

Summary Report for Individual Task
805B-79T-4306
Implement Annual State/Territory Marketing/Advertising Strategy
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 approaching the beginning of a new fiscal year and your state/territory marketing/advertising strategy is about to expire. You have full access to all reference materials, office equipment, and leader guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Implement annual state/territory marketing/advertising strategy using the applicable regulations, available analytical data, your state/territory marketing plan and the national and state strength maintenance plan. To properly complete this task you must meet the following requirements:
a. Identify your commanders intent
b. Identify current policy and regulations
c. Collect analytical data
d. Analyze statistical and demographic data
e. Draft analytical report
f. Identify and designate funding resources
g. Submit drafted state/territory marketing/advertising strategy to Commander
h. Incorporate your commanders guidance
i. Publish your completed state/territory marketing/advertising strategy

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. Prepare to develop a state/territory marketing/advertising strategy.
 - a. Review national/state level marketing/advertising strategy.
 - b. Retrieve and read national/state strength maintenance plan.
 - c. Receive guidance from Commander.
 - d. Read current policies and regulations.
 - e. Collect analytical data.
2. Conduct analysis of statistical data and demographic requirements.
 - a. Identify specific analytical requirements.
 - (1) Diversity.
 - (2) Education requirements.
 - (3) Geographical requirements.
 - b. Review prior analysis.
 - c. Gather statistical and demographic data using available resources.
 - (1) Geographic information systems (GIS).
 - (2) Guard Earth.
 - (3) Zip Skinny.
 - (4) Census Bureau.
 - d. Draft market analytical report.
3. Designate potential resources.
 - a. Review budget/spending plan.
 - b. Identify additional funding resources.
 - c. Project funds in accordance with marketing strategy.
4. Develop state level marketing/advertising strategy.
 - a. Submit drafted state/territory marketing/advertising strategy to Commander.
 - b. Incorporate Commander's guidance/input.

c. Publish state/territory marketing/advertising strategy.

(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. Prepared to develop a state/territory marketing/advertising strategy.			
a. Reviewed national/state level marketing/advertising strategy.			
b. Retrieved and read national/state strength maintenance plan.			
c. Received guidance from Commander.			
d. Read current policies and regulations.			
e. Collected analytical data.			
2. Conducted analysis of statistical data and demographic requirements.			
a. Identified specific analytical requirements.			
b. Reviewed prior analysis.			
c. Gathered statistical and demographic data using available resources.			
d. Drafted market analytical report.			
3. Designated potential resources.			
a. Reviewed budget/spending plan.			
b. Identified additional funding resources.			
c. Projected funds in accordance with marketing strategy.			
4. Developed state level marketing/advertising strategy.			
a. Submitted drafted state/territory marketing/advertising strategy to Commander.			
b. Incorporated Commander's guidance/input.			
c. Published state/territory marketing/advertising strategy.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	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-SL4	Enlisted	MOS: 79T, Skill Level: SL4, ASI: V7, Duty Pos: REA, SQI: 4