

Summary Report for Individual Task
805B-79T-3215
Employ a Target Marketing Plan
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD1 - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

Condition: You are directed to implement a marketing plan. You have access to reference materials, historical data, your RWS, web-based applications, and leadership guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Employ a target marketing plan for generating enlistments following market analysis.

Special Condition: None

Safety Risk: Low

MOPP 4: N/A

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Compile data for market analysis.

a. Gather appropriate demographic data (age, gender, address, education level, etc.) from the recruiter workstation (RWS).

- (1) Demographic data of most recent accessions.
- (2) Demographic data of most recent testers.
- (3) Demographic data of most recent leads.
- (4) Data from most recent SASVAB tests.
- (5) Download market share data for the assigned area for the past year.
- (6) Demographic data on recent qualified not enlisted (QNE) applicants for the assigned area.
- (7) Demographic data on all testers, regardless of AFQT score, for the past six months.

b. Request data from state marketing NCO.

- (1) Request state marketing plan.
- (2) Request any marketing plans that focus on assigned area.
- (3) Review state plans for pertinent data.

c. Gather data from U.S. Census Bureau (<http://www.census.gov>), U.S. Labor Department(<http://www.bls.gov>), and chamber of commerce for assigned area.

- (1) Total population of assigned area.
- (2) Population by age breakdown.
- (3) Data on household income.
- (4) Data on educational level.
- (5) Data or maps on population density.
- (6) Labor and unemployment statistics.
- (7) Any other area specific pertinent data.

d. Gather data from RWS on assigned schools.

- (1) School Zone (SZ).
- (2) Determine location and attendance of all assigned schools including vocational/technical schools, business schools, and adult learning centers.

- (3) Determine location, size, and service affiliation of JROTC programs in assigned area.
 - (4) Total number of seniors (with breakdown by gender if possible).
 - (5) Total number of juniors (with breakdown by gender if possible).
 - (6) Average ACT scores.
 - (7) Determine which schools conduct annual SASVAB testing through your local MEPS.
 - (8) Season schedule of all sporting events.
 - (9) Calendar of events for entire school year.
 - (10) Obtain list of VA benefit recipients from VA representative at all assigned post-secondary schools (colleges, vocational/technical schools).
 - (11) Determine potential Centers of Influence(s) and Very Important Person(s).
 - (12) Other pertinent educational data.
- e. Gather data from local National Guard units and director's personnel readiness overview (DPRO).
- (1) Determine location(s) on map of units within or near assigned area (approx. 50 mile radius).
 - (2) Obtain mission (i.e. infantry, engineer, etc.) and list of MOS(s) available in each unit.
 - (3) Obtain authorized strength/actual strength of each unit.
 - (4) Obtain demographic data on unit members (at least address, age, gender, and education level).
 - (5) Any other pertinent information (i.e. critical need MOS(s), deployments).
- f. Gather information about other military services in local area.
- (1) Determine location of other service reserve centers.
 - (2) Obtain information on types of units and available MOS(s).
 - (3) Gather information on nearby military bases.
 - (a) Determine branch of service of base(s).
 - (b) Determine primary mission of base(s) (i.e. training base or permanent party base).
 - (c) Research number and frequency of out-processing done by that base.
 - (4) Identify other service recruiting stations.
 - (a) Number of recruiters for each station.

(b) Location of recruiting stations.

(c) Branch of service.

(d) Determine market share.

(e) Gather data from local sources.

g. Gather information on local area events, businesses, and activities.

(1) Obtain calendar of events from local municipalities (e.g. town hall, chamber of commerce, county, and county office).

(2) Gather data from business associations such as the chamber of commerce on local major industries and businesses.

(3) Search local papers and entertainment weeklys for upcoming events and local hotspots.

h. Record compiled demographic information onto the ARNG Recruiting and Retention NCO Course PRE-REQUISITE TARGET MARKET AREA ANALYSIS provided in your welcome packet.

2. Formulate data into a strength maintenance area information model.

a. Request guidance from NCOIC.

b. Request guidance from state marketing NCO.

c. Print overlay of assigned area pinpointing the recruiting office, assigned schools, National Guard units, and other reserve units, significant points of attention such as malls, ballparks, and gathering places of target market.

d. Print out strength maintenance area information model.

e. Identify a target market by description.

f. Post the strength maintenance area information model in most convenient location on the RWS desktop to keep the RRNCO focused on the target market.

g. Compare current marketing data with accession data from past 12 months to determine focus on efforts within future marketing plan.

3. Develop an annual plan to reach the target market.

a. Request guidance from leadership.

b. Consult nearby successful RRNCO's for mentoring.

c. Plan recruiting and retention Displays.

d. Plan quarterly market objectives.

4. Load scheduled recruiting events into Recruiter Zone Calendar.

5. Reevaluate and adjust plan with the intent of increasing target market and accessions.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job training for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by two methods:a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section.b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, IAW the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Compiled data for market analysis.			
a. Gathered appropriate demographic data from RWS.			
b. Requested data from state marketing NCO.			
c. Gathered data from US Census Bureau and change of commerce for assigned areas.			
d. Gathered data from RWS on assigned schools.			
e. Gathered data from local National Guard units and DPRO.			
f. Gathered information about other military services in local area.			
g. Gathered information on local area events, businesses, and activities.			
h. Recorded compiled demographic information onto the ARNG Recruiting and Retention NCO Course Pre-requisite target market area analysis provided in the welcome packet.			
2. Formulated data in strength maintenance area information model.			
a. Requested guidance from NCOIC.			
b. Requested guidance from state marketing NCO.			
c. Printed overlay of assigned area pinpointing the recruiting office, assigned schools, ARNG units, and other reserve units.			
d. Printed out strength maintenance area information model.			
e. Identified a target market by description.			
f. Posted the strength maintenance area information model.			
g. Compared current marketing data with accession data from past 12 months to determine focus on efforts within future marketing plan.			
3. Developed an annual plan to reach target market.			
a. Requested guidance from leadership.			
b. Consulted nearby successful RRNCOs for mentoring.			
c. Planned recruiting and retention displays.			
d. Planned quarterly market objectives.			
4. Loaded scheduled recruiting events into RZ calendar.			
5. Reevaluated and adjusted plan with the intent of increasing target market and accessions.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	RECRUITER ZONE 2.00	Recruiter Zone 2.00 Users Manual	Yes	No
	STP 12-79T25-SM-TG	Soldier's Manual and Trainer's Guide, Skill Levels 4/5, MOS 79T, Recruiting and Retention NCO, Army National Guard	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks :

Task Number	Title	Proponent	Status
805B-79T-4203	Construct a Target Market Plan	805B - Recruiting and Retention, Ft. Jackson (Individual)	Approved

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4