

Summary Report for Individual Task
805K-79R-7602
Develop a Center Recruiting Operation Plan (Health Care)
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 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You have received, or anticipate receiving, a recruiting mission and have access to: USAREC Manuals 3-06 and 3-0, School Zone, BI Zone, and Leader Zone. This task should not be trained in MOPP 4.

Standard: Develop a Center Recruiting Operation Plan IAW USAREC Manual 3-31, para 1-28 thru 1-45; obtain company commander approval.

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. Employ situational awareness procedures by conducting the intelligence preparation of the battlefield (IPB) process.

a. Define the local recruiting environment by analyzing the operational variables policy, military, economic, social, information, physical environment, and time (PMESIPT).

(1) Policy – Describe how current policies and regulations affect the recruiting environment.

(2) Military – Describe the local military environment as it pertains to local Army Reserve TPU, National Guard units, active military installations, etc. Describe the affect this presence has on the environment.

(3) Economic – Describe the current economic environment and how it plays a role in recruiting operations.

(4) Social – Describe the different cultural, religious and ethnic attributes of the battlefield and how they influence recruiting operations.

(5) Information – Describe the current message being used by leaders at all levels.

(6) Physical Environment – Identify locations of undergraduate, graduate and professional schools, areas of assignment for recruiters, include drive times, weather and terrain in the situational awareness.

(7) Time – Understand how time either increases or decreases the likelihood of successful engagements with the target market.

b. Describe the local recruiting environment by analyzing the mission variables mission, enemy, troops, terrain, time available, and civil considerations (METT-TC). Access Report Management Zone for all required data.

(1) Mission – Understand the mission of the center, company, battalion and brigade and how the center plays a role in mission accomplishment. Analyze historical data to determine previous production achievements and shortfalls.

(2) Enemy – Understand anything that can threaten mission accomplishment such as sister service efforts, news and other media efforts etc.

(3) Terrain and Weather – Understand threats to mission provided by geography and weather.

(4) Troops and support available – Understand sustainment activities that can hinder recruiting operations, develop courses of action (COAs) to mitigate.

(5) Time Available – Analyze previous boards to determine what areas of concentration (AOCs) close early, one-time-per-year boards and establish time-lines that allow for timely packet preparation and board appearance.

(6) Civil Considerations – Understanding and planning for the socio-economic factors that can either hinder or be exploited during recruiting operations.

2. Identify recruiting personnel and advertising support assets.

a. Obtain lists that identify contact information for personnel available to support events such as centers of influence (COIs), subject matter experts (SMEs), very important persons (VIPs), troop program units (TPU), Army Medical Department (AMEDD) Professional Management Command (APMC), and prior service healthcare professionals. Report Management Zone (RMZ) can be utilized to obtain lists of current AMEDD officers on active duty and the Army Reserve within each AOC.

b. Identify A&PA resources needed to support events and prospecting activities.

(1) Display items (i.e. banners, pop-ups, tablecloths) pertinent to each target audience.

(2) Mission Support Brigade Assets (i.e. Deployable Rapid Assembly Shelter).

(3) Total Army Involvement in Recruiting (TAIR) and Local Advertising Management Program (LAMP) funding.

(4) Medical specific props and training aids.

(5) Recruiting Publicity Items/Personal Procurement Items (RPI/PPI).

3. Construct the ROP.

a. Formulate ROP using data derived from running estimates, recruiter function analysis, mission assignment, and commander's intent.

(1) Review the running estimates and RFA separately and compare the results to ensure they match.

(2) Combine the analysis data and information to form the basis of the center's ROP. Ensure the ROP capitalizes on the center's running estimates.

b. Utilize the recruiting center's sync matrix while developing the ROP to capture all national and local assets directed from company and above, and for center identified events and requested assets.

Note: Expecting assets for execution of events less than a quarter out may not be supported.

c. Clearly state who, what, when, where, and how the plan is to be executed. The ROP is shared with all team members and their plans are adjusted accordingly. There is no set format for the ROP, but it must be easy to understand, doable, and above all, flexible.

d. The center's plan must be flexible enough for operational adjustments.

e. Include, at a minimum: Decisive operations (telephone, referral, face-to-face and electronic prospecting operations), shaping operations which include area canvassing, school visits and local events, sustainment operations, which include IPR, AAR, weekly planning meeting, end of week AAR and training.

f. The ROP should include expected ROI for each activity to ensure all recruiters understand what must be accomplished. The ROI will be established with the end state in mind. It must be enough to accomplish the center's mission .

g. Submit the ROP to company commander for approval.

4. Implement the ROP.

a. Review the ROP to ensure it is understood at the recruiter level.

b. Ensure the Center Leader is validating that the recruiter's electronic planning guides support the center's ROP and that the plans are executed as documented and approved.

c. Adjust the ROP according to results of IPRs with the center leader, center battle rhythm and AARs findings, recommendations from higher and operational changes.

d. Employ A&PA and other assets.

(1) Obtain any receipts from events in which advertising funding was utilized.

(2) Conduct and submit AARs within 72 hours of event completion.

(3) Coordinate travel for any non-local SMEs and VIPs.

(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. Employed situational awareness procedures by conducting the intelligence preparation of the battlefield (IPB) process.			
a. Defined the local recruiting environment by analyzing the operational variables policy, military, economic, social, information, physical environment, and time (PMESIPT).			
(1) Policy – Described how current policies and regulations affected the recruiting environment.			
(2) Military – Described the local military environment as it pertained to local Army Reserve TPU, National Guard units, active military installations, etc. Described the affect this presence had on the environment.			
(3) Economic – Described the current economic environment and how it played a role in recruiting operations.			
(4) Social – Described the different cultural, religious and ethnic attributes of the battlefield and how they influenced recruiting operations.			
(5) Information – Described the message used by leaders at all levels.			
(6) Physical Environment – Identified locations of undergraduate, graduate and professional schools, areas of assignment for recruiters, included drive times, weather and terrain in the situational awareness.			
(7) Time – Understood how time either increased or decreased the likelihood of successful engagements with the target market.			
b. Described the local recruiting environment by analyzing the mission variables mission, enemy, troops, terrain, time available, and civil considerations (METT-TC).			
(1) Mission – Understood the mission of the center, company, battalion and brigade and how the center played a role in mission accomplishment. Analyzed historical data to determine previous production achievements and shortfalls.			
(2) Enemy – Understood anything that could threaten mission accomplishment such as sister service efforts, news and other media efforts etc.			
(3) Terrain and Weather – Understood threats to mission provided by geography and weather.			
(4) Troops and support available – Understood sustainment activities that could hinder recruiting operations, developed courses of action (COAs) to mitigate.			
(5) Time Available – Analyzed previous boards to determine what areas of concentration (AOCs) close early, one-time-per-year boards and established time-lines that allowed for timely packet preparation and board appearance.			
(6) Civil Considerations – Understood and planned for the socio-economic factors that could hinder or be exploited during recruiting operations.			
2. Identified recruiting support assets.			
a. Obtained lists that identified contact information for personnel available to support events such as centers of influence (COIs), subject matter experts (SMEs), very important persons (VIPs), troop program units (TPU), Army Medical Department (AMEDD) Professional Management Command (APMC), and prior service healthcare professionals. Report Management Zone (RMZ) can be utilized to obtain lists of current AMEDD officers on active duty and the Army Reserve within each AOC.			
b. Identified A&PA resources needed to support events and prospecting activities.			
(1) Display items (i.e. banners, pop-ups, tablecloths) pertinent to each target audience.			
(2) Mission Support Brigade Assets (i.e. Deployable Rapid Assembly Shelter).			
(3) Total Army Involvement in Recruiting (TAIR) and Local Advertising Management Program (LAMP) funding.			
(4) Medical specific props and training aids.			
(5) Recruiting Publicity Items/Personal Procurement Items (RPI/PPI).			
3. Constructed the ROP.			
a. Formulated ROP using data derived from running estimates, recruiter function analysis, mission assignment, and commander's intent.			
(1) Reviewed the running estimates and RFA separately and compared the results to ensure they matched.			
(2) ROP capitalized on the center's running estimates.			

b. Utilized the recruiting center's sync matrix while the ROP was developed and captured all national and local assets directed from company and above, and for center identified events and requested assets.			
c. Clearly stated who, what, when, where, and how the plan was to be executed. The ROP was shared with all team members and their plans were adjusted accordingly. The ROP was easy to understand, doable, and flexible.			
d. The center's plan was flexible for operational adjustments.			
e. Included, at a minimum: telephone and face-to-face prospecting, area canvassing (school visits and local events), IPR, AAR, weekly planning meeting, end of week AAR and training.			
f. Submitted the ROP for approval.			
4. Implemented the ROP.			
a. Reviewed the ROP to ensure it was understood at the recruiter level.			
b. Ensured the Center Leader is validating that the recruiter's electronic planning guides support the center's ROP and that the plans are executed as documented and approved.			
c. Adjusted the ROP according to results of IPRs with the center commander, center battle rhythm and AARs findings, recommendations from higher and operational changes.			
d. Employed A&PA and other assets.			
(1) Obtained receipts from events in which advertising funding was utilized.			
(2) Conducted and submitted AARs within 72 hours of event completion.			
(3) Coordinated travel for any non-local SMEs and VIPs.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	Yes
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	No
	USAREC MANUAL 3-31	Recruiting Center Operations	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 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