

Summary Report for Individual Task
805K-79R-7305
Train the Recruiting Force on Their Market and Missioning Procedures
Status: Approved

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

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Knox, KY 40121 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You are to train the force on the battalion's market and missioning procedures and you have access to:1. Report Management Zone (RMZ)2. Mission Production and Awards (MPA)3. Market Intelligence Dashboard (MID)4. MapInfo/Graphical Representation of USARECs Market and Production (GRUMP) 5. USAREC Reg 601-736. USAREC Reg 601-877. USAREC Manual 3.0 series8. Completed Position, Analysis and Evaluation (PAE)9. Headquarters Support System (HSS)10. Complete market analysis 11. Out of Area Contract (OAC) report12. GRUMP Automated Territorial Alignment System (ATAS) reports13. USAR Vacancy reports14. GAMAT15. Targeting planSpecial conditions: Command inspection policy (CIP), Inspector General (IG), leadership request and personnel movements This task should not be trained in MOPP 4.

Standard: The commander will be able to assess, define, and describe their market and mission assignment process and develop a market penetration plan to support the recruiting operators for missioning procedures.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Collect the unit's reports related to market intelligence procedures to include:

a. Collect the unit's reports related to market intelligence procedures to include, PAE- current unit structure, personnel and center boundaries, Table of Distribution and Allowances (TDA), authorized and Required Recruiting Force (RRF) structure.

b. Review assigned Mission.

c. Pull Competition reports.

(1) Market Share

(2) Segmentation Analysis and Market Assessment Reports (SAMA)

(3) USAR Vacancy Reports

(4) Production to Population Report (P2P)

(5) Out of Area Contracts

(6) Penetration Reports

d. Pull Demographics Reports.

(1) Dime Report

(2) Labor Report

e. Review GAMAT.

f. Review past inspection records.

g. Review current command guidance.

h. Review current targeting and/or marketing plans.

2. Conduct basic market analysis.

a. Review the Market Share Report to determine the following (market share, top to bottom):

(1) Determine the dominant categories of the market (DOD) by ZIP Code.

(2) Determine the primary competition in the market.

(3) Determine the average number of contracts written annually by DOD (over last 3-5 completed fiscal years).

(4) Compare current year data to the average for each ZIP Code to uncover potential markets of opportunity.

b. Assess competition in the market (recruiter share).

(1) Determine primary competition categorically in each market.

(2) Compare and contrast other services/competitions strengths and weaknesses in each market.

(3) Review OAC report for market flow issues.

c. Assess current demographics in the market (DIME, Demographics report):

(1) Determine ethnic make-up of the of population and Qualified Military Available (QMA).

(2) Review DIME for income and education indicators.

d. Assess positioning in the market (PAE).

(1) Determine if area is properly aligned with the market geographically.

(2) Know the unit demographic makeup and force structure.

(3) Determine if recruiters are provided with adequate assets to make mission (proper number of high schools in market, proper number of ZIP Codes assigned, adequate qualified marker available (QMA) population, etc).

e. Review SAMA reports.

(1) Review Army Targeted Production within identified Must Win and Keep Zip codes.

(2) Review DOD - volume column for high yield Zip codes.

(3) Review targeted production remaining column to identify potential contracts.

f. Develop courses of action (COA) for improvement.

(1) Determine market factors that negatively impact mission accomplishment.

(2) Determine positive actions influencing mission accomplishment.

(3) Define future operations that will result in improved performance in the market.

(4) Determine training shortfalls.

3. Brief current unit position in the market:

a. Provide GAMAT/Situational awareness brief (SAB). The brief should include the following: Explain current standings in the market, Market share, Competition, Schools, USAR/ARNG units, mission posture, Industry and anything pertinent to the unit.

b. Review past and current operations.

(1) What has worked well?

(2) What could have worked better?

c. Brief future shaping operations.

- (1) Personnel
- (2) Market changes
- (3) School plans
- (4) Asset Use (career/job fairs, high school presentations, COI events)
- (5) Expected outcomes/return on investment (ROI)

4. Review Mission Procedures.

- a. Review current mission guidance.
- b. Explain current mission procedures.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score the Soldier GO if all performance measures are passed (P). Score the Soldier NO GO if any performance measure is failed (F). If the Soldier scores NO GO, show the Soldier what was done wrong and how to do it correctly.

Evaluation Preparation: This 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. Collected the unit's reports related to market intelligence procedures.			
a. Collected the unit's reports related to market intelligence procedures to include, PAE- current unit structure, personnel and center boundaries, Table of Distribution and Allowances (TDA), authorized and Required Recruiting Force (RRF) structure.			
b. Reviewed assigned Mission.			
c. Pulled Competition reports.			
d. Pulled Demographics Reports.			
e. Reviewed GAMAT.			
f. Reviewed past inspection records.			
g. Reviewed current command guidance.			
h. Reviewed current targeting and/or marketing plans.			
2. Conducted basic market analysis.			
a. Reviewed the Market Share Report.			
b. Assessed competition in the market.			
c. Assessed current demographics in the market (DIME, Demographics report).			
d. Assessed positioning in the market (PAE).			
e. Reviewed SAMA reports.			
f. Developed courses of action (COA) for improvement.			
3. Briefed current unit position in the market:			
a. Provided current situational brief.			
b. Reviewed past and current operations.			
c. Briefed future shaping operations.			
4. Reviewed mission procedures:			
a. Reviewed current mission guidance.			
b. Explained current mission procedures.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC REG 601-73	Missioning Procedures	Yes	No
	USAREC REG 601-87	Recruiting Market Analysis	Yes	Yes

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 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. "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