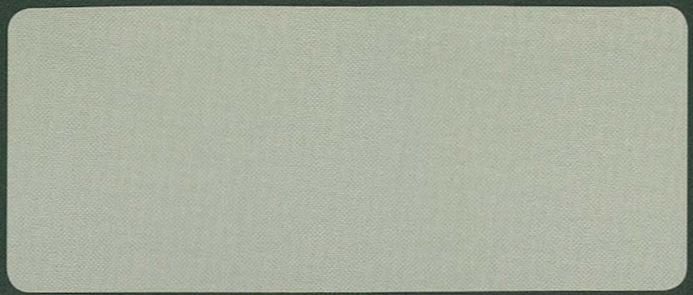
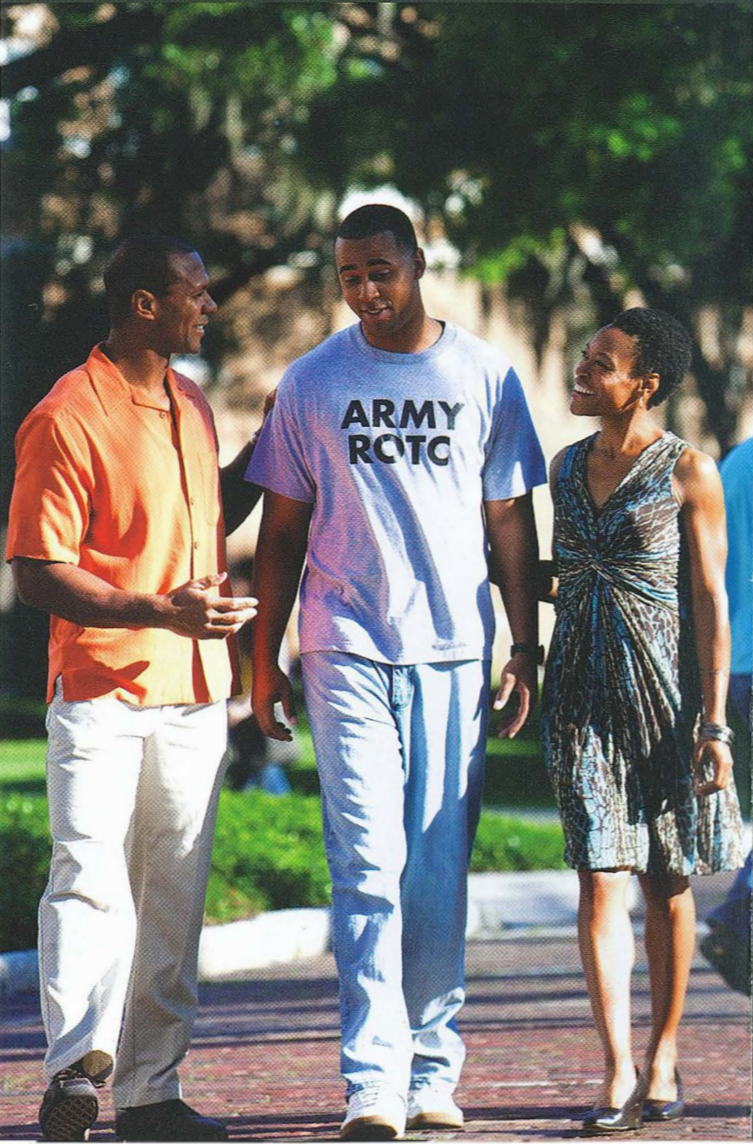


GOOD DECISIONS START WITH A GOOD DISCUSSION

You know your son or daughter doesn't make decisions without thinking them through. By now, he or she has probably researched Army ROTC online or spoken with an Army ROTC advisor. Talk to your son or daughter. Listen to what he or she has learned and expects, and how Army ROTC can lead to the fulfillment of personal goals. Add your point of view and together you'll make the right decision.

Learn more at goarmy.com/rotc or call 1-800-USA-ROTC.



START STRONG WITH ARMY ROTC.

goarmy.com/rotc

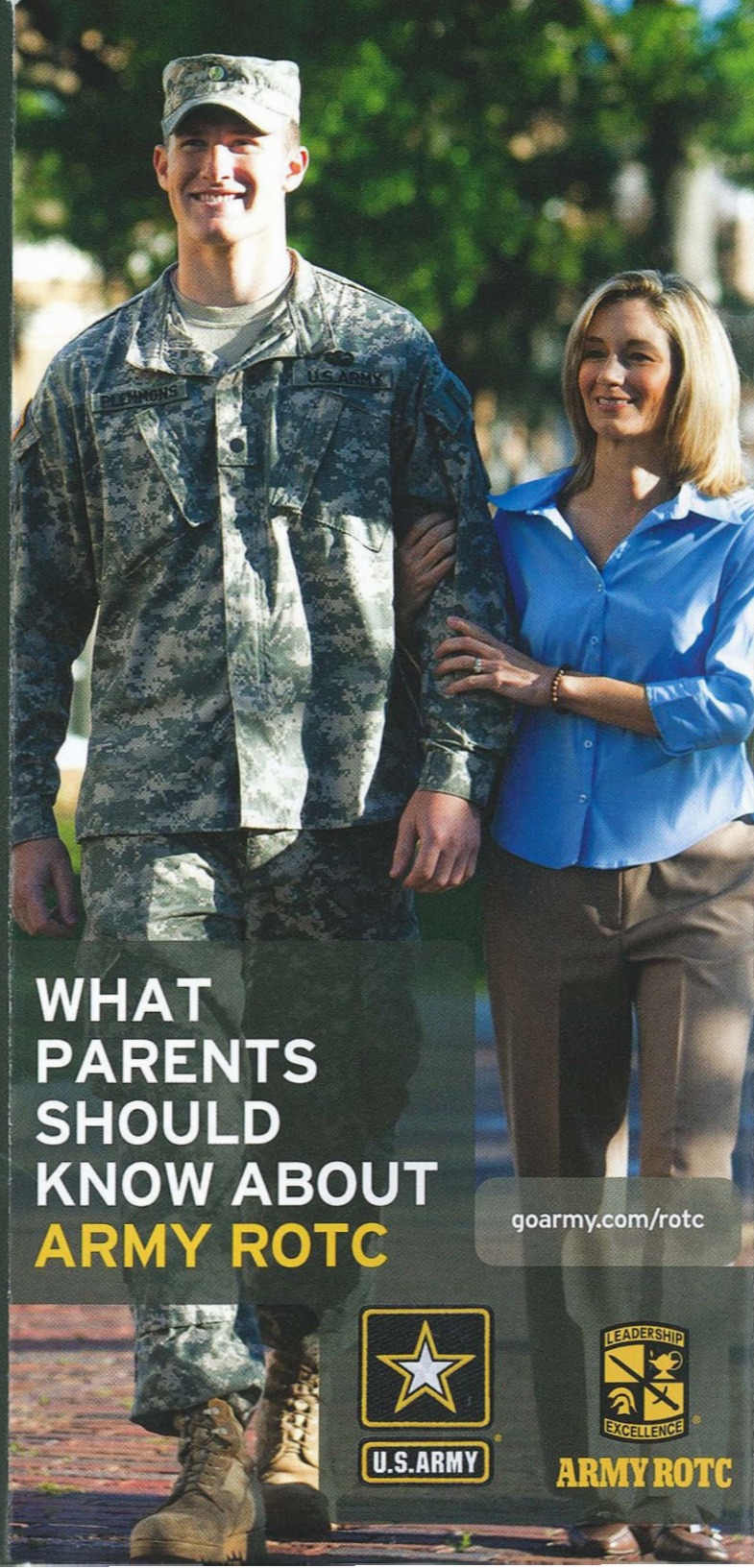






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HELP THEM START STRONG

Army Reserve Officers' Training Corps (ROTC) is one of the best leadership courses in the country, offered at more than 1,100 colleges and universities nationwide. Recently, your son or daughter expressed interest in the program. The advantages offered by enrolling in Army ROTC will prepare your young adult to become a leader now and for life. Making the decision to enroll is an important one. We encourage you to learn more about the program, consider its benefits and then discuss the next steps with your son or daughter.

DEVELOPING THEIR POTENTIAL, DETERMINING THEIR FUTURE

Some expect more of themselves. They focus on higher goals. They aim to achieve. These people are leaders. Leaders earn respect for their ability to perform under pressure. They set the example for others to follow and inspire others to reach new heights and achieve more than they ever dreamed possible.

Pride, confidence, a will to succeed - these are traits of a great leader. If your son or daughter has these qualities, Army ROTC can help them reach their potential as a leader. Army ROTC will build on the character you instilled in them, teach them about leadership by giving them increased responsibility and challenge them to succeed by pushing them to their physical and mental limits. Army ROTC will help your son or daughter become a leader now and remain a leader for life.

goarmy.com/rotc



A COLLEGE DEGREE WITH ADDED DISTINCTION

The most important thing about Army ROTC is that it helps your son or daughter by combining a solid academic foundation with the challenging leader development program - in preparation to be an officer in the U.S. Army, Army Reserve or Army National Guard. Army ROTC is a part of a student's complete college experience - academic, athletic and social - and enables him or her to pursue a wide range of academic majors. Upon graduation, your son or daughter will earn not only a diploma but also a commission as a second lieutenant in the Army, Army Reserve or Army National Guard.

A JOURNEY OF HONOR AND PRIDE

Army ROTC begins with a Basic Course of instruction taught during the first two years of college. Cadets learn the principles of leadership, Army history, and Army organization and structure. During the final two years of college, cadets participate in an Advanced Course of instruction that teaches the principles of military leadership and military field craft, and provides opportunities for adventure training - all designed to develop and hone a cadet's leadership skills and ability. Army ROTC is like no other college course because it offers such classroom studies, hands-on field experience and rigorous physical training; and develops cadets to be leaders of character who are physically, mentally and morally well-rounded and able to succeed in whatever they do.

As a parent, you will feel proud just to see your son or daughter wear the uniform and achieve an officer's rank. You will know how much has been achieved and how much can yet be achieved, both personally and professionally. You will also be gratified to have your son or daughter identified as one of the military officers whose skills are so prized by industry.



RECOGNIZING STUDENT MERIT

The rewards of Army ROTC can begin even before the start of the first class. If your son or daughter has a distinguished academic record, participated in clubs or extracurricular activities, maintained a part-time job and is physically active, he or she may qualify for merit-based, up to full-tuition scholarship. It covers the cost of tuition and fees, includes a generous book allowance and even offers a stipend of up to \$5,000 a year. What matters is not your family's financial status but how deserving your son or daughter has proven to be. Learn more about the requirements and application procedures at goarmy.com/rotc.

STRONG SUPPORT IN COLLEGE AND AFTER

It's reassuring to know that while enrolled in Army ROTC, students have mentors and a support network. These bonds will last a lifetime. This network now extends into the Army and the private sector. An online digital community offers cadets an opportunity to network with current and retired officers who were also commissioned through Army ROTC, providing an invaluable resource for your son or daughter. And since many Army ROTC graduates hold key positions at many Fortune 500 companies - thanks to leadership and management skills they acquired as officers - they can help open doors to important jobs.

