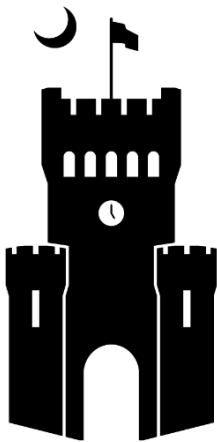


THE CITADEL OFFICE OF ENROLLMENT

Alumni Recruiting Handbook



THE CITADEL

ALUMNI RECRUITERS

31 October 2025

The Citadel Alumni Recruiting Program

“Commitment, Achievement, Respect”

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The previous version, dated 2023, is obsolete.

Reproduction outside of the CAR Program granted with written authorization by the CAR National Chair and Coordinator of Alumni Recruiting (Admissions).

Introduction To The Citadel Alumni Recruiting (CAR) Program

Program Mission

The Citadel Alumni Recruiting (CAR) program (formerly known as the Cadet Alumni Procurement Program (CAPP) and the Citadel Volunteer Recruiting program, (CVR) was founded in 1973. Its mission, under guidance from The Citadel Office of Admissions (“Admissions”) & The Citadel Alumni Association (CAA), is:

“To identify, recruit, and mentor qualified students through the South Carolina Corps of Cadets enrollment process, and to represent The Citadel’s Office of Admissions at a grassroots level.”

Traditionally, Citadel Alumni Clubs across the nation provide an established foundation for cultivating new CAR participation and for hosting recruiting events; however, individual CARs not affiliated with active Citadel Clubs also impact their local communities through targeted recruiting efforts. Over 200 Citadel SC Corps of Cadets (SCCC) cadet alumni and parents serve as CARs because of the dedication, loyalty, and enthusiasm they feel for serving our alma mater. CARs serve on the front lines to identify talented prospects wishing to become part of the Long Grey Line.

The CAR Organizational Structure

Associate Provost for Enrollment Management—Serves as the senior institutional leader responsible for the strategic oversight of the Citadel Alumni Recruiters (CARs) program. The Associate Provost provides vision and direction for enrollment initiatives, ensuring alignment between alumni recruitment efforts and institutional enrollment goals. This role supports and empowers the Coordinator of Alumni Recruiting (CoAR) and collaborates with the Citadel Alumni Association (CAA) leadership to sustain and enhance the CAR program. The Associate Provost also participates in the appointment of key CAR leadership positions and ensures that alumni recruiting activities reflect the values, standards, and priorities of The Citadel.

Coordinator of Alumni Recruiting—An admissions staff member, the Coordinator of Alumni Recruiting (CoAR) oversees the day-to-day operations of the CAR program. The CoAR provides CARs and Citadel Clubs with admissions data, college fair information, and recruiting materials.

Citadel Alumni Recruiting National Chair (CARNC)—Serves as the senior alumni representative responsible for shaping and approving the CAR program policy and leads all CARs on an international level and reports directly to the CoAR.

CARNC works directly with admissions and coordinates with the CAA Board of Directors to improve and sustain the CAR program, as well as CAR activities nationwide.

The CAA Cadet Recruitment & Retention Committee Chair will work to improve and sustain the CAR program through the CAA Board of Directors. Based on the CAA Bylaws, the CARNC will also serve as the Cadet Recruitment Chair when possible.

Citadel Alumni Recruiting National Vice Chair (CARNVC)—Serves as the senior adviser to the National Chair and reports directly to the CoAR and the National Chair. Works directly with the National Chair, admissions, and CAA to improve and sustain the CAR program, as well as CAR activities worldwide. The Vice Chair of the CAA's Cadet Recruitment & Retention Committee is appointed to a two-year, indefinitely renewable term by the National Chair, the CAA President, and the Associate Provost for Enrollment Management.

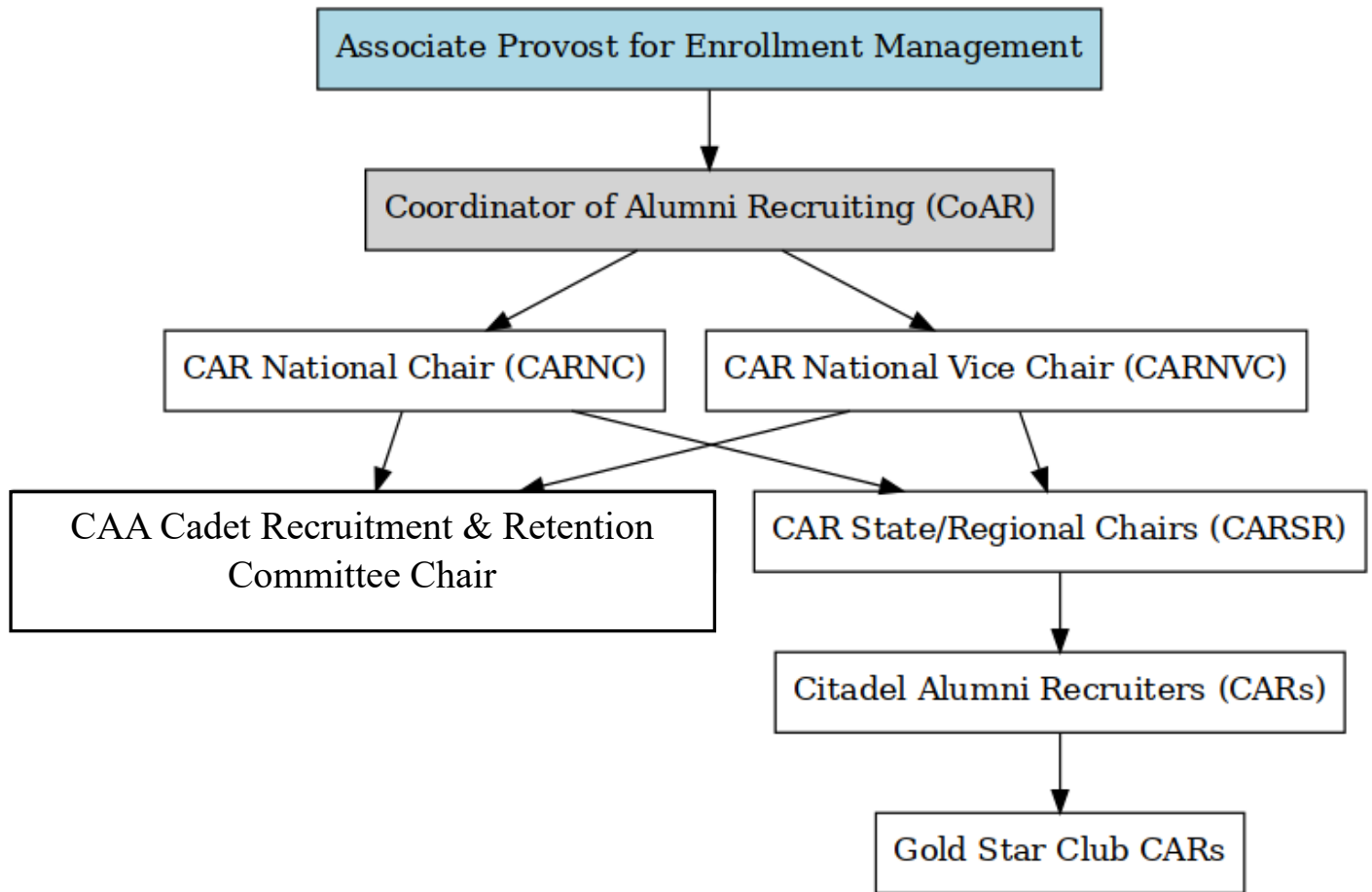
Citadel Alumni Recruiting State/Regional Chair (CARSR)—Serves as the senior recruiting representative in the state/region and leads, monitors, and supports all alumni recruitment efforts within their respective states/regions. Primarily responsible for communicating to all state/region-level volunteers for the specific purposes of (1) publicizing college/career fair recruiting opportunities and (2) coordinating/assigning event coverage. Receives regular updates on local CAR progress and local alumni club activities. **CARSRs** are expected to participate in at least one recruiting action per year to maintain currency and to track trends in their state/region. Reports directly to the Chair, Vice Chair, and CoAR and are appointed by the decision of the National Chair, the Vice Chair, and the CoAR to indefinite terms, based on satisfactory performance. As a member of the Citadel Alumni Association's Cadet Recruitment & Retention Committee, they provide input and support to the Committee Chair.

Citadel Alumni Recruiters—Local CARs consist of alumni who remain actively engaged in recruiting future members of the SCCC. CARs attend local college/career fairs and assist Citadel Clubs in executing annual Cadet Sendoffs. CARs contact local JROTC Instructors or civic groups (i.e., Civil Air Patrol, Boy/Girl Scouts, American Legion Boys/Girls State, and Sea Cadet units) to serve as grassroots ambassadors for The Citadel. This must be coordinated with the admissions officer assigned to the region. Report to the State/Regional Chair and CAR National leadership, in addition to the local alumni club president (as applicable). Where there is no CAR State or Regional Chair, CARs will report directly to the CAR National Chair. Note that all CARs must comply with all volunteer requirements set forth by The Citadel's Human Resources office.

"Gold Star Club" Citadel Alumni Recruiters—These designated CARs satisfy the requirement set forth by the Citadel Alumni Association to meet the Gold Star Club standard, provided they both coordinate club recruiting activity and transmit said activities to their immediate CAR Chair as previously referenced above.

CAR Chain of Command: See CARs Organizational Chart below.

The CARs Organizational Chart



Typical Citadel Admissions Cycle

Prospects > Applicants > Accepts > Deposits > Matriculants

Admissions operates on a rolling admissions basis, meaning applications are received from August through July and decisions are made on a “first-come, first-served” basis.

Prospects will begin to receive marketing and communications from admissions in their sophomore and junior years or prior if they have inquired about The Citadel or have visited campus.

High School Student Cycle

Sophomore Year – Many students take the PSAT exam, which is administered in their high school. The Citadel has a strategic awareness campaign in place to begin outreach to some students.

Junior Year (Fall) – High school juniors begin taking the SAT and/or ACT standardized tests. Juniors attend college fairs and high school visits of college representatives, and begin their search in earnest.

Junior Year (Spring) – Community-based organizations and high schools host college and career fairs for juniors and their families to attend. Many begin visiting colleges on spring break trips and around summer break. CAR programming augments admissions efforts, as admissions staff travel nationwide to attend college fairs and recruiting events.

Senior Year (Fall) – Students begin applying to their schools of choice. (If service academies are under consideration, those applications begin in the summer.) ROTC applications are due by the end of the calendar year for most services. More commonly today, students utilize the Common App to apply to multiple schools, and over 1000 schools, including The Citadel, accept the Common App. Students using the Common App can apply to upwards of 6-10 schools, depending on their situation. Families often schedule college visits in the fall and applications for scholarships based on merit or institutional aid are often sought out as well.

Senior Year (Spring Semester and Summer) – If students have applied to many different colleges, they may spend time in the spring visiting schools to which they were accepted for individual visits or highly coordinated admitted student days. Families are comparing financial aid packages, making decisions, and ultimately deciding where the student will enroll in college.

Annual Citadel Alumni Recruiting Calendar

CARs have the option to engage in the following recruiting activities:

Fall – The Fall college fair season is the primary college fair season for all students. CARs will be contacted via email with updated information about college fairs in their areas. All CARs will undergo background checks, and required Vector trainings to represent The Citadel. They must review the CAR Manual, view the online training videos, and communicate with their State/Regional Chair or National CAR leadership before representing The Citadel at events.

Spring – The Spring college fair season, though much smaller than Fall's, is primarily aimed at high school juniors. CARs receive a list of updates and fairs from CAR leadership.

Summer – Citadel Clubs will work with The Citadel Alumni Association (CAA) to host send-offs for incoming students who are to matriculate in the fall.

Role of the CAR Program

Serve as an information source about The Citadel, its programs, and its benefits.

Important note: Contrary to popular belief, “things” do change at The Citadel. Alumni cannot be the subject-matter expert for every potential question asked by a prospective cadet and/or parent. For example, certain aspects of the enrollment process can be complicated (financial aid, medical clearance, dual enrollment, AP credits, course registration, etc.). The cadets’ daily schedule may also be considerably different than when you were a cadet (meals, drill, PT, etc.). In such cases, a response of *I’m not sure, but I can put you in touch with the right person* is frequently the perfect answer. Even if you think you know the answer, please confirm with the Office of Admissions before responding. An experienced Admission Officer is eager to assist and is only a phone call or e-mail away.

Provide a fundamental personal touch at various stages of the admissions process, serving as living examples of the benefits of a Citadel education.

Deliver feedback to admissions to assess support of recruiting needs.

Prospects: CARs may be the initial contact with many of the prospects we attract every year through college fair participation and allow our recruiting effort to cover a vast geographic area. CARs also provide accurate data about said prospect and share it with admissions in a timely manner.

Applicants: CARs encourage prospects to apply to The Citadel. CARs have the authority to waive a candidate’s application fee if necessary. The code waiver for the current seniors applying to the Citadel is CAR2026

Admits: CARs prepare local accepts and their families for the Fourth-Class year by assisting in facilitating annual Cadet Send-offs.

Alumni Participation - CAR Responsibilities

The Citadel asks Alumni to contribute a few hours of their valuable time annually to the recruiting cycle. Some Alumni do even more, and The Citadel is grateful for the time, treasure, and talent alumni give on its behalf. CARs represent The Citadel in the following ways:

- Serve as The Citadel’s representative at local College/Career Fairs. College fair lists are provided by Admissions.
- Assist in organizing and conducting cadet send-offs with their local Citadel Club (and/or with other local CARs). The CAA and admissions coordinate matriculation lists and contact information, so professional, standardized emails from official accounts arrive at the inboxes of families.
- Provide CAR leadership with feedback regarding recruiting materials, potential recruiting opportunities, and after-action reports, to inform the national recruiting strategy.
- Communicate regularly with their state/regional CAR Chair.

Recruiting Material

Student Information Card (SIC): Should NOT be used; a QR code has replaced these.

QR Code: Students simply scan a QR code with their phone to indicate potential interest in The Citadel. Using the QR Code facilitates quickly adding students to our database, allowing admissions to acknowledge their presence at a college fair or other event and begin sharing digital materials about The Citadel with them. The QR code should be readily available at a college fair table for a prospective student to scan.

Citadel Table Covers: These banners cover the table CARs are assigned.

Additional Items to Bring: Sphinx, Shakos, etc. These items add a personal touch that sets our tables apart from other schools and serve as a unique conversation piece with students, parents, and others. Swords are considered weapons, so leave yours at home!

Items to be given to prospects:

Admissions Materials: The Office of Admissions will provide current-year trifold, booklets, and other literature to all current active CARs who have completed the requirements. This literature should be given to all interested prospects, parents, and adults. These materials provide a brief overview of The Citadel and its academic programs.

***Only Office of Communication and Marketing-approved and produced materials should be handed out.**

“Die-Cut”– is a cutout of El Cid in blue and white, designed to attract the eye quickly at a college fair, and provides basic info about The Citadel on the back, and is useful for students who quickly stop by a college fair table.

Road piece – folded rectangle recruiting brochure that focuses on available majors at The Citadel and other important info about Cadet life. This is the primary marketing tool for students who demonstrate an interest and ask questions about academics.

ROI Brochure – Value of a Citadel education quantifying the return on investment (ROI).

ROTC Brochure – Delineates scholarship opportunities for each branch of ROTC service offered at The Citadel.

Band Recruiting Sheet – Discusses leadership, scholarship, and travel opportunities for band members. This sheet also includes audition information.

Fast Facts – a front and back sheet intended to provide CARs, college counselors, high school teachers, and school leaders with quick information about current demographics, admissions practices, and financial aid information about The Citadel. These are not for students at college fairs.

Cadet Send-off Events

These events are designed to prepare cadets (particularly knobs) and parents for the upcoming year. This event is the first true, formal impression prospects and parents have of alumni. The Citadel's Office of Admission and The Citadel Alumni Recruiting program encourage Citadel clubs to host cadet send-off events each summer. Cadet send-off events have the following positive outcomes:

Increase cadet retention through the sharing of wisdom, local alumni support and professional networking.

Cadet send-off events should also include upper-class cadets, who can share some "dos and don'ts" with the incoming freshmen.

Alumni enjoyment – there is a keen sense of fulfillment with these events as they ceremonially launch future members of the Long Grey Line.

For more information and to schedule your event, go to: <https://citadelalumni.org/clubs-classes/cadet-sendoffs/>

Special Note on Muster Events:

Since Alumni Muster events, held annually on 20 March to commemorate Corps Day, are intimate affairs for alumni and their loved ones to remember fallen alumni and their extended Citadel connections, recruits and their families will not be invited to Muster events.

Appendix

College Fair Procedures

Invitations – When you receive an invitation to represent The Citadel at a college fair, forward that request (via email) to the coordinator of alumni recruiting (cc your state chair), who will confirm with the school that you will be The Citadel's representative at the fair, as well as pay the registration fee for the fair. The CoAR will send any follow up information provided prior to a fair.

Admissions will mail materials to you 7-10 days before the fair. If you do not receive your materials a week out, contact the coordinator of alumni recruiting immediately for resolution.

If there is a fee to attend, approval must be obtained through the Office of Admissions to attend the event. Once approval is granted, request the hosting school to send the invoice to:

The Citadel Admissions Office

Attn: Laura Curran

171 Moultrie Ave

Charleston, SC 29409

843-953-1676

Curranl1@citadel.edu

Pre-College Fair Training and Preparation – <https://youtu.be/ix8QjYBNjOo>

When the recruiting materials arrive from admissions, familiarize yourself with the contents of the brochures.

Dress: Wear business casual attire; include something Citadel-branded if possible. Wear your CAR nametag if you have one. If you need one, please contact the coordinator of alumni recruiting. Remember, first impressions are lasting ones...you are representing The Citadel, the Military College of South Carolina!

During the event:

- Generally, you don't get much time with the prospects. If the venue is noisy, it adds to the difficulty of hearing each other.
- Greet everyone joyfully and warmly and shake hands. Share that you are a volunteer Alumnus/alumna recruiter and your class year.
- Encourage interested prospects to scan the QR code to indicate interest before leaving the table. This allows admissions to send information on application deadlines, visit opportunities (it's now called Inside the Gates visit (Thu-Fri), not a "weekend visit" anymore), and scholarship opportunities. Slate allows us to communicate immediately and track interactions and engagement of prospective cadets and their families.

- Don't prejudge the prospect's viability to be a successful cadet or chances of admission; leave that up to admissions.
- Many students are unaware that military service is optional upon graduation from The Citadel— this is positive news for those who may not want to serve in the military; most enter top graduate programs (law, medical, and business schools) and/or the business world.
- Encourage interested prospects to view the videos referenced in the brochures (these are the newest and most current videos). Give everyone a road piece—even if they are not interested in The Citadel, they may know someone who might be and pass it along.
- **Avoid discussing details about the Fourth-Class System (it has changed significantly). If asked, stress the leadership model of "Prepare-Engage-Serve-Lead." They will be able to get all the accurate information on the knob year they'll want during their campus tour or Inside the Gates visit.**
- Be mindful of the parents at all times and keep them engaged in the discussions—after all, they will most likely be paying for a good amount (if not all) of their child's college education. Appeal to what matters to them—a quality education for their son or daughter and a return on investment.

Some facts of interest to parents:

- Our student-to-faculty ratio is 11:1 and the primary job of faculty members is to teach—no graduate assistants teach classes = a quality education. 96% of Citadel faculty have attained the doctorate level or beyond.
- Evening study periods occur every Sunday-Thursday night. Academic officers in each company can provide assistance if required before grades become a problem!
- The Student Success Center monitors freshman academic progression and provides tutors and other assistance.

Minimum Admissions Standards: The Citadel seeks approximately 780-800 students to fill each freshman class. We receive approximately 3,200 applications for cadet freshmen. Test scores are optional. We accept the Common App and don't require a personal essay.

Undergraduate size = The Corps of Cadets (approx. 2,360 cadets).

Average class size at The Citadel = 15-30 (Ask them what the average is in their high school and compare).

Scholarships

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

The Citadel Scholars Program is an annual competitive event and is by invitation only. It includes an interview with a faculty member and several short essays.

All accepted freshmen are automatically considered for invitation to the Honors Program.

Generally, students with top rigor, strong grades, solid engagement, and willingness to follow through on the comprehensive application do well in this process. Scholarship prospects are interviewed in the late fall and early spring via Zoom by faculty members.

From this process, 8-10 full scholarships, including room and board, and a varying amount of partial scholarships will be awarded per academic year, making this an extremely competitive program.

Citadel Scholars Program

Invitations to qualifying applicants are typically sent in mid-October and mid-February, depending on the application date.

Qualifying – top 10% of HS class rank, most demanding rigor and top grades, solid engagement in activities

6 Full scholarships

15-20 awards @ \$10K each

Citadel 1842 Scholarship

30-50 awards @ \$6K each

How to Apply: Applicants are considered for scholarships based on their completed admissions application information. Therefore, the sooner prospects apply and have official transcripts on file with admissions, the higher their chances of being selected for one of the three selection periods.

ROTC scholarships are not controlled by The Citadel. Applicants must apply online through the respective service's ROTC website. National ROTC scholarship winners are eligible for two financial supplements, managed and awarded by the Office of Financial Aid and Scholarships. Please check here for annual updates to the program for the most current information:

<https://www.citadel.edu/financial-aid/service-to-country-scholarship/>

All other scholarships: Inquire with the Office of Financial Aid and Scholarships. Many are determined based on need and merit.

General Financial Aid Information

Since several “scholarships” specify ‘need’ as a condition of the award, it is required that an applicant file a confidential Free Application for Federal Student Aid (FAFSA). ALL students should fill out the FAFSA. The Citadel makes a promise to all families who submit their FAFSA by February 15 that we will have financial aid award letters available to them by March 15. Our Federal School Code is 003423.

Refer to the Financial Aid Web Page for more details: <http://www.citadel.edu/root/financial-aid-cadets>

Athletic Recruiting Guidelines

If the Athletic Department recruits a prospect, he/she falls under strict NCAA rules & regulations and must be treated carefully. Read and abide by these rules carefully:

<https://citadelsports.com/sports/2017/7/17/the-citadel-compliance.aspx>

If the prospect tells you he/she is being recruited as an athlete, you, as a CAR, must limit further recruiting to only discussing non-athletic topics, such as the application process, general financial aid information, and non-athlete cadet life (Citadel coaches will describe cadet-athlete life with the prospect).

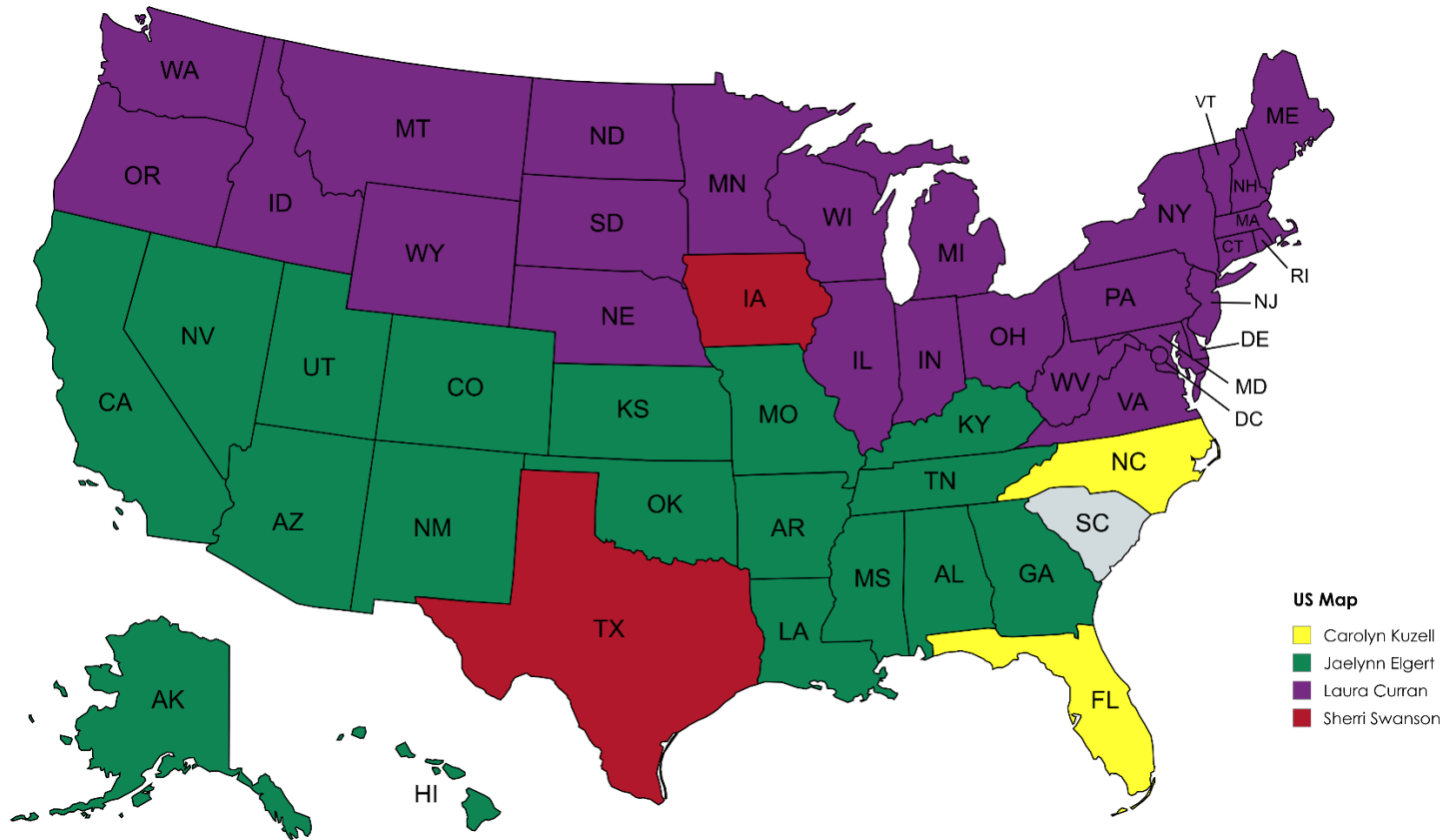
Continue to talk with the prospect and the prospect’s family, only if they contact you – do not initiate contact with an athletic prospect or family.

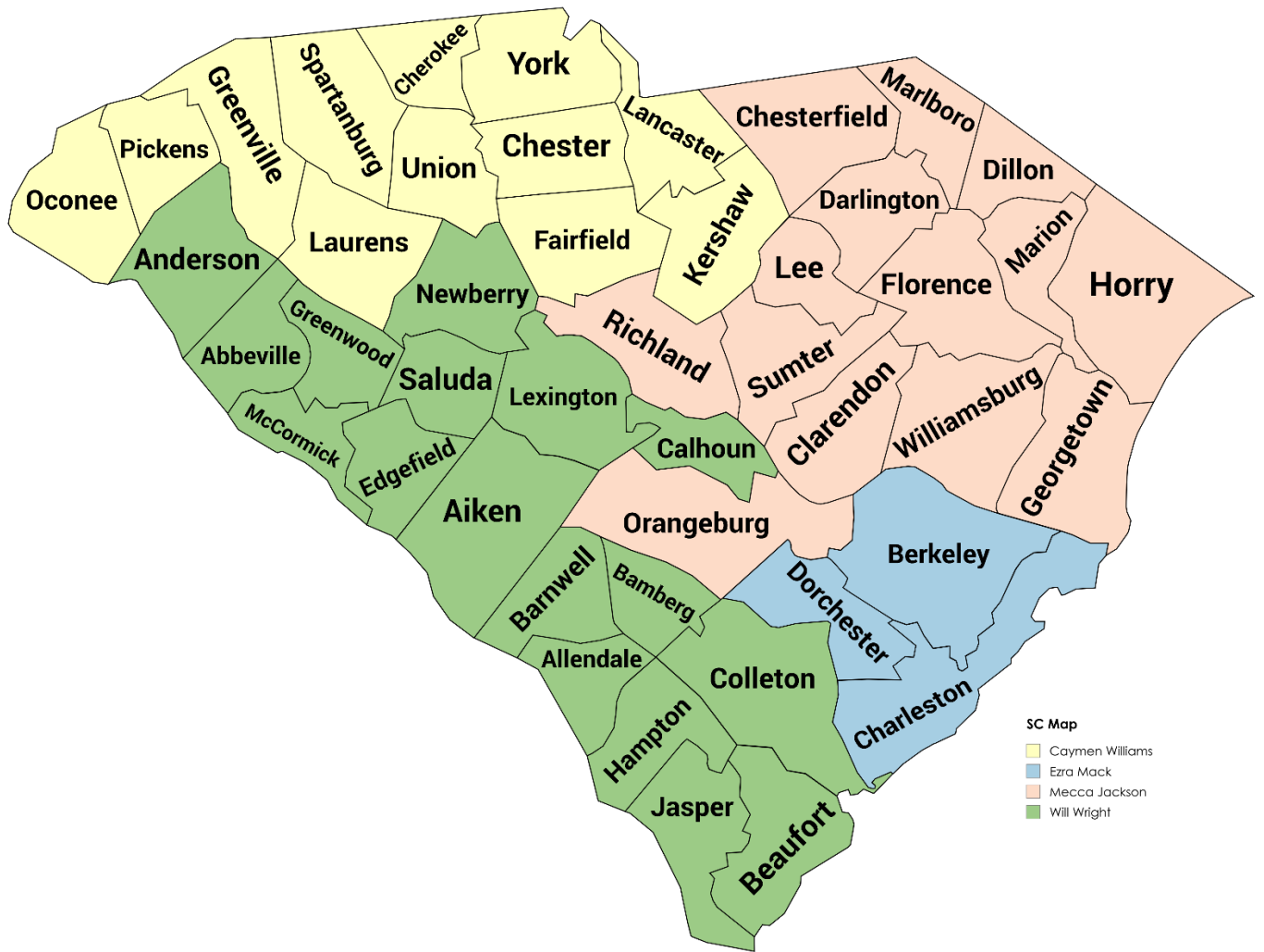
If the prospect wants to pursue an athletic scholarship, instruct them to tell their coach to contact The Citadel’s Athletic Office <https://citadelsports.com/staff-directory> and to submit a Prospective Athlete Questionnaire located on every athletic team's home page under “more”.

Do not discuss athletics and stick to standard recruiting.

Post-Fair Actions

At the end of the recruiting year, mail the table cover back to Admissions using the postage-paid envelope that Admissions mailed to you with your materials.





SC Map
Caymen Williams
Ezra Mack
Mecca Jackson
Will Wright