THE NUTS AND BOLTS OF PURSUING POLICY CHANGES TO COUNTER RECRUITMENT AND DEMILITARIZE SCHOOLS

Santa Barbara Truth in Recruitment
Project on Youth and Non-Military Opportunities (YANO)
National Network Opposing the Militarization of Schools (NNOMY)

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IMPORTANT POLICY CONTEXT: No Child Left Behind Act of 2001

Schools are threatened with the loss of federal funds:

- If they fail to grant military and college recruiters access to student names, addresses and phone numbers.

- If they fail to grant military recruiters the same access to secondary school students that is granted to colleges and employers.

Schools must notify parents that they can opt out of lists released to military and college recruiters (students 18 or over can opt out themselves). An opt-in policy is NOT allowed.

Schools CAN impose restrictions on recruiting activities as long as they apply equally to representatives of colleges and employers.
SOME OF THE RECRUITING ISSUES THAT CAN BE ADDRESSED THROUGH POLICY CAMPAIGNS:

- Aggressive recruiter behavior at school
- Disruption of normal school activities by recruiters
  - Frequent recruiter visits and unfettered access
- Use of weapon displays & simulators to lure students
- Access to students’ personal information via direct solicitation, ASVAB testing and school lists
- Lack of equal access for alternative views
  - JROTC
• Aggressive recruiter behavior at school

• Disruption of normal school activities by recruiters

Ways to resolve:

✓ Prohibit recruiters from pursuing students. Require them to wait for interested students to approach them.

✓ Ban recruiting activities that disrupt the conduct of normal school activities or interfere with pupils.
• Frequent recruiter visits and unfettered access

Ways to resolve:

✓ Specify maximum number of visits per year for each military branch (e.g., 2/year).

✓ Limit recruiters to a specific confined space (such as an office or next to an outside table). Allow no roaming around the school.
• Use of weapon displays/simulators to lure students

Way to resolve:

✓ Ban all weapons and weapon simulators
• Access to students’ personal information via direct solicitation and ASVAB testing

Ways to resolve:

✓ Ban direct solicitation of contact information from students--require recruiters to use the established administrative procedures for obtaining student lists.

✓ Allow ASVAB testing only if test information will not be used for recruiting purposes (i.e., ASVAB release option 8).
• Access to students’ personal information via school lists

Ways to resolve:

✓ Require prominent notice and check-box for parents to opt out of releasing pupil information, make it specific to military recruiters.

✓ This can be required at the school district level, or possibly the state level.
• Lack of equal access for alternative views

Ways to resolve:

✔ Require all recruiting groups to be given equal treatment under the policy, AND include entities offering students alternative information on military careers.
With equal access, you can request, among other things, space in school career centers to balance military literature with alternative information.

You can submit alternative paid advertising to student publications.
Historically, it has been virtually impossible to remove an existing JROTC unit with a public demand for its elimination.

School districts HAVE removed existing units under these circumstances:

1. They must make budget cuts and realize that JROTC is more costly than other courses that they wishes to keep. Or . . .
2. JROTC enrollment drops below the minimum required by federal law.
Ways to resolve:

1. Use financial facts to quietly argue for JROTC removal:
   - Research the total cost of JROTC to the local school district.
   - In a non-public manner, educate school board members on the economic reasons for eliminating the program.

2. Bring enrollment down below the legal minimum by eliminating factors that attract students. For example:
   - Ban shooting ranges and rifle training.
   - Prohibit involuntary enrollment and require informed parental consent.
   - Disallow the granting of credit for other courses.
   - Prohibit misleading claims about JROTC counting toward college entrance requirements and offering grants.
   - Demand termination for low enrollment.
SCHOOL POLICY CAMPAIGN EXAMPLES
CAMPAIGN TO REMOVE JROTC SHOOTING RANGES FROM SAN DIEGO SCHOOLS: 2007-2008

Education Not Arms Coalition
STOP WEAPONS TRAINING IN OUR SCHOOLS!
Protest at School Board Meeting on Tues.,
Feb. 10, 4 pm
4100 Normal St. San Diego
Support students, parents and teachers who are demanding the removal of JROTC firing ranges and weapons training from 11 local high schools.
For more information: educationnotwar@gmail.com
projectmoo.org/educationnotwar

ALTO AL ENTRENAMIENTO DE ARMAS EN NUESTRAS ESCUELAS!
Protesta ante la Reunión de la Junta Educativa el martes 10 de febrero, a las 4 de la tarde
4100 Normal Street
Apoie a los estudiantes, padres y maestros que exigen el cierre de los campos de fuego en 11 escuelas del distrito.
Para obtener más información: educationnotwar@gmail.com
projectmoo.org/educationnotwar

We must end the militarization of youth!
EDUCATION NOT ARMS COALITION
After 14 months of organizing, JROTC shooting ranges were banned and removed from 11 schools.
CAMPAIGN TO REGULATE ALL RECRUITING ACTIVITIES IN SAN DIEGO CITY SCHOOLS: 2009-2010

Student using weapon simulator during Army recruiting truck visit at her school

San Diego HS 5/3/2013
Recruiter collects students' personal information at chin-up bar
Students and community supporters drafted a school district policy that was adopted to limit recruiting activities.
ORGANIZING APPROACHES
Sometimes school district administrators (e.g., superintendents) can be convinced to issue directives limiting recruiting activities. However, directives carry less weight than board policies.
When administrative cooperation is not possible, or if action with broader impact is needed, sometimes school boards can be convinced to pass a recruiting policy.

Steps to take:

- Research policies adopted elsewhere.
- Seek support and input from parents and students.
- Draft a proposed policy.
- Meet with board members who might be sympathetic.
Form alliances for support. Approach peace, social justice, teacher and student groups or clubs.
Involve students, if possible, and encourage them to mobilize their peers.
Coordinate public testimony at school board meetings.
ENACTING POLICIES AT THE STATE LEVEL

1. A few states have passed laws that allow ASVAB testing only if it’s done under ASVAB release option 8 (data not shared with recruiters).

2. Maryland, has required schools to use emergency contact cards to facilitate opting out of school lists that go to the military.

3. California prohibits involuntary enrollment in military science classes (e.g., JROTC).
Some places that have adopted recruiting restrictions
(policy scope in parentheses)

- Austin, TX (equal access)
- Boulder, CO (comprehensive)
- Chicago (semi-comprehensive)
- Ft. Worth, TX (equal access)
- Hawaii State (ASVAB)
- Los Angeles (comprehensive)
- Minneapolis (semi-comprehensive)
- MD State (ASVAB and Opt-out)
- Monterey, CA (ASVAB)
- Hampshire State (ASVAB)
- New York City (comprehensive)
- Oakland, CA (semi-comprehensive)
- Salinas, CA (ASVAB)
- San Francisco (semi-comprehensive)
- San Diego (comprehensive)
- Santa Barbara, CA (comprehensive)
- Seattle (semi-comprehensive)

For copies of these and other policies, visit:
www.tinyurl.com/recruitingrules
SOME POTENTIAL PROBLEMS
1. Singling out military recruiters would conflict with federal law. 
   Solution: All recruiting organizations must be equally regulated by the policy.

2. Fear of limiting college recruiters and early outreach programs. 
   Solution: Find out whether college recruiting activities would truly be hampered. 
   Create an exemption for those who promote general awareness of career and college options and don't seek to recruit for a specific campus or employer.

3. Incomplete or faulty implementation of the policy. 
   Solution: Specify enforcement procedures and noncompliance penalties in the policy. Continue to document improper military recruiting activities and bring them before administrators and the school board. Sometimes media can be used, but it should be done cautiously.

4. Charter schools limit the ability to influence policy. 
   Solutions: Activists have had limited experience so far, more research is needed.
RESOURCES

Project on Youth and Non-Military Opportunities
Project YANO


www.projectyano.org

www.facebook.com/projectyano

National Network Opposing the Militarization of Youth

High school organizing kit and other resources, including a national directory of counter-recruitment organizations.

www.nnomy.org

www.facebook.com/groups/DemilitarizeOurSchools

Santa Barbara Truth in Recruitment

https://truthinrecruitment.org/
MORE RESOURCES

• Guide to High School Leafleting and Petitioning: for students and non-students—
  www.comdsd.org/youth.htm

• “Before You Enlist” Video—Viewable online at
  www.beforeyouenlist.org

• Game (or Prize) Wheels—
  www.trainerswarehouse.com, or search the web for more choices or make your own.

• Tabletop Display Devices and Literature Holders—
  http://www.siegeldisplay.com

• Game Prizes—
  www.rinovelty.com,
  www.donnellycolt.com

• Resist, Inc.—grants
  www.resist.org

• Left Tilt Fund—grants
  www.lefttiltfund.org

• Local grant funds are sometimes available.
CONTACTS FOR THIS PRESENTATION

Santa Barbara Truth in Recruitment
https://truthinrecruitment.org/

Project on Youth and Non-Military Opportunities
www.projectyano.org

National Network Opposing the Militarization of Schools
www.nnomy.org
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