

Understand – Recruiting Functions Analysis (RFA) - Step 1

Analyze each recruiting function.

Suggested items/reports to review.

(For use of this form, see USAREC 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.

1 RECRUITING FUNCTION	2 REVIEW/ANALYZE	3 GUIDANCE	ANALYSIS Review and analyze each area.	ASSESSMENT What needs to be done to respond to your analysis?	
Mission Command: Command & Control	After-Action Reviews	Review notes from AARs	General guidance and/or location of info.		
	Weekly Planning Meetings	Review notes from meetings			
	Electronic Planning Guides	RZ			
	In-Progress Reviews	RZ	5 Blank space to record notes. Example: AAR from a recent school visit that includes a comment that the principal prefers more than one recruiter conduct visits on	6 Blank space to record notes. 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.	
	Personnel Issues	Any personnel issues?			
	NCOERs/Awards	Any due/upcoming?			
	Leave Management	Anyone on leave?			
	Station Battle Rhythm	MAP, sync matrix, E-Plan			
	BN/Company/Station Operation Plan	Review Company Operation Plan			
Intelligence & Market Analysis	Market Share	Power BI-Zone/RZ			
	ASCOPE (Area, Structures, Capabilities, Organizations, People, Events)	FM 3-24.2			
	SAMA	RZ			
	Tactical Segmentation	BI-Zone/RZ	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 minutes to 1 hour		
	BN S2/Compar	BI-Zone			
	BI-Zone	BI-Zone			
	School Zone	School Zone			
	Reserve Unit Zone	Reserve Unit Zone			
Lead Generation & Prospecting	Conversion/Funnel Data	BI-Zone/RZ			
	Prospecting Analysis - ACA	BI-Zone/RZ			
	ASVAB	BI-Zone/RZ			
	ALRL Analysis	RZ			
	LPA Analysis	BI-Zone/RZ			
	Individual Recruiter Observation Analysis	Notes from observations			
	Conversion/Funnel Data Analysis: Made to Conduct, Conduct to Test	RZ/Station MAP			
	Evidence Book	Review recruiter's evidence book			

Interviewing	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	RZ/Station MAP		
	Flash to Bang	RZ/Station MAP/LPA		
	Tested Not Enlisted - TNE	RZ/TNE		
	Qualified Not Enlisted - QNE	RZ/QNE		
	MHS Genesis	Sharepoint/MEPS Tracker		
	Station Commander - Quality Assurance Check	RZ		
Lead Future Soldiers	Loss Report Analysis	BI-Zone/RZ		
	FS Training Records	RZ/FSL		
	Promotions	RZ/FSL		
	Referrals	RZ/FSL		
	Contact History Analysis	RZ/FSL		
	FS Training Event Rosters	FSL		
	FS Asset Inventory (FSAI) Results	RZ/FSL		
Training and Leader Development	Mandatory Training	ALMS/LMS		
	Army Fitness Test Results	Review test results		
	Structured Self-Development	Review training records		
	BN/Company Training Events	Review sync 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		
	Gains/Losses	BN S-1		
	Key Control	PHASE 1- ON LINE		

Sustainment	Travel Cards	BN S-1	
	MED Pros	BN S-1	
	Sustainment Operations	Sync matrix/Station ROP	
	Reports	BI-Zone/RZ	
	Equipment accountability (laptops, printers, copier, etc.)	PHASE 1- ON LINE	
	Business Cards	Ample supply?	
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