Understand – Recruiting Functions Analysis (RFA) - Step 1

(For use of this form see USAERC Training Circular 5-01)

Perform an analysis of each recruiting function (Use continuation sheet if more space or additional items for review/analysis are needed)

RECRUITING FUNCTION	REVIEW/ANALYZE	GUIDANCE	ANALYSIS Review and analyze each area	ASSESSMENT What needs to be done to respond to your analysis?
Mission Command	After Action Reviews	Review notes from AARs		
	Weekly Planning Meetings	Review notes from meetings		
	Electronic Planning Guides	RZ/LZ		
	In Progress Reviews	RZ/LZ		
	Personnel Issues	Any personnel issues?		
	NCOERs/Awards	Any due/Upcoming?		
	Leave Management	Anyone on leave?		
	Station's Battle Rhythm	MAP, Sync Matrix, E-Plan		
	Bn/Company/Station Operation Plan	Review Company Operation Plan		
Intelligence	Market Share	BI-Zone/RMZ		
	ASCOPE (Area, Structures, Capabilities, Organizations, People, Events)	FM 3-24.2		
	SAMA	RMZ		
	Tactical Segmentation	BI-Zone/RMZ		
	Bn S2/Company Reports	BI-Zone		
	BI-Zone	BI-Zone		
	School Zone	School Zone		
	Reserve Unit Zone	Reserve Unit Zone		
Prospecting	Conversion/Funnel Data	BI-Zone/RMZ/LZ		
	Prospecting Analysis - ACA	BI-Zone/RMZ/LZ		
	ASVAB	BI-Zone/RMZ/LZ		
	ALRL Analysis	RMZ		
	LPA Analysis	BI-ZONE/RMZ/LZ		
	Individual Recruiter Observation Analysis	Notes from Observations		
	Conversion/Funnel Data Analysis: Made to Conduct, Conduct to Test	LZ/Station MAP		

Category	Item	Source		
Interviewing	Evidence Book	Review recruiter's evidence book		
	Experience Level of Recruiters	Counseling Forms & Notes		
	Location of Appointments	Personal Observation		
	Presence of Influencers	Personal Observation		
	Recruiter Product Knowledge - Programs, RA/USAR/ROTC/AMEDD/SORB, Etc.	Counseling Forms & Notes		
Processing	Conversion/Funnel Data Analysis: Appointment Conduct to Test, Test to Floor, Floor to Enlistment	LZ/Station MAP		
	Flash to Bang	LZ/Station MAP/LPA		
	Tested Not Enlisted - TNE	LZ/TNE		
	Qualified Not Enlisted - QNE	LZ/QNE		
	MEPS QC Reports - Quality Control Check	LZ		
	Station Commander - Quality Assurance Check	LZ		
Lead Future Soldiers	Loss Report Analysis	BI ZONE/RMZ/LZ		
	FS Training Records	RZ/LZ/FSL		
	Promotions	RZ/LZ/FSL		
	Referrals	RZ/LZ/FSL		
	Contact history Analysis	RZ/LZ/FSL		
	FS Training Event Rosters	FSL		
	FS Asset Inventory (FSAI) Results	RZ/LZ/FSL		
Training and Leader Development	Mandatory Training	ALMS/LMS		
	APFT Results	Review PT Results		
	Structured Self-Development	Review Training Records		
	Battalion/Company Training Events	Review Synch Matrix		
	Advanced Training Program - New Recruiters	ALMS/LMS		
	DTMS - Analysis	INSERT DATA LOCATION		
	Facility Management	PHASE 1- ON LINE		
	Vehicle Maintenance	PHASE 1- ON LINE		
	PAE	BN S-2		

Sustainment	Gains/Loss	BN S-1		
	Key Control	PHASE 1- ON LINE		
	Travel Cards	BN S-1		
	MED Pros	BN S-1		
	Sustainment Operations	Synch matrix/ Center ROP		
	Reports	BI Zone/RMZ/LZ		
	Equipment accountability (laptops, printers, copier, etc.)	PHASE 1- ON LINE		
	Business Cards	Ample supply?		

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Understand – OPERATIONAL ENVIRONMENT - Step 2

(For use of this form see USAERC Training Circular 5-01)

Perform an analysis of the operating environment using the PMESII-PT framework. This includes conversion data analysis.

OPERATIONAL VARIABLE	REVIEW/ANALZE	ANALYSIS				ASSESSMENT
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
		Internal factors that are favorable to achieving the mission	Internal factors that are unfavorable to achieving the mission	External factors that are favorable to achieving the mission	External factors that are unfavorable to achieving the mission	What needs to be done to respond to your analysis?
Political - Army, Recruiting, and/or local policies and politics that influence recruiting operations.	Schools					
	Business					
	Community					
	Recruiting Incentives					
	MEPS Policies					
	Colleges & Universities					
	Trade Schools					
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
Military - Military presence in a recruiting environment	Military Installations					
	USAR Units					
	Retirees					
	Veteran Organizations					
	Pro-Military Civic Organizations					
	Events					
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
Economic - The economic factors that have an influence on the recruiting environment	Unemployment					
	Job programs					
	Wages					
	College Programs					

		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Social - The perceptions, beliefs, and behaviors toward military service	Crime rate					
	Military appreciation					
	Gangs					
	Demographic mix					
	Education level					
	Religious diversity					
	Cultural norms and values					
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
Information - The aggregate of individuals, organizations, and systems that collect, process, disseminate or act on information	Facebook Pages					
	LinkedIn					
	Public communications					
	Information management					
	MAP Conversion Data					
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
Infrastructure - Basic structure or services which impact recruiting (internally and externally) and are essential to effective operations	Construction projects					
	MEPS Location					
	School Closures					
	Road Closures					
		STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**	
Physical Environment - Factors that impede operations or determining recruiting facilities/asset placement to access target populations	Station location to market location					
	Traffic flow / conditions					

		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Time - School, business and organizational operating hours, that affect the availability of the target market or recruited population	Number of work hours this month					
	High school day ends					
	Number of processing days					
	Key dates					
	Key events					

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Visualize & Describe – CURRENT SITUATION (Where we are now) & MISSION (Where we want to be) - Step 3

Provide the analysis results from Tabs 1 and 2 for each of the recruiters assigned to the center based on a complete system analysis of data, leader assessment, METT-TC and personal observance.

CURRENT SITUATION										MISSION			
Key Points and Highlights from Step 1 and the Sync Matrix										GRADS	SENIOR	OTH	
OPERATIONAL ENVIRONMENT													

RECRUITER ANALYSIS										ASSESSMENT			
RECRUITER	**HOURLY A.C.A. DATA**			**RECRUITING FUNNEL ANALYSIS**									
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T	DESCRIBE WHAT NEEDS TO BE DONE			
SSG EXAMPLE	20	10	1	40:1	20:1	4:1	2:1	2:1	1:1	*Schedule 32 hours telephone prospecting for grads this month and 8 hours of telephone prospecting for seniors. Visit ABC highschool x 4, Study USAR programs. Will make adjustments as needed during IPRs.*			
Strength	*Good closer*												
Weakness	*Need to work on learning USAR programs*												
PMESIIPT	*About 176 work hours this month, Schools are open to regular visits*												
METTC	*Identify Sync Matrix events. You have 4 days of leave scheduled this month*												

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT			
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T	DESCRIBE WHAT NEEDS TO BE DONE			
Strength													
Weakness													
PMESIIPT													
METTC													

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT			
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T	DESCRIBE WHAT NEEDS TO BE DONE			
Strength													
Weakness													
PMESIIPT													
METTC													

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT	
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T		
										DESCRIBE WHAT NEEDS TO BE DONE	
Strength											
Weakness											
PMESIIPT											
METTC											

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT	
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T		
										DESCRIBE WHAT NEEDS TO BE DONE	
Strength											
Weakness											
PMESIIPT											
METTC											

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT	
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T		
										DESCRIBE WHAT NEEDS TO BE DONE	
Strength											
Weakness											
PMESIIPT											
METTC											

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT	
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T		
										DESCRIBE WHAT NEEDS TO BE DONE	
Strength											
Weakness											
PMESIIPT											
METTC											

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DIRECT - PROSPECTING ACTIVITIES - Step 4

RSID: **PL:**

3a(1) Scheme of Maneuver (Activities that must occur to achieve the mission)

	Date(s)	Shaping	Decisive	Sustaining	Prospecting Method	Location	Engagement	NCO(s)	Frequency: #Events/Hrs	Objective RA GR	RA SR	AR GR	AR SR	AR PS	COI	Weekly Requirements	
T2																RA GR SR USAR GR SR PS	REQ PROJ
T1																RA GR SR USAR GR SR PS	REQ PROJ
W1																RA GR SR USAR GR SR PS	REQ PROJ
W2																RA GR SR USAR GR SR PS	REQ PROJ
W3																RA GR SR USAR GR SR PS	REQ PROJ

PHASE LINE VALIDATION

	Regular Army Appointments Made		Army Reserve Appointments Made			Recruiting Influencers
	GR	SR	GR	SR	PS	CP
Station Prospecting Plan Totals	REQ PROJ		REQ PROJ			

	Regular Army		Army Reserve		
	GR	SR	GR	SR	PS
Recruiter Prospecting Plan Totals	PROJ		PROJ		

APPROVAL

Date _____   Commander's Signature: _____

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Understand – Recruiting Functions Analysis (RFA) - Step 1
(For use of this form see USAERC Training Circular 5-01)

Perform an analysis of each recruiting function (Use continuation sheet if more space or additional items for review/analysis are needed)

RECRUITING FUNCTION	REVIEW/ANALYZE	GUIDANCE	ANALYSIS	ASSESSMENT What needs to be done to respond to your analysis?
Mission Command	After Action Re...	notes from		
	Weekly Planning Meetings	Review notes from meetings		
	Electronic Planning Guides	RZ/LZ		
	In Progress Reviews	RZ/LZ		
	Personnel Issues	Any personnel issues?		
	NCOERs/Awards	Any due/Upcoming?		
	Leave Management	Anyone on leave?		
	Station's Battle Rhythm	MAP, Sync Matrix, E-Plan		
	Bn/Company/Station Operation Plan	Review Company Operation Plan		
Intelligence	Market Share	BI-Zone/RMZ		
	ASCOPE (Area, Structures, Capabilities, Organizations, People, Events)	FM 3-24.2		
	SAMA	RMZ		
	Tactical Segmentation	BI-Zone/RMZ		
	Bn S2/Company Reports	BI-Zone		
	BI-Zone	BI-Zone		
	School Zone	School Zone		
	Reserve Unit Zone	Reserve Unit Zone		
Prospecting	Conversion/Funnel Data	BI-Zone/RMZ/LZ		
	Prospecting Analysis - ACA	BI-Zone/RMZ/LZ		
	ASVAB	BI-Zone/RMZ/LZ		
	ALRL Analysis	RMZ		
	LPA Analysis	BI-ZONE/RMZ/LZ		

Annotations:

- (2) Suggested items & reports to review
- (3) General guidance and/or location of info
- (5) Blank space to record notes. Example: AAR from a recent school visit that includes a comment that the principle prefers more than one recruiter conduct visits on Thursdays of each week.
- (6) Blank space to record notes as needed. Example: Based on the analysis of the school visit AAR, the station commander makes a note to identify and assign two recruiters to visit the high school on Thursday of each week. The station commander should transfer the info to Step 4 and the Sync Matrix
- (4) Users can add to or modify this list. Add other items by inserting rows to the worksheet.
- (7) Use the rest of the form to record information for each of the Recruiting Functions.

  Frequency: Once each month, reviewed/updated weekly to prepare for Weekly Meeting.

  Estimated Time to Complete:
  - Initial: 2 to 4 hours
  - Subsequent Monthly Updates: 1 hour
  - Weekly Review: 30 minuts to 1 hour

Interviewing	Individual Recruiter Observation Analysis	Notes from Observations		
	Conversion/Funnel Data Analysis: Made to Conduct, Conduct to Test	LZ/Station MAP		
	Evidence Book	Review recruiter's evidence book		
	Experience Level of Recruiters	Counseling Forms & Notes		
	Location of Appointments	Personal Observation		
	Presence of Influencers	Personal Observation		
	Recruiter Product Knowledge - Programs, RA/USAR/ROTC/AMEDD/SORB, Etc.	Counseling Forms & Notes		
Processing	Conversion/Funnel Data Analysis: Appointment Conduct to Test, Test to Floor, Floor to Enlistment	LZ/Station MAP		
	Flash to Bang	LZ/Station MAP/LPA		
	Tested Not Enlisted - TNE	LZ/TNE		
	Qualified Not Enlisted - QNE	LZ/QNE		
	MEPS QC Reports - Quality Control Check	LZ		
	Station Commander - Quality Assurance Check	LZ		
Lead Future Soldiers	Loss Report Analysis	BI ZONE/RMZ/LZ		
	FS Training Records	RZ/LZ/FSL		
	Promotions	RZ/LZ/FSL		
	Referrals	RZ/LZ/FSL		
	Contact history Analysis	RZ/LZ/FSL		
	FS Training Event Rosters	FSL		
	FS Asset Inventory (FSAI) Results	RZ/LZ/FSL		
Training and Leader Development	Mandatory Training	ALMS/LMS		
	APFT Results	Review PT Results		
	Structured Self-Development	Review Training Records		
	Battalion/Company Training Events	Review Synch Matrix		
	Advanced Training Program - New Recruiters	ALMS/LMS		
	DTMS - Analysis	INSERT DATA LOCATION		

Sustainment	Facility Management	PHASE 1- ON LINE		
	Vehicle Maintenance	PHASE 1- ON LINE		
	PAE	BN S-2		
	Gains/Loss	BN S-1		
	Key Control	PHASE 1- ON LINE		
	Travel Cards	BN S-1		
	MED Pros	BN S-1		
	Sustainment Operations	Synch matrix/ Center ROP		
	Reports	BI Zone/RMZ/LZ		
	Equipment accountability (laptops, printers, copier, etc.)	PHASE 1- ON LINE		
	Business Cards	Ample supply?		

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Understand – OPERATIONAL ENVIRONMENT - Step 2

(For use of this form see USAERC Training Circular 5-01)

Perform an analysis of the operating environment using the PMESII-PT framework. This includes conversion data analysis.

OPERATIONAL VARIABLE ①	REVIEW/ANALZE	ANALYSIS				ASSESSMENT
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Analyze PMESII-PT	Internal factors that are favorable to achieving the mission	Internal factors that are unfavorable to achieving the mission	External factors that are favorable to achieving the mission	External factors that are unfavorable to achieving the mission	What needs to be done to respond to your analysis?
Suggested items ②	Schools	④	⑤	⑥	⑦	⑧
	Business					
Political - Army, Recruiting, and/or local policies and politics that influence recruiting operations.	Community					Blank space to record notes as needed. Example: If the station commander has observed a weakness in presenting features and benefits of USAR programs, those notes go here to help develop Step 3 (Visualize and Describe) content.
	Recruiting Incentives		Blank spaces to record the internal and external factors that are favorable and unfavorable towards achieving the mission			
	MEPS Policies					
	Colleges & Universities					
	Trade Schools					
③	**Users can add to or modify this list. Add other items by**		WEAKNESS	OPPORTUNITY	THREAT	
	Military Installations					
	USAR Units					
Military - Military presence in a recruiting environment	Retirees					
	Veteran Organizations	⑨				
	Pro-Military Civic Organizations		Use the rest of the form to record information for each of the PMESII-PT areas. Frequency: Once each month, reviewed/updated weekly to prepare for Weekly Meeting. Estimated Time to Complete: • Initial: 2 to 4 hours • Subsequent Monthly Updates: 1 hour • Weekly Review: 30 minuts to 1 hour			
	Events					
		STRENGTH	WEAKNESS			
	Unemployment					
	Job programs					
Economic - The economic factors that have an influence on the recruiting environment	Wages					
	College Programs					

		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Social - The perceptions, beliefs, and behaviors toward military service	Crime rate					
	Military appreciation					
	Gangs					
	Demographic mix					
	Education level					
	Religious diversity					
	Cultural norms and values					
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Information - The aggregate of individuals, organizations, and systems that collect, process, disseminate or act on information	Facebook Pages					
	LinkedIn					
	Public communications					
	Information management					
	MAP Conversion Data					
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Infrastructure - Basic structure or services which impact recruiting (internally and externally) and are essential to effective operations	Construction projects					
	MEPS Location					
	School Closures					
	Road Closures					
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
Physical Environment - Factors that impede operations or determining recruiting facilities/asset placement to access target populations	Station location to market location					
	Traffic flow / conditions					

Visualize & Describe – CURRENT SITUATION (Where we are now) & MISSION (Where we want to be) - Step 3

Provide the analysis results from Tabs 1 and 2 for each of the recruiters assigned to the station based on a complete system analysis of data, leader assessment, METT-TC, and personal observance.

CURRENT SITUATION			② MISSION		
Key Points and Highlights from Step 1 and the Sync Matrix			**GRADS**	**SENIOR**	**OTH**

OPERATIONAL ENVIRONMENT	①		

① Insert the station's mission for the month to help the SC describe the mission.

① Blank space to write the Operational Environment & current situation based on info from Step 1, Step 2, and the Synch Matrix. Example:

The Metro Recruiting Station consists of 6 RA, two of which are new recruiters and 2 USAR recruiters who have been here for 3 or more years. The market consists of urban/suburban terrain, 12 high schools, 2 colleges (all open), an engineer TPU, with a population of approximately 17,000 men and women within the target market age group of 17 to 25 years old. We exceeded our 1st quarter mission by 5 and entered the 2nd quarter ahead of our mission objective by 2 enlistments. Morale is high and the recruiters' quality of life is meeting or exceeding expectations. We have a college career fair with Army Adventure Van support this month, 3 scheduled School ASVABs to proctor, an FSTE scheduled Week 3 for a pool of 15 FS, and 2 recruiters on leave for 4 days each/staggered Week 1 and Week 2 in conjunction with 2 of 3 federal/training holidays this quarter.

ASSESSMENT
DESCRIBE WHAT NEEDS TO BE DONE

...edule 32 hours telephone ...specting for grads this month ...8 hours of telephone ...specting for seniors. Visit ABC ...school x 4, Study USAR ...grams. Will make adjustments ...needed during IPRs.

RECRUITER	HOU...							
NAME	ATTEMPTS							
SSG EXAMPLE	2...							
Strength	*Good closer*							
Weakness	*Need to wor...*							
PMESIIPT	*About 176 wor...*							
METT-TC	*Identify Sync Matrix events. You have 4 days of leave scheduled this month*							

RECRUITER	④ HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS ⑤					
NAME ③	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T
Strength									
Weakness									
PMESIIPT									
METT-TC									

ASSESSMENT
DESCRIBE WHAT NEEDS TO BE DONE

③ Information for each recruiter by name.

④ Attempts/Contacts/Appointments Made data to help the SC make a prospecting assignment. The weekly average based on the previous 30 days of prospecting analysis data.

⑤ Recruiting Funnel data to help the SC make a prospecting assignment. 90 days of data.

⑧ Blank space for written notes to help the SC describe what needs to happen in order to achieve station's mission. See example above.

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS					
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T
Strength									
Weakness ⑥									
PMESIIPT									
METT-TC									

ASSESSMENT
DESCRIBE WHAT NEEDS TO BE DONE

⑥ General areas to consider and describe each recruiter and effect on OE/short term planning during the Weekly Meeting.

⑦ Blank spaces to record notes regarding each recruiter.

⑧

RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T	
										DESCRIBE WHAT NEEDS TO BE DONE
Strength										
Weakness										
PMESIIPT	⑨									
METT-TC										
RECRUITER	HOURLY A.C.A. DATA									ASSESSMENT
NAME	ATTEMPTS	CONTACTS	APPTS							
										DESCRIBE WHAT NEEDS TO BE DONE
Strength										
Weakness										
PMESIIPT										
METT-TC										
RECRUITER	HOURLY A.C.A. DATA			RECRUITING FUNNEL ANALYSIS						ASSESSMENT
NAME	ATTEMPTS	CONTACTS	APPTS	GRAD C:AM	SR C:AM	GRAD AM:AC	SR AM:AC	GRAD AC:T	SR AC:T	
										DESCRIBE WHAT NEEDS TO BE DONE
Strength										
Weakness										
PMESIIPT										
METT-TC										

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The information that appears in the above grey shaded area is an exmple. This Step is used to record information and notes about the Station's OE, current situation, mission, and each recruiter's impact on the OE and mission accomplishment. It should serve as a template to help the station commander systematically collect and consolidate information from multiple sources. Once consolidated, the SC uses the information to visualize and describe the operational environment, current situation, and mission for the month and YTD, with weekly adjustments for dissemination during the station's weekly meeting.

Frequency: Completed/updated once a month, reviewed and updated daily during IPR

Estimated Time to Complete:

- **Initial: 2 to 4 hours**
- **Subsequent Monthly Updates: 1 to 2 hours depending on number of recruiters**
- **Weekly Review: 1 hour**
- **Review for IPR: 15 minutes for each recruiter**

Callout annotations:
- **Place RSID** ①
- **Annotate the Phase Line** ②
- 3a(1) Scheme of Maneuver (Activities that must occur to achieve the mission)
- **List the specific area the prospecting will occur.**
- **List who/which NCOs will**
- **As a result of your analysis, type and number of engagements, and or hours, place in the appropriate category how many Appts Made you expect to achieve.**
- **Place the specific date(s) for each Station activity that must be accomplished**
- **Identify the prospecting method.**
- **Identify the specific engagement target.** NOTE: This is not a collection of the individual recruiter's efforts, but the Station Commander's main prospecting
- **List the # of events and # of hours for each event.** EXAMPLE: If we plan on conducting 2 hours of telephone prospecting Monday, Tuesday, & Wednesday that is 3 events and a total
- **Weekly Requirements consist of Weekly MAP requirements and your projected APPT MADE as a result of your plan.**
- **Identify the purpose of each activity...Shaping, Decisive, or Sustainment.**
- **List your Weekly RA Grad, Senior, & AR Grad, Senior PS Appt Made requirements from the MAP.**
- **Annotate, by category the total number of Appts Made projected for week as a result of your plan.** NOTE: The intent is that your plan meets or exceeds the weekly MAP Appt Made Requirements
- **Phase Line Validation: Duplicate the Station's Regular Army and Army Reserve Phase Line Appts Made Requirements**
- **CPs will auto populate from your input. Validate whether acheivements**

Column headers: ③ Date(s) | ④ Shaping / Decisive / Sustaining | ⑤ Prospecting Method | ⑥ Location | ⑦ Engagement | ⑧ NCO(s) | ⑨ Frequency: #Events/Hrs | ⑩ Objective — RA (GR, SR), AR (GR, SR, PS), COI | ⑪ Weekly Requirements | ⑫ REQ | ⑬ PROJ

Date(s)	S/D/S	Prospecting Method	Location	Engagement	NCO(s)	#Events	#Hrs	RA GR	RA SR	AR GR	AR SR	PS	COI		REQ	PROJ
18-Feb-19	X	F-F	Denver Station	University of Colorado Denver Career Fair	Smith/Jones	1	3	5						RA		
18-22 Feb 19	X	Virtual	College Sr Language, Music, Accounting Students		Madsen	1	2	4		2					GR	8	10
19-Feb-19	X	N/A		Parent Teacher Conference Presentation	Larson/Scott	1									SR	4	7
18-22 Feb 19	X	Telephone		Senior Telephone Prospecting-SASVAB													
19-Feb-19	X X	Referral	Station	Future Soldier Function											GR	3	4
20-Feb-19	X	Referral	89th RSC	Battle Assembly	Brannan	1									SR	1	3
20-Feb-19	X X	Referral	Station AO	Veterans Placement Offices for all colleges	All	1									PS	3	5
		N/A	Lakewood - 80295	Lakewood County Youth Strategies	Madsen	1											
		Telephone	80239, 80203, 80260		All	1	2		4		2				REQ	PROJ
			Aurora - 802...		Tabor/Hollis	1	1					4		RA		
			...94, 8029...		A...										GR	12	18
			...55, 8025...		D...										SR	7	12
	X X	Referral	Station											GR	2	5
	X	Telephone	80204, 80281, 8...											SR	1	2
28-Feb-19	X	F-F	Castle Rock - 80...		Dabr...									PS	0	0
1-May-19	X X	Referral	Denver - Invesco Field	Rockies Salute to Veterans - FS Swear-In												
4-May-19	X	Referral	100th DIV	Battle Assembly	Br...				2						REQ	PROJ
4-7 May 19	X	Referral	80244, 80201	HRAP F-F Prospecting	Thom...									RA		
			Denver - 80290	University of Colorado Denver TAIR Event	Smi...			3		2					GR	5	8
			Station	Future Soldier Training											SR	6	9
			80237, 80291, 80224	Senior Telephone Prospecting-SASVAB Qual	All			5		1					GR	5	7
			Denver - 80290	Denver Summer Festival-Washington Park	Bunch/Rodriguez	2	4	2	2					USAR	SR	1	1
7-May-19	X	N/A	Estes Park- 80237	Thomas Middle School Veterans Presentation	Tabor/Jones	1	2				2				PS	1	2
8-May-19	X	Telephone	80239, 80281, 80259	Grad Telephone Prospecting	All	1	2	3		2							
11-15 May 19	X	Referral	80203, 80291	HRAP- F-F Prospecting	Thomas/Garcia	5	2	2	2						REQ	PROJ
11-May-19	X	N/A	Castle Rock- 80230	Thomas Jefferson HS Football Camp	Tabor/Hollis	1	3								9	12
12-May-19	X X	Referral	Denver - 80290	Denver School of Nursing Career Fair	Smith/Jones	1	3		3						5	6
12-May-19	X X	F-F	80244, 80243	F-F Prospecting/Area Canvas	All	1	3	3		2							
13-May-19	X X	Referral	Station	Future Soldier Training	Scott	1	2			2	1				GR	5	9
13-May-19	X	Telephone	80273, 80209, 80230	Senior Telephone Prospecting-SASVAB Qual	All									USAR	SR	2	3
14-May-19	X	F-F	80273, 80281	F-F Prospecting/Area Canvas	All											1	1
15-May-19	X	Telephone	80265, 80205, 80248	Grad Telephone Prospecting-ASVAB Qual	All												
18-22 May 19	X	N/A	Denver - 80252	East HS Football Camp	Brannan										REQ	PROJ
			80291, 80259	Senior Telephone Prospecting-ASVAB Qual	All										7	10
			...24, 80222	F-F Prospecting/Area Canvas	All										6	7
			...Park - 80237	Institute of Culinary Arts Fair	Dabney, Smith	1	3	2		1	1						
			Station	Future Soldier Training	Scott										GR	5	6
21-May-19	X	F-F	Denver- 80203	College America Denver Career Fair	Jones/Morris					2				USAR	SR	2	3
21-May-19	X	Virtual	80224, 80244, 80205	Senior/Junior-ASVAB Qualified	Smith						2				PS	2	3
22-May-19	X	Telephone	80202, 80207, 80244	Grad Telephone Prospecting	All												

PHASE LINE VALIDATION

		Regular Army Appointments Made		Army Reserve Appointments Made			Recruiting Influencers
		GR	SR	GR	SR	PS	CP ⑯
⑭ Station Prospecting Plan Totals	REQ	41	28	20	7	7	17
⑮	PROJ	58	41	31	12	11	

Projections for the Phase Line will auto populate as a result of your input from (column 13). NOTE: Evaluate whether your projected Appt Made meets requirements.

		GR	SR	GR	SR	PS
⑰ Recruiter Prospecting Plan Totals	PROJ	58	41	31	12	11

Add the combined projections of all Individual recruiters plans and determine whether the sum of those plans meets or exceeds the stations plan.

APPROVAL

⑱ **Commander's Signature and date if plan is approved**

Date _____ Commander's Signature: _____