

Summary Report for Individual Task
805B-79T-5504
Develop a Company/Region Strength Maintenance Plan
Status: Approved

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

Destruction Notice: None

Foreign Disclosure: FD1 - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

Condition: You have received RRF Battalion guidance for the new FY. Utilize Computer Work Station, State Marketing Plan, mission analysis tools, and all required reference materials to develop a Company/Region Strength Maintenance Plan. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Develop a Company/Region Strength Maintenance Plan that meets the states strength maintenance goals through Recruiting, Retention, and Attrition Management.

Special Condition: None

Safety Risk: Low

MOPP 4: N/A

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Conduct Region/Company Mission/Market Analysis.

- a. Review previous enlistment production, retention, and attrition statistics through Report Management Zone (RMZ), and Director's Personnel Readiness Overview (DPRO).
- b. Identify population base and demographics from DPRO.
- c. Conduct DOD market share analysis through RMZ.
- d. Identify open positions through Automated Unit Vacancy System (AUVS).
- e. To complete this task you will also need:

ARISS Manuals (access from the IKROME web site, BN Automation NCO will need to be contacted for access permissions).

AUVS Manuals (access to the module and User guide (located in the help menu of the application) located at <https://minteman.ngb.army.mil>).

RSP Leaders Guide is attached to the Task: Administer RSP Operations at the Company/ Region level.

Battalion Strength Maintenance Plan (Contact your R&R Battalion Commander or Operations SGM).

2. Monitor BDE/BN/Unit Retention and Attrition Programs.

- a. Review retention and attrition statistics obtained from DPRO.
- b. Review BDE/BN unit sponsorship programs.
- c. Recommend Unit Command Climate Survey, as needed.
- d. Monitor DPRO for units that rise above 18% for attrition rate.
- e. Maintain situational awareness (SA) of state Army Force Generation (ARFORGEN) cycle.
- f. Analyze Expiration Term of Service (ETS) roster data to ensure unit readiness.

3. Manage Mission Assignment.

- a. Monitor Leader Zone (LZ) / DPRO quality marks.
- b. Maintain current visibility on Strength Maintenance Operations Messages (SMOM).
- c. Identify Military Entrance Processing Station (MEPS) trends and policies.
- d. Maintain production-tracking system.
- e. Monitor VULCAN/RSP Metrics.
- f. Implement incentives program for RRB personnel.
- g. Implement a sustainment and remedial training program.

h. Identify retention/attrition trends in DRPO.

4. Localize State Marketing Plan.

a. Identify top producing zip codes through RMZ.

b. Target primary, secondary, and tertiary markets in assigned Area of Responsibility (AOR).

c. Incorporate State Marketing events.

d. Incorporate NGB Marketing programs (Guard Chopper, NASCAR etc.).

e. Identify COI/VIPs in AOR.

f. Allocate company/regional marketing funds into retention/attrition efforts (banners/RPI).

g. Ensure NGB branding requirements are in compliance.

h. Allocate resources to desired locations.

5. Develop Company/Region Incentives Program.

a. Develop company/region award criteria for strength maintenance utilizing the Total Soldier Concept.

b. Identify NGB incentive programs through SMMS.

c. Ensure compliance with current battalion awards program.

d. This task should include information published yearly through a SMOM for the Current FY Director's Strength Maintenance Awards Program (DSMAP).

6. Analyze Strength Maintenance Information Using Web-based Resources.

a. Leader Zone- provides company level leadership with production visibility (Manual is located on the IKROME Portal).

b. RMZ- provides leadership with data on market trends and production.

c. DPRO- provides company level leadership with metrics data for all three tenets of recruiting (User manual is in the Help Menu of the DPRO Portal <https://arngg1.ngb.army.mil/Portal/>).

d. AUVS- provides company level leadership SA of state wide vacancies (Manual is located with the application <https://minuteman.ngb.army.mil/>).

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by two methods;

a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section.

b. Supervisor's Evaluation. Ensure that the soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, IAW the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Conducted Region/Company Mission/Market Analysis.			
a. Accessed RMZ/DPRO/AUVS.			
b. Reviewed appropriate manuals for systems used.			
c. Utilized reports that reflect current demographics.			
d. Analyzed DOD market share report through RMZ.			
e. Gained situational awareness of state wide vacancies through AUVS.			
f. Determined mission assignment through analysis of data.			
2. Monitored BDE/BN/Unit Retention and Attrition Programs.			
a. Accessed DPRO.			
b. Utilized reports that reflect current retention and attrition data.			
c. Reviewed retention and attrition data obtained through DPRO.			
d. Reviewed BDE/BN sponsorship program.			
e. Identified opportunities for improvement in BDE/BN sponsorship program.			
f. Identified units that have over an 18% attrition rate.			
g. Incorporated ARFORGEN cycle into retention/attrition program.			
h. Analyzed ETS data to establish retention/attrition goals.			
i. Developed recommendations to improve unit retention/attrition rates.			
3. Managed Mission Assignment.			
a. Reviewed Report Management Zone (RMZ) and DPRO for ARNG established quality marks.			
b. Reviewed SMMS website for relevant SMOMs.			
c. Identified Military Entrance Processing Station (MEPS) ARNG processing trends.			
d. Developed a customized tracking method for production.			
e. Assessed RSP metrics via DPRO.			
f. Implemented incentives program for Company/Region personnel.			
g. Developed sustainment and remedial training objectives.			
h. Identified retention/attrition trends in DPRO.			
i. Implemented tracking mechanisms and incentives to motivate Company/Region Personnel to accomplish mission assignment.			
4. Localized State Marketing Plan.			
a. Accessed RMZ.			
b. Identified top producing zip codes.			
c. Targeted primary, secondary, and tertiary markets in AOR.			
d. Incorporated state marketing events into Company/Region Marketing Plan.			
e. Incorporated NGB Marketing Program into Company/Region Marketing Plan.			
f. Identified COI/VIPs in AOR.			
g. Allocated marketing funds for retention/attrition efforts.			
h. Ensured compliance of NGB branding requirements.			
i. Localized state marketing plan to meet AOR marketing objectives.			
5. Developed Company/Region Incentives Program.			
a. Developed company/region award criteria for strength maintenance utilizing the Total Soldier Concept.			
b. Identified NGB incentive programs through SMMS.			
c. Ensured compliance with RRB awards programs or guidance.			
d. Incorporated NGB/State/BN guidance into company/region awards program.			
6. Analyzed Strength Maintenance Information using web-based resources:			
a. Maintained visibility of current enlistment production through Leader Zone.			
b. Analyzed Strength Maintenance metrics on DPRO for trend analysis.			
c. Analyzed data, production, and market trends through RMZ.			
d. Maintained visibility of state-wide vacancies through AUVS.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	AR 601-210	Active and Reserve Components Enlistment Program	Yes	No
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 600-7	Selective Reserve Incentive Programs	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	STP 12-79T25-SM-TG	Soldier's Manual and Trainer's Guide, Skill Levels 4/5, MOS 79T, Recruiting and Retention NCO, Army National Guard	Yes	No
1.	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
1.	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
1.	STP 12-79T25-SM-TG	Soldier's Manual and Trainer's Guide, Skill Levels 4/5, MOS 79T, Recruiting and Retention NCO, Army National Guard	Yes	No
2.	AR 601-210	Active and Reserve Components Enlistment Program	Yes	No
2.	NGR 600-7	Selective Reserve Incentive Programs	Yes	No
2.	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
3.	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
4.	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
5.	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
5.	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance 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.

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.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
USAR Company Commander First Sergeant	Any	LIC: YY
79T-ARNG Recruiting and Retention-SL5	Enlisted	MOS: 79T, Skill Level: SL5, ASI: V7, Duty Pos: REA, SQI: 4