

## HIGH SCHOOLS INTELLIGENCE GATHERING

- Priorities / Mission
  - Know their mission statement and/or vision statement
- Presuppositions
  - Market Share
  - Rumors
- Percent of Market Share
- Past Problems
  - What has gone wrong in the past with ARNG recruiters
  - What has gone wrong with other military/college recruiters
- Previous COI/VIP
  - Introductions
  - Discern between COI and VIP
- Prior Graduates
  - Know their story
  - Where are they today
- Proudly Serving / Prior Service
  - Are there any ARNG on staff
  - Any ARNG retirees who were on staff
  - Any Prior Service
- Post-Graduation Focus
  - What does the school want to be known for
  - What is the reality
- People
  - Leadership
  - Key gatekeepers
- Policy
- Student Handbook
- Parent Handbook
- Faculty Handbook
- Publications
  - Daily to students
  - Daily to faculty
  - Internet
    - Website
      - Particular pages (guidance)
      - Key classes
      - Web design / content
    - Social Media
  - Newspaper
  - TV Channel
- Published Contacts on the website
- Periods
  - Schedule
  - Length
  - Rotation
  - Teacher planning periods
- Programs – extra-curricular programs
  - Non-sports clubs
  - Music POC
  - Cheer POC
- Problems / Punishment
  - Discipline plane
  - Detention center and staff
- Parent Education – adult ed.

## HIGH SCHOOL RECONNAISSANCE

- Pride – prominent posters, banner
- Parking
- Process/Protocol for Entry
- POC
- Permission
- Professionalism: try to mirror the administration
  - What is considered professional attire
- Places
  - Where do the students hang out
  - Where do the teachers hang out
  - Where is lunch eaten
  - After school
- Paths
  - What are the traffic patterns for juniors/seniors
  - Where do student drivers enter
  - Where do faculty enter building
  - Where do athletes enter building
- Posters
  - Are there other military branches or colleges posted
  - Do you need permission to post
  - Restrictions / size
- Policing: school resource officers; office; role
- Pain Points