

Talking Paper on ALO Program

OVERVIEW: This handout provides a concise and thorough explanation of ALO duties. Some of the most common questions regarding the program include:

1. What is the Admissions Liaison Officer program?
2. Who makes up the ALO Force?
3. What is the role of an ALO?

1. What is the ALO Program? It is an organization of military affiliated representatives who provide the recruiting and admissions interface to prospective candidates for entry into the US Air Force Academy or Air Force Reserve Officer Training Corps programs. Specifically:

- a. It is a worldwide network of Air Force representatives who are primarily part-time volunteers recruiting for the Academy and AFROTC.
- b. ALOs seek highly qualified and motivated young men and women who want to pursue a career in the Air Force.
- c. The size of the ALO force is approximately 1,600 located in all 50 states and around the world.

2. The ALO Force--ALO's fall into one of three categories:

- a. Active Duty, Ready Reservists, and Air National Guardsmen assigned to units throughout the world. Their primary duty is usually with their operational unit while serving as an additional duty ALO.
- b. Primary duty reservists assigned with Admissions Liaison Officer responsibilities for USAFA and AFROTC. These members are Participating Individual Ready Reservists. Administrative control of primary duty ALOs rests with the Reserve Management Group (RMG), while operational control of ALOs falls under USAFA/RR. A primary duty ALO is categorized as non-pay, points-only reservist.
- c. Retired and civilian personnel. These members work under the same status as an additional duty ALO.

3. The Role of the ALO: The role of an ALO is derived from the missions of the organization they serve. Knowledge of the the missions of the Air Force Academy, AFROTC, the Directorate of Admissions, and of the ALO Force is required

- a. The Mission of AFROTC - "Develop Quality Leaders for the Air Force."
- b. The Mission of the Air Force Academy - "Educate, train, and inspire men and women to become officers of character motivated to lead the United States Air Force in service to our nation."
- c. The Mission of the Directorate of Admissions: "USAFA Admissions seeks young men and women who possess the attributes and motivation to successfully complete the Academy experience of developing officers of character for service to the Air Force and our nation."
- d. The Mission of the ALO Force: "Publicize Air Force Officer accessions programs and proactively identify, advise, recruit, mentor, and evaluate quality candidates who have the potential to succeed in the Air Force."

The Admissions Liaison Officers perform four major functions in their assigned marketing area: Recruiting; Counseling, Advising and Mentoring; Interviewing and Evaluation; and Administration. Every ALO must develop specific skills in each of these areas.

a. Recruiting Activities

1. Project a professional image
2. Understand USAFA/AFROTC marketing expectations
3. Gather information about your assigned geographic area to develop a local marketing plan
4. Adapt recruiting expectations to the local market

5. Effectively use media products and local media sources
6. Coordinate with AF recruiting resources (recruiters, RC, AFROTC detachments, Public Affairs, other AF units) to accomplish the mission
7. Initiate contacts with prospective candidates
8. Conduct public awareness functions
9. Make formal presentations about AF commissioning programs and application procedures to a wide array of audiences
10. Present scholarship and appointment certificates
11. Understand the NCAA constraints applicable to recruiting athletes
12. Support aviation events in local area
13. Support and participate in community events—Scouting, Civil Air Patrol, Junior Achievement, College Fairs, Career Days, Science Fairs, Clubs, and civic activities
14. Visit assigned markets and establish contact with public and private school officials
15. Selectively search for candidates who can compete in Division I sports. Understand and work Junior Falcon Hunt
16. Develop and conduct projects to selectively search for minorities. Seek out and support community events. USAFA Diversity Recruiting Office can help in this effort
17. Recruiting tools and assets available for your use are: Films, Media Products, Summer Programs, Falcon Sports Camps, Grass Roots, AFROTC Field Training Encampments, Appointee Meetings, Parents' Clubs, Educator Orientation, Congressional Academy Days, Minority and special recruiting events, Career Day/Nights, College Days, Cadet Performing Groups, Center-of-Influence (COI) events, USAFA Staff Guest Speaker support

b. Counseling, Advising and Mentoring

1. Respond to inquiries from: Applicants, Parents, Counselors, and Congressional members and their staff
2. Provide officer accession information to college-bound applicants
3. Interpret and verify ALOWeb candidate information
4. Assist Academy and AFROTC candidates with admissions and application procedures
5. Monitor applicants' progress and candidates' status through various stages of paperwork and screening
6. Advise all prospects on how to prepare for USAFA and AFROTC scholarships
7. Communicate regularly with cadets you helped get appointed to the Academy and AFROTC through e-mails, phone calls, and letters

c. Interviewing and Evaluation: (This may be the most critical and difficult skill to develop)

1. An ALO should try to have at least three counseling contacts with each Academy applicant. The ALO should also have at least three contacts and counseling sessions for each AFROTC scholarship applicant unless the detachment decides to conduct the evaluation
2. Gather background information on applicants. Develop and use a candidate questionnaire to gain insight into the interests and motivation of the applicant
3. Arrange and conduct applicant interviews
4. Complete the AF Form 4060 evaluation and write-up. Include all information and conduct any follow-up to help admissions personnel accurately assess the leadership potential of the individual
5. Submit follow-up information on a candidate as necessary
6. Coordinate, arrange, and administer the Candidate Fitness Assessment

b. Administration and Other

1. Participate with Congressional Staff committees in their selection process when asked
2. Represent the Air Force at key events such as Congressional Academy Days, awards programs, commissioning ceremonies, etc
3. Manage your supply needs and ensure all supplies reach intended audiences
4. Know how to complete paperwork and use the ALOWeb for all aspects of the job. Timely and accurate completion of the following items is critical: activity reports, candidate interview

forms, AF Forms 40A (to log reserve duty un-paid points) and AF Forms 49 (to request paid man-days)

5. Follow all ALO program procedures in contracting for services
6. Maintain records of your activities
7. Serve in additional duties as directed by the Director or Deputy Director

In summary, being an ALO is a demanding job with little tangible reward. The intangible reward is the gratification of knowing that you are providing a great service to the nation, the Air Force, and your community. Advancement in rank is a vote of confidence in your ability to perform and contribute, and receiving awards is a clear sign of the appreciation by the Air Force for a job well done.