



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US Army Recruiting, Norfolk Company
803 Front Street, Fort Norfolk
Norfolk, Virginia 23510

RCNE-BE-NOR

August 7, 2008


MEMORANDUM FOR RECORD

SUBJECT: Evaluation of the Effectiveness of the Champions 4 Champions Youth Program

1. As any uncharted waters, here in USAREC there is always some sort of skepticism when taking on the challenge of implementing something new in a Recruiting Area of Operation. As the Commander of the Norfolk Recruiting Company, I was enthusiastically surprised with the initial Return on Investment (ROI), 12 potential leads, and 5 Centers of Influence (COI).
2. With Coach Hatcher and his team our events at the Norfolk and Virginia Beach Detention Centers allowed us the positive face to face time that can not be duplicated with just normal Recruiters dropping off pamphlets with information. Those events in themselves brought local School board Leadership from both cities; they also gave us valuable contacts in the form of local sports heroes. Coach Hatcher and his team were total professionals and did not hesitate to put my Soldiers and me in the Light to let the youth know of their career opportunities with the U.S. Army.
3. Follow on events occurred July 12, 2008 where the James River and Norfolk Recruiting Companies came together for a collaborative event in Chesapeake, and Norfolk, Virginia. This event was a result of the great feedback that occurred from the first two events in Norfolk, and Virginia Beach. This event was a monumental success, to the effect that multiple local officials from my company area of operation were in attendance and request our presents in Portsmouth and follow on events in Norfolk. The Mayor and Superintendent of Portsmouth, VA; the Superintendent of Norfolk Public Schools, and a host of other local Officials that wish to join the Champions 4 Champions and U.S. Army team during this immense community outreach opportunity.
4. Events already coordinated as a result of these events are school presentations at Norview, Lake Taylor, Booker T. Washington, and Maury High School; September 8, 2008. These events are specifically for the U.S. Army Recruiters to come and talk to the senior class about career options. These events were coordinated by Coach Hatcher and the Superintendent of Norfolk Schools. This is a first for this company to have so much assistance in supporting our Nations Recruiting efforts. We will see a definite quantifiable Return On Investment.

5. As a Commander I recommend that these types of programs be made apart of our yearly operations and these types of events be treated as must have for all companies operating in highly populated areas, as this can serve as Mentor opportunities for those companies. In turn I feel that once the community sees that the U.S. Army not only protects and serves but we are a force that operates daily with the integrity and values that we swore to support and defend. Coach Hatcher and his team understand the severity of mission success of USAAC and USAREC and they are on board to help us in any capacity.

6. For any additional feedback or questions contact at 757-622-4975 or lawrence.henderson@usarec.army.mil.


LAWRENCE E. HENDERSON JR.
CPT, AG
Commanding