

Summary Report for Individual Task  
805K-79R-8204  
Maintain Liaison with the Education Community  
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:** The battalion commander wants to increase Army awareness in the education community to improve recruiter access, the Army image, and build trusting relationships. This task should not be trained in MOPP 4.

**Standard:** Establish and maintain a working relationship with education officials, faculty and staff to improve the Armys image, recruiter access, and increase use of Army Education Outreach Programs to meet commander's intent by 98%.

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

## Performance Steps

1. Develop working relationships.
  - a. Meet with local and state education officials.
  - b. Attend/present at local, state, and national conferences and conventions.
  - c. Network with educators at all school events.
  - d. Attend/present state and local education association meetings.
  - e. Attend/present school board meetings.
  - f. Network with local education organizations. (SkillsUSA, DECA, FFA, Key Club, FCCLA, PTA)
2. Train Educators and Recruiters on Education Outreach Programs.
  - a. Provide collective training on education outreach programs at center, company, and battalion levels. (ConAP, March 2 Success, GI Bill/Post 9-11, Student Loan Repayment(SLRP), Goarmyed.com, Tuition Assistance, Health Professional Scholarship Program (HPSP), ACES programs)
  - b. Provide training/briefings to the education community on education outreach programs. (ConAP, March 2 Success, GI Bill/Post 9-11, Student Loan Repayment(SLRP), Goarmyed.com, Tuition Assistance, Health Professional Scholarship Program (HPSP))
  - c. Provide updates to Recruiters and Educators on USAREC/ACES education outreach program awareness.
3. Plan and Execute Battalion Education COI Events.
  - a. Identify available funding.(APA)
  - b. Identify target audience.
  - c. Develop plan.
  - d. Inform key staff on plan. (Fusion Cell, Company, Center, Battalion Commander)
  - e. Secure Funding.
  - f. Coordinate with associated agencies.
  - g. Confirm and coordinate participants.
  - h. Conduct event.
  - i. Perform AAR.
  - j. Follow up with event participants (COIs) to reinforce the Army message and enhance market penetration.
4. Plan and Execute a Battalion Educator Tour.
  - a. Identify available funding.

- b. Identify target audience.
  - c. Review past educator tour after action reviews (AAR).
  - d. Propose location(s) for Battalion Commander approval.
  - e. Coordinate plan with Public Affairs at identified location.
  - f. Submit plan and conference approval packet to brigade as per current conference approval guidance via EMM.
  - g. Submit contracting (AMO) packet through S-4 for contracting. (hotel, bus)
  - h. Send WARNO to Recruiting force.
  - i. Confirm and coordinate with participants.
  - j. Conduct tour.
  - k. Perform an AAR.
  - l. Follow up with event participants (COIs) to reinforce the Army message and enhance market penetration.
5. Identify schools that prohibit or limit access.
- a. Identify facts and assumptions.
  - b. Query company, center commander, and recruiter.
  - c. Develop Courses of Action (COAs).
  - d. Develop a contact strategy for appropriate person/organization.
  - e. Clarify and confirm the problem.
  - f. Generate alternative COAs.
  - g. Negotiate settlement and execute appropriate action.
  - h. Review outcome(s) and follow-up as necessary.
  - i. Report unresolved issues to chain of command.
  - j. Inform brigade ESS.
  - k. Report unresolved issue into Recruiter Access to High School (RAHS) database as applicable.
6. Employ Social Media for Education Outreach.
- a. Coordinate with APA for social media engagement.

b. Provide stories, education information, and events for posting to social media sites.

(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. Developed working relationships.			
a. Met with local and state education officials.			
b. Attended/presented at local, state, and national conferences and conventions.			
c. Networked with educators at school events.			
d. Attended/presented state and local education association meetings.			
e. Attended/presented school board meetings.			
f. Networked with local education organizations. (SkillsUSA, DECA, FFA, Key Club, FCCLA, PTA)			
2. Trained Educators and Recruiters on Education Outreach Programs.			
a. Provided collective training on education outreach programs at center, company, and battalion levels. (ConAP, March 2 Success, GI Bill/Post 9-11, Student Loan Repayment(SLRP), Goarmyed.com, Tuition Assistance, Health Professional Scholarship Program (HPSP), ACES programs)			
b. Provided training/briefings to the education community on education outreach programs. (ConAP, March 2 Success, GI Bill/Post 9-11, Student Loan Repayment(SLRP), Goarmyed.com, Tuition Assistance, Health Professional Scholarship Program (HPSP))			
c. Provided updates to Recruiters and Educators on USAREC/ACES education outreach program awareness.			
3. Planned and Executed Battalion Education COI Events.			
a. Identified available funding. (APA)			
b. Identified target audience.			
c. Developed plan.			
d. Informed key staff on plan. (Fusion Cell, Company, Center, Battalion Commander)			
e. Secured Funding.			
f. Coordinated with associated agencies.			
g. Confirmed and coordinated participants.			
h. Conducted event.			
i. Performed AAR.			
j. Followed up with event participants (COIs) to reinforce the Army message and enhance market penetration.			
4. Planned and Executed a Battalion Educator Tour.			
a. Identified available funding.			
b. Identified target audience.			
c. Reviewed past educator tour after action reviews (AAR).			
d. Proposed location(s) for Battalion Commander approval.			
e. Coordinated plan with Public Affairs at identified location.			
f. Submitted plan and conference approval packet to brigade as per current conference approval guidance via EMM.			
g. Submitted contracting (AMO) packet through S-4 for contracting. (hotel, bus)			
h. Sent WARNO to Recruiting force.			
i. Confirmed and coordinated with participants.			
j. Conducted tour.			
k. Performed an AAR.			
l. Followed up with event participants (COIs) to reinforce the Army message and enhance market penetration.			
5. Identified schools that prohibit or limit access.			
a. Identified facts and assumptions.			
b. Queried company, center commander, and recruiter.			
c. Developed Courses of Action (COAs).			
d. Developed a contact strategy for appropriate person/organization.			
e. Clarified and confirmed the problem.			

f. Generated alternative COAs.			
g. Negotiated settlement and executed appropriate action.			
h. Reviewed outcome(s) and follow-up as necessary.			
i. Reported unresolved issues to chain of command.			
j. Informed brigade ESS.			
k. Reported unresolved issue into Recruiter Access to High School (RAHS) database as applicable.			
6. Employed Social Media for Education Outreach.			
a. Coordinated with APA for social media engagement.			
b. Provided stories, education information, and events for posting to social media sites.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC PAM 350-13	School Recruiting Program Handbook	Yes	No
	USAREC REG 601-101	Education Enlistment Credentials	Yes	Yes
	USAREC REG 601-107	Operational Management Systems	Yes	No
	USAREC REG 601-59	Department of Defense Student Testing Program	Yes	No
	USAREC REG 601-81	Educators/Centers of Influence Tour Program	Yes	No
	USAREC REG 601-85	Total Army Involvement in Recruiting	Yes	No
	USAREC REG 601-87	Recruiting Market Analysis	Yes	No
	USAREC REG 601-95	Delayed Entry and Delayed Training Program	Yes	No
	USAREC REG 621-2	Concurrent Admissions Program	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