

Army plans to boost recruitment in 2006

Robert Burns

THE ASSOCIATED PRESS

WASHINGTON — The Army has a master plan for recovering from this year's painful recruiting problems that includes new financial incentives for enlistees, greater use of computers, a new way for recruiters to make their pitch and a proposed finder's fee for soldiers who refer recruits.

The plan was assembled after Army recruiting began falling severely short of goals last spring. The Pentagon announced Tuesday that for the year ended Sept. 30 the Army was 6,627 recruits short of its goal of 80,000. It was the Army's first shortfall since 1999 and its largest in 26 years.

The Marine Corps, Air Force and Navy all exceeded their full-year recruiting goals, the Pentagon said.

Opinion surveys indicate that daily reports of soldiers dying in Iraq have dampened young people's interest in joining the military, prompting the Army to try new ways to make the war work in its favor.

For example, since July the Army has been offering prospective recruits what it calls "assignment incentive pay."

That is \$400 a month in extra pay for as many as 36 months if an enlistee agrees to join any of the brigades of the 1st Cavalry Division or 25th Infantry Division scheduled to deploy to Iraq or Afghanistan.

The Army also is encouraging combat veterans who return home on leave from Iraq or Afghanistan to meet with young people in their home towns to talk about their experiences in hopes of snagging extra recruits. The Army has found that re-enlist rates are especially high among units that have served in Iraq and Afghanistan.

Raymond DuBois, acting undersecretary of the Army, spearheaded the effort to identify new approaches. Some imitate recruiting practices used in the business world, and not all emphasize financial incentives.

Parts of this new strategy were put into practice several months ago; others await congressional approval. DuBois says the shifts began paying dividends this summer, when the Army exceeded its recruiting goals monthly from June through September, after missing for four straight months.

"By virtue of what we have put in place over the last six to eight months, I'm confident the Army will achieve its goal of 80,000 recruits" for the budget year that began Oct. 1, DuBois said in an interview Monday.

Some private analysts were skeptical. Michael O'Hanlon, defense specialist at the Brookings Institution, said Monday that if conditions get worse the future of the all-volunteer force could be in jeopardy.

"Unless the situation in Iraq improves, or unless we drastically enlarge the pool of possible recruits in some way — for example, lowering academic standards for them, or even considering an extreme option like allowing foreigners to gain U.S. citizenship by serving — one would have to expect continued tough slogging for the Army," O'Hanlon said.

When the Army saw its recruiting efforts fall drastically below expectations — starting last February and bottoming out in April with only 58 percent of that month's goal achieved — it embarked on some new approaches.

The most important may have been the assignment of extra recruiters. The active-duty

Army added nearly 1,300 recruiters during the year, for a total of 6,401 as of Sept. 30, and the Army Reserve added nearly 600, for a total of 1,547 recruiters, according to S. Douglas Smith, a spokesman for Army Recruiting Command.

The Army also has asked Congress for permission to raise the maximum enlistment bonus from \$20,000 to \$40,000.

Among the main features of the Army's master plan for reaching its 2006 recruiting goal:

— Adjust the way recruiters frame their sales pitches to young men and women. Instead of focusing mainly on financial incentives and other tangible benefits of joining the Army, recruiters are now being trained to take what some call the "consultative" approach. That means addressing the individual recruits' personal hopes and fears, rather than using the traditional hard sell.

— Put more effort into recruiting people who have begun their college careers but not yet earned a degree, on the assumption that some would be interested in taking a hiatus to try military service.

BOXING • CONTINUED FROM 1

mind. There, he would work with counseling the youth and helping them develop mentally as well as physically. He has enjoyed great support from the social work department, but still has bigger goals in mind.

Ideally, Smith wants USC to

resurrect a competitive boxing program that existed sometime during the 1970s.

"I want to develop the team back," Smith said. "I want to be able to give the kids hope that they can win scholarships to USC and be successful."

Smith also works with some USC athletes and others in the second age group, 19 to 34,

who act as positive role models for children while learning boxing themselves.

Smith said he knows well the motivation that a sport can give to a teen. He grew up in a small town in North Carolina, which he says could have been found in any inner city. Surrounded by the temptations of drugs and gangs, it was through athletics Smith was able to excel.

"Sports kept me out of trouble. I could easily have been one of those kids who was getting in trouble, doing drugs," he said. "Sports caught me and kept me from falling."

His talent led him to play football for USC from 1986 to 1990 while he got a bachelor's degree in social

work. After graduation, he joined the U.S. Navy, where he excelled in their track and field program, even qualifying to try out for the Olympic track and field team. When that didn't work out, he joined the bobsled team.

"Athletics has and still does play a huge role in my life," Smith said.

It's a role he knows could be important to the youth who work out at his gym, too.

USC students who would like to mentor or tutor any of the approximately 52 youth who work out at the gym, or if they would like to train as boxers themselves, can call 803-691-6634.

Comments on this story? E-mail gamecocknews@gum.sc.edu

FLU • CONTINUED FROM 1

Flu season can start as early as October and usually lasts until April.

"It really depends on the season," Jankelevich said. "Each year is different. Last year we didn't see cases till pretty late."

The first cases of the flu usually come from the West, beginning in California and aggressively moving east, experts said.

"I haven't heard of any cases in California yet," Jankelevich said. "But there is always the possibility that with air travel now that someone from California who is incubating the virus could come here and we could potentially see our first case here or any place in the United States."

Every year a new vaccine has to be created because different strains of the flu become more dominant than others.

"Every year the viruses that are circulating globally have to be looked at and sequenced to determine which are the most dominant strains and decide what they have to change," Jankelevich said.

The flu virus contains RNA. When RNA is replicated, mistakes can be made in the process, and those mistakes are the equivalent to mutations.

"Every time an influenza virus replicates inside a cell and makes a bunch of new viruses, those new viruses will contain some mutations," Jankelevich said. "When those viruses are released from the cell and someone is exposed to them, those viruses will have slightly different properties."

Antigenic shift is another way the virus can change. The shift is usually a significant change in the virus. The virus actually exchanges genetic material with other influenza viruses, and those viruses can have completely different properties. That has to happen before a pandemic occurs.

The outbreak of the Avian flu in Asia is also on the minds of health officials across the nation.

"All influenza viruses originate from birds, but usually don't kill them," Jankelevich said. "It incubates in a bird's GI tract and is spread through feces. Some of

the viruses will change over time or go through antigenic shift where they are then able to replicate in humans."

The Avian flu is a bird flu like all of them started out as, and has remained predominately a bird flu. It's known as H5N1. It currently doesn't transmit to humans easily, and it doesn't spread from human to human easily.

"Some changes can occur and if those changes occur and make it able to get into humans and spread more easily from human to human then it could potentially become a pandemic and that's what everyone concerned about," Jankelevich said. "It is behaving very differently from other flu viruses."

Every year, 5 percent to 20 percent of the population gets the flu, and students at USC and other universities have a slightly higher risk of contracting the virus, experts said.

"They tend to live in close quarters, cough on each other, drink after each other," King said of college students: "Luckily because of their age, they are at a lower risk for developing complications of the flu like pneumonia or other respiratory infections."

Even without the vaccine, there are simple precautions that can be taken to reduce the risk of infection such as covering your mouth and nose with a tissue when you cough or sneeze. But the most effective preventative measure is as simple as washing up.

"The most important thing is to wash your hands frequently," King said. "That's the No. 1 preventative measure. Studies have shown that it is almost as effective as giving instructions about personal hygiene and even receiving the flu shot itself. Washing your hands for 20 seconds with soap and water is probably the single most important thing you can do."

For those who want to get the vaccine, the health center will hold morning and afternoon clinics to distribute the shot. Dates for the clinics will be made public after the vaccine has been received.

Comments on this story? E-mail gamecocknews@gum.sc.edu

IS IT WORTH IT?
Driving under the influence could get you **JAIL TIME** up to **30 DAYS**
Next GAMMA Night: Oct. 27
Alcohol & Drugs
777-7716

infuse yourself.

2006 Ford Fusion and Other Great Vehicles!

Put your life in drive.

Register at www.fordcollegehq.com for a chance to win a new 2006 Ford Fusion, and other cool prizes instantly.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID IN FLORIDA AND WHERE PROHIBITED. Promotion ends 12/31/2005. For Official Rules, prize descriptions and odds disclosure, visit www.fordcollegehq.com. Sponsor: Ford Motor Company, One American Road, Dearborn, MI 48126.



05

college student purchase program

www.fordcollegehq.com

Proven to be the most effective martial art on the planet.

Brazilian Jiu-Jitsu is here!

Columbia Self Defense is located 5 minutes from campus!

Classes:
Tues. & Thurs. 7:30-9:30 p.m.
Sat. 10 a.m.-noon

For more info, contact:
Jack at 513-0462 or Joe at 351-3305

higher test scores guaranteed or your money back

Attend all required classes or make-up sessions, complete all scheduled tests, and do your homework. If your score doesn't improve on test day from your Kaplan diagnostic or a prior official test score, you can choose to repeat our program for free or get a full refund of your tuition.** It's that simple.

Classes Starting Now!
LSAT 10/25 Tues, Thur 6pm
MCAT 10/29 Tues 6pm
GRE 11/10 Tues, Thur 6pm

KAPLAN
Test Prep and Admissions
1-800-KAP-TEST
kaptest.com

*Test names are registered trademarks of their respective owners.
**Conditions and restrictions apply. For complete guarantee eligibility requirements, visit kaptest.com/hag. The Higher Score Guarantee only applies to Kaplan courses taken and completed within the United States and Canada.