

Summary Report for Individual Task
805K-79R-3301
Develop a Working Chaplain Professional Market
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: Your recruiting operation plan (ROP) indicates you must develop a market penetration plan designed to dominate your working professional market. You have completed the intelligence process and identified markets of opportunity. You have access to a recruiter workstation (RWS), Recruiter Zone (RZ), list of assigned seminaries, ROP, recruiting promotional items (RPI)/personal presentation items (PPI), and USAREC Reg 601-108. This task should not be trained in MOPP 4.

Standard: Develop a working professional market penetration plan that identifies markets of opportunity, establishes a contact person to obtain lists and directories from assigned seminaries, contains a plan to distribute RPI and PPI materials, contains information to conduct or schedule presentations or Total Army Involvement in Recruiting (TAIR) events, and include a schedule to follow-up with Future Soldiers to obtain referrals IAW USAREC Manual 3-01 Chapter 7.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: All required references can be accessed at the following link: <https://sites.google.com/a/goarmy.com/publications-library/home>.

Performance Steps

1. Identify markets of opportunity in the AO and establish rapport with key personnel who are or can be developed into COIs and VIPs:

- a. Faculty and staff of seminary and religious degree-producing colleges.
- b. Officers of local and national denominational associations and organizations.
- c. Transition and retention NCOs and unit administrators at troop program units (TPUs).
- d. Members and officers of veteran's organizations, such as Veterans of Foreign Wars and American Legion.
- e. Professional clergy.

2. Solicit COIs, VIPs, and contacts to obtain personnel and student directories from:

- a. Seminary and religious degree-producing colleges.
- b. Denominational conventions (local and national level attendees).
- c. Denominational and religious organizations and associations.

3. Distribute Chaplain Corps information in the target market.

a. Mail mission related information email, etc.

b. Post Recruiting Publicity Items (RPI's), business cards and other mission related information in approved locations. Materials should be distributed in the following areas:

- (1) Working professionals.
- (2) Students in final year of studies.
- (3) Faculty and staff.
- (4) Denominational and religious conventions (local and national level).
- (5) Unemployment and temporary employment agencies.
- (6) Veteran's organizations.

4. Conduct presentations and activities where leads can be obtained such as:

- a. Seminary and religious degree-producing colleges.
- b. Denominational and religious conventions (local and national level).
- c. TPUs.
- d. Denominational and religious organizations and associations.
- e. Veteran's organizations.

- f. Sister recruiting services.
- g. Army program participants (active duty (AD) and AR obligors).
- h. Local, County, State and Federal institutions / agencies.

(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. Identified markets of opportunity in the AO and established rapport with key personnel who are or can be developed into COIs and VIPs:			
a. Faculty and staff of seminary and religious degree-producing colleges.			
b. Officers of local and national denominational associations and organizations.			
c. Transition and retention NCOs and unit administrators at troop program units (TPUs).			
d. Members and officers of veteran's organizations, such as Veterans of Foreign Wars and American Legion.			
e. Professional clergy.			
2. Solicited COIs, VIPs, and contacts to obtain personnel and student directories from:			
a. Seminary and religious degree-producing colleges.			
b. Denominational conventions (local and national level attendees).			
c. Denominational and religious organizations and associations.			
3. Distributed Chaplain Corps information in the target market.			
a. Placed mission related information in mailboxes (e-mail and physical mail boxes).			
b. Posted Recruiting Publicity Items (RPI's), business cards and other mission related information in approved locations. Materials should be distributed in the following areas:			
(1) Working professionals.			
(2) Students in final year of studies.			
(3) Faculty and staff.			
(4) Denominational and religious conventions (local and national level).			
(5) Unemployment and temporary employment agencies.			
(6) Veteran's organizations.			
4. Conducted presentations and activities where leads can be obtained such as:			
a. Seminary and religious degree-producing colleges.			
b. Denominational and religious conventions (local and national level).			
c. TPUs.			
d. Denominational.			
e. Veterans organizations.			
f. Sister recruiting services.			
g. Army program participants (active duty (AD) and AR obligors).			
h. Local, County, State and Federal institutions / agencies.			

Supporting Reference(s):

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

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