

Summary Report for Individual Task
805B-79R-3401
Develop a Plan (FSL)
Status: Approved

DISTRIBUTION RESTRICTION: Approved for public release; distribution is unlimited.

DESTRUCTION NOTICE: None

Condition: You are assigned to a recruiting area and are required to develop your recruiting operation plan. You have full access to reference material and all required equipment. You have access to leader guidance and direction.

Standard: Develop a Recruiting Operation Plan (ROP) that considers all recruiting functions required for mission accomplishment. Include the following:

- o Gathering market intelligence
- o Developing a prospecting plan
- o Conducting processing activities
- o Ensuring a flexible ROP
- o Submitting plan to station commander for review and approval

Special Condition: None

Safety Level: Low

MOPP:

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Gather market intelligence

a. Market Intelligence is a four step process:

(1) Define the recruiting environment

(2) Describe the demographics

(3) Evaluate the market

(a) Uncover recruiting "hot zones," such as highly productive schools, gathering places or economic trends within the community.

(b) Identify school and seasonal community events that can have a positive or negative affect on prospecting efforts.

(4) Synchronize assets to target high payoff zones and events

Note: The information gathered from the market evaluation will direct the recruiters prospecting efforts to high payoff zones and events in the RCM. Directing prospecting efforts in high payoff areas will maximize the recruiter's time and increase their enlistment efficiency.

b. Analyze Market Share report

2. Develop a prospecting plan

a. Consider intelligence preparation of the environment

b. Consider Lead Prospect Analysis (LPA)

c. Consider Mission Accomplishment Plan (MAP) conversion data

d. Include time for specific prospecting methods

e. Consider market penetration and contact milestones

f. Define and annotated prospecting plan in the Recruiter Zone (RZ) calendar

Note: Intelligent lead generation and prospecting planning will maximize the recruiter's efforts and time.

3. Conduct processing activities

4. Create a flexible recruiting operation plan

a. Annotate the plan in the RZ calendar.

b. Write a brief plan using descriptive bullets.

c. Annotate the near-term, mid-range, and long-range goals in the Recruiter Zone calendar

d. Include all Future Soldier training programs and events

e. Schedule any requested recruiting service support activities (Total Army Involvement in Recruiting (TAIR), adventure van, rock wall, etc)

f. Execute command and control through the use of C2

5. Submit plan to station commander for review and approval

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score a "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 OJT for soldiers who experience major difficulties in task performance.

Evaluation Preparation: is task may be evaluated by using the evaluation guide and/or administering the performance test. Evaluation Guide: If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Gathered market intelligence			
a. Conducted all four step process:			
(1) Defined the recruiting environment			
(2) Described the demographics			
(3) Evaluated the market			
(a) Uncovered recruiting "hot zones," such as highly productive schools, gathering places or economic trends within the community.			
(b) Identified school and seasonal community events that had a positive or negative effect on prospecting efforts.			
(4) Synchronized assets to target high payoff zones and events			
Note : The information gathered from the market evaluation will direct the recruiters prospecting efforts to high payoff zones and events in the RCM. Directing prospecting efforts in high payoff areas will maximize the recruiter's time and increase their enlistment efficiency.			
b. Analyzed Market Share report			
2. Developed a prospecting plan			
a. Considered intelligence preparation of the environment			
b. Considered Lead Prospect Analysis (LPA)			
c. Considered Mission Accomplishment Plan (MAP) conversion data			
d. Included time for specific prospecting methods			
e. Considered market penetration and contacted milestones			
f. Defined and annotated prospecting plan in the Recruiter Zone (RZ) calendar			
Note : Intelligent lead generation and prospecting planning will maximize the recruiter's efforts and time.			
3. Conducted processing activities			
4. Created a flexible recruiting operation plan			
a. Annotated the plan in the RZ calendar.			
b. Wrote a brief plan using descriptive bullets.			
c. Annotated the near-term, mid-range, and long-range goals in the Recruiter Zone calendar			
d. Included all Future Soldier training programs and events			
e. Scheduled any requested recruiting service support activities (Total Army Involvement in Recruiting (TAIR), adventure van, rock wall, etc)			
f. Executed command and control through the use of C2			
5. Submitted plan to station commander for review and approval			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	No	No
	USAREC MANUAL 3-01	The Recruiter Handbook	No	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.

Safety: In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Risk Management. Leaders will complete a DA Form 7566 COMPOSITE RISK MANAGEMENT WORKSHEET 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. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79R - Recruiter (FSL) - SL3	Enlisted	MOS: 79R, Skill Level: SL3