

Summary Report for Individual Task  
805K-79R-7300  
Assess a Recruiting Market  
Status: Approved

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**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 tasked to conduct an assessment of the market and you have access to:

1. USAREC Manual 3-0 Recruiting Operations.
2. Graphical Representation of USAREC Market & Production (GRUMP).
3. Headquarters Support System (HSS)/Force Structure Application and ZIP Code Realignment (FAZR).
4. Report Management Zone (RMZ).
5. Market Intelligence Dashboard (MID).
6. Command guidance (OPORDS/FRAGOS).

This task should not be trained in MOPP 4.

**Standard:** Conduct an assessment of the recruiting market, analyze and identify market potential areas of focus, production trends and training indicators. Make recommendations and provide corrective training, if necessary.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** Never

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:** None

**Notes:** None

## Performance Steps

### 1. Prepare for recruiting market assessment.

- a. Login to MID.
  - (1) Market Share.
  - (2) Recruiter Share.
  - (3) Employment.
  - (4) Population.
  - (5) Production to Population (P2P).
  - (6) Penetration.
  - (7) Segmentation.
  - (8) Demographic Income Military Education report (DIME).
  - (9) Labor report.
  - (10) Ethnicity report.
  - (11) Out of area contract report (OAC).
- c. Login to RMZ.
- d. Pull RMZ reports.
  - (1) Segmentation Analysis Market Assessment reports (SAMA).
  - (2) Market Share Analytics.
  - (3) AR vacancy report.
  - (4) RA USAR category production (MPA002).

### 2. Conduct recruiting market assessment.

- a. Understand commander's intent.
- b. Identify trends and note observations within the reports pulled.
- c. Conduct a verbal communication with level being assessed.
- d. Provide a written assessment of market areas of focus, production trends and training indicators to commander.

e. Schedule follow-up assessment (If necessary).

(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. Prepared for recruiting market assessment.			
a. Logged on to MID.			
b. Pulled MID reports.			
(1) Market Share.			
(2) Production.			
(3) Employment.			
(4) Population.			
(5) Production to Population (P2P).			
(6) Penetration.			
(7) Segmentation.			
(8) Demographic Income Military Education report (DIME).			
(9) Labor report.			
(10) Ethnicity report.			
(11) Out of area contract report (OAC).			
c. Logged on to RMZ.			
d. Pulled RMZ reports.			
(1) Segmentation Analysis Market Assessment reports (SAMA).			
(2) Market Share Analytics.			
(3) AR vacancy report.			
(4) RA USAR category production (MPA002).			
2. Conducted recruiting market assessment.			
a. Understood commander's intent.			
b. Identified trends and note observations within the reports pulled.			
c. Conducted a verbal communication with level being assessed.			
d. Provided a written assessment of market areas of focus, production trends and training indicators to commander.			
e. Scheduled follow-up assessment (If necessary).			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	No
	USAREC REG 601-73	Missioning Procedures	Yes	Yes
	USAREC REG 601-87	Recruiting Market Analysis	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.

**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