

## **Burncoat High School**

A report on the Burncoat HS Air Force JROTC program and ways we actively promote interest at the middle-school level for high-school participation in the program. We annually send out letters to all eighth graders of our feeder middle schools (attached). The letter explains the aspects and benefits of the program. It discusses our mission and lists some of the events the cadets do. We also have a presence during the eighth Grade Orientation where we showcase some of our ceremonial teams. We always try to do the flag retirement on Flag Day and invite the eighth graders from Burncoat Middle School. We select two or three middle-school students to participate in the ceremony. We use the occasion not only for its patriotic symbolism but again showcasing our demonstration teams, reinforcing how integral they are to the program. We pair up with the guidance counselors when they go to the middle schools to schedule for the upcoming year. We take our Awareness Presentation Team to explain their experiences and encourage the upcoming ninth graders to join. Probably our most effective method for both recruiting and retention is word-of-mouth by our cadets. By putting a personal face on the program to friends and siblings, they bring the program alive.

As an ongoing effort to reach more freshmen once they are in high school, we participate in Freshman Orientation. The cadet leadership visited every study hall to talk about the program and encourage students to take JROTC and get an elective credit versus a space filler. We had a Taco Tuesday recruiting lunch where cadets could bring a friend. This got prospect student into the JROTC area and let them see the program in a relaxed, social atmosphere. An informal means of recruiting is our community-service involvement. Marching in parades, replacing flags on veteran's graves, community cleanup for Earth Day, and other events gain us visibility that may attract interest. At the very least, it reinforces and focuses on our mission "Developing citizens of character dedicated to serving their nation and community." We never stop looking for opportunities to engage with prospective cadets and their families.

## **North High School**

In response to how the North H.S. NJROTC program recruits middle school students, we are currently partnered with the Worcester East Middle Leadership Academy, which is a program that was started last year by Mrs. Julie Collins from Worcester East Middle School. The program has some similarities to NJROTC in that it fosters good leadership and community service however it is not a DOD sponsored program and students do not wear uniforms. It is strictly an after school program that meets weekly.

We work closely with that program by sending our most knowledgeable and senior cadets to their weekly meetings to build rapport between our students, teach basic drill movements, our Navy Core Values and the requirements/expectations of being an NJROTC cadet should they choose to join our program at North H.S.

Some of the students who were a part of the inaugural Leadership Academy last year are now cadets here at North and entered our program with a greater understanding of its fundamental elements.

The Leadership Academy students have joined us at several community service events to include Wreaths Across America, the USMC POW/MIA ceremony at Union Station, and even marched with us at this year's Veteran's Day Parade.

The partnership mentioned above is IN ADDITION TO our continued participation in middle school orientations during the school year. Whether it's the middle school students visiting our school with parents for a tour or when we visit their school for a presentation, we are active and always allotted a timeslot on the schedule to brief parents and students and provide an overview of our program, Q & A session and video presentation of our activities.

Lastly, we have an active social media presence with an official website <https://njrotcnorthhigh.wixsite.com/unitwebsite-pao>, a public Facebook account, and Instagram. On our website, students and parents can see current events that our students are involved in and can even download a contract to get started on the enrollment process. A great recruiting tool!

I think our partnership with Worcester East Middle School and their Leadership Academy has been a success and we look forward to continuing our work with them.

### **South High Community School**

We actively work with the administration at our feeder school Sullivan Middle School to promote interest in the Air Force Junior ROTC program at South High Community School.

We have the Cadets from the program to attend and provide the formal Color Guard for the Worcester Veterans Day Program at Sullivan Middle School every year.

When the school's flag was tattered and torn, the Cadets from the Air Force Junior ROTC raised money to purchase a new flag and made a professional presentation of the new flag to the school.

We have used the Sullivan Middle School gym for a Drill Meet of four different Air Force Junior ROTC schools during the school day so the middle school students could see our Cadets compete in the Drill Meet. At this meet, we passed out brochures about Air Force Junior ROTC and answered any questions they had in the stands as the meet was going on. (They had a lot of great questions)

We also will be sending Cadets to Sullivan Middle School with the South High Community School guidance department as we did last year to make a presentation to the incoming freshman that included drill maneuvers and cadets in uniform so we may answer questions about the program.