

Summary Report for Individual Task
805B-79T-3211
Conduct Internet Prospecting
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 have developed a NGB approved social media profile and scheduled internet prospecting in your work plan. You have access to your RWS, the Internet, promotional links, social media and leadership guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Conduct internet prospecting using web based applications to generate leads.

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. Develop an internet preprospecting plan.
 - a. Research local command guidelines for internet prospecting.
 - b. Search for these sites utilizing web browser and search engines.
 - (1) Local home page.
 - (2) Student lists and email.
 - (3) Colleges.
 - (4) High schools.
 - (5) Social clubs.
 - (6) Local chamber of commerce.
 - (7) Online phone books.
 - (8) City, state, and government sites.
 - (9) Map and locator sites.
 - (10) Resume sites.
 - c. Save the above in the "bookmarks" folder of the web browser and on a backup disc.
 - d. Develop a series of approved, attention-grabbing email responses to typical inquiries about ARNG enlistment options and save them on a backup disc.
 - e. Develop a series of approved email "invitations" to learn about ARNG programs and current enlistment incentives.
2. Send an appropriate response to all message traffic, including "New Leads."
3. Generate appointments from internet sources.
 - a. Contact the lead immediately, by phone if possible.
 - b. Establish a dialogue with prospects via social network or other electronic media designed to create interest that highlights specific areas of 'THE TEAMS.'
4. Solicit referrals from electronic media sources.
 - a. That are interested in military service.
 - b. That are studying traditional pre-college course subjects.
 - c. That plan to pursue a vocational technical degree.
 - d. That are in search of employment.

- e. That enrolled in a junior/community college.
 - f. That are in search of fulfillment.
5. Publicize www.nationalguard.com on other web based applications within your marketing outreach.
- a. Colleges, technical colleges, and universities.
 - (1) Career placement office.
 - (2) Financial aid.
 - (3) Student services.
 - (4) Reserve Officers Training Course (ROTC).
 - (5) Veterans Affairs (VA).
 - (6) Department web pages.
 - b. High schools.
 - (1) Guidance office.
 - (2) Computer lab.
 - (3) Library.
 - c. Clubs.
 - d. Employment agencies.
 - (1) State employment agencies.
 - (2) Federal employment agencies.
 - (3) Local job banks.
 - (4) Online sites.
 - e. Professional organizations.
 - f. Local chamber of commerce.
6. Prospect using online resumes. (Monster, Linked-In, Jobs.com, Jobbing.com, etc.).
- a. Accesses sites with online resumes.
 - b. Annotate blueprint information on prospect.

c. Annotate email address on RWS.

d. Determine best sales message and send appropriate email.

(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, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Obtained and reviewed local command guidance on use of electronic media.			
2. Developed an internet preprospecting plan.			
a. Searched for these sites utilizing web browser and search engines.			
(1) Local home page.			
(2) Student lists and email.			
(3) Colleges.			
(4) High schools.			
(5) Social clubs.			
(6) Local chamber of commerce.			
(7) Online phone books.			
(8) City, state, and government sites.			
(9) Map and locator sites.			
(10) Resume sites.			
b. Saved the above in the "bookmarks" folder of the web browser and on a backup disc.			
c. Developed a series of approved, attention-grabbing responses to typical inquiries about ARNG enlistment options and saved them on a backup disc.			
d. Developed a series of approved social network or other electronic media "invitations" to learn about ARNG programs and current enlistment incentives.			
3. Developed an Internet preprospecting plan.			
a. Searched for these sites utilizing web browser and earch engines.			
(1) Local home page.			
(2) Student lists and email.			
(3) Colleges.			
(4) High schools.			
(5) Social clubs.			
(6) Local chamber of commerce.			
(7) Online phone books.			
(8) City, state, and government sites.			
(9) Map and locator sites.			
(10) Resume sites.			
b. Saved the above in the "bookmarks" folder of the web browser and on a backup disc.			
c. Developed a series of approved, attention-grabbing responses to typical inquiries about ARNG enlistment options and saved them on a backup disc.			
d. Developed a series of approved social network or other electronic media "invitations" to learn about ARNG programs and current enlistment incentives.			
4. Sent an appropriate response to all message traffic, including "New Leads."			
5. Generated appointments from email sources.			
a. Contacted the lead immediately, by phone if possible (the preferred method).			
b. Established a dialogue with prospects via social network or other electronic media designed to create interest that highlights specific areas of 'THE TEAMS.'			
6. Solicited referrals from social network or other electronic media sources:			
a. That might be interested in military service.			
b. That are studying traditional pre-college course subjects.			
c. That plan to pursue a vocational technical degree.			
d. That are in search of employment.			
e. That enrolled in a junior/community.			
f. That are in search of fulfillment.			
7. Publicized www.nationalguard.com on other web based applications within your marketing outreach.			
a. Colleges, technical colleges, and universities.			

(1) Placement office.			
(2) Financial aid.			
(3) Student services.			
(4) Reserve officer Training Course (ROTC).			
(5) Veterans Affairs (VA).			
(6) Department web pages.			
b. High schools.			
(1) Guidance office.			
(2) Computer lab.			
(3) Library.			
c. Clubs.			
d. Employment agencies.			
(1) State employment agencies.			
(2) Federal employment agencies.			
(3) Local job banks.			
(4) On-line sites.			
e. Professional organizations.			
f. Local chamber of commerce.			
8. Prospected using Online resumes.			
a. Accessed sites with online resumes.			
b. Annotated blueprint information on prospect.			
c. Annotated email address on RWS.			
d. Determined best sales message and sent appropriate email.			

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

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 : None

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