively be worked considering the size of the male senior or college class population, access, and past productivity.

D. Assets available to support the School Canvassing Plan

1. The NRS/NRRS recruiting staff. Look at what talents you possess that may be of value or interest to the school or students.
2. Other Navy sources. Look to see if any of these sources are teachers, coaches, or school board members, or if they can provide other support:
 - a. Local Reservists and Reserve units.
 - b. District trainers.
 - c. Former Navy personnel and retirees.
 - d. NRD personnel.
 - e. Sailors on RAP Leave. Especially those Sailors who recently graduated high school.

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f. Local contacts. People who can influence schools, or help you gain access to them.

g. NRD Education Services Specialists (ESS)

- E. School Folders. Use of the School Folder (NAVCRUIT 1133/37) provides a systematic approach to canvassing in educational facilities worked by enlisted recruiters. School folders list minimum activities conducted throughout the year and will be maintained on all high schools, VOTECHS, trade schools and Junior Colleges in the NRS territory.
1. Assists the recruiter in systematically working assigned schools and carrying out the master plan.
 2. Provides a comprehensive plan for prospecting schools.
 3. A new folder is prepared each year for every school assigned.
 4. School lists and ASVAB readouts are retained in the school folder.
 5. School Folders are retained for current school year plus the two previous school years.
 6. The recruiter will take the school folder on each school visit and document significant aspects of the visit.

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7. The following are detailed instructions on how to fill out the school folder:
 - a. On the cover, enter the name of the educational facility and school year.
 - b. On page 2 of 11, Obtain faculty, counselor/placement official, secretary, educator, sports coach, etc.
 - c. On page 3 of 11, enter school graduation date, career day dates(s), school nickname, description of school emblem/mascot, school colors. Document applicable ASVAB test information in appropriate space.
 - d. On page 4 of 11, enter appropriate information on last year's enlisted DEP and last year's BOOST/NROTC/USNA selects.
 - e. On pages 5 through 8 of 11, minimum recruiter activities to be completed are listed in chronological order commencing with August.
 - f. On page 9 of 11, document school/junior college name, address, phone number, school year, school policies and directions to the school from the NRS.
 - g. On page 10 of 11, attach a professionally made or hand drawn map to the school/junior College from the NRS.

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- h. On page 11 of 11, attach and maintain pertinent School and ASVAB lists for the current and previous two years.
- i. The RINC is the only individual authorized to line out any activities that do not apply to a particular educational institution.

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