



Junior Achievement National Military Role Model Program (JANMR)

An Introduction to the Program



Dear Recruiter,

The US Army Recruiting Command (USAREC) has formed a partnership with Junior Achievement, Inc. (JA) called the Junior Achievement National Military Role Model Program. Participation in JANMR is voluntary, and once you understand how JANMR works, you will easily make JANMR work for you.

This packet contains information about the JANMR program and about JA lesson plans. Since one of the lessons recruiters will instruct is "Success Skills," I've included a few pages of the JA-produced material for reference.

This information packet contains the following:

- Copy of MG Gaddis' memorandum announcing the Junior Achievement National Military Role Model Program
- The Junior Achievement National Military Role Model Program Strategy
- Success Skills program overview (from JA's "Guide for Consultants and Teachers" booklet)
- Introduction and example of a lesson plan exercise (from the Success Skills Student Workbook)

The lesson plans are well-designed and easy to follow. Many of the careers mentioned in the lesson are also available in the Army and you can easily see how you'll be able to draw on your own Army experiences to relate to the subject matter or the topic being discussed. Your efforts will build community good will, provide a service to your schools, and ultimately improve recruiting success.

JA lesson plans emphasize common sense, good judgement, respect, and teamwork—four hallmarks of a good recruiter. I urge you to take advantage of the invitation JA has extended to us—an invitation to "reconnect with America" through the Junior Achievement National Military Role Model Program.

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