

## Understand – Operational Environment - Step 2

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

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

OPERATIONAL VARIABLE <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">1</span>	REVIEW/ANALYZE	ANALYSIS				ASSESSMENT
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
<b>Political</b> Army, recruiting, and/or local policies and politics that influence recruiting operations.	<div style="border: 1px solid black; background-color: yellow; padding: 2px; margin-bottom: 5px;">Analyze PMESII-PT.</div> <div style="border: 1px solid black; background-color: yellow; padding: 2px; margin-bottom: 5px;">Suggested items to</div> <div style="border: 1px solid black; background-color: yellow; padding: 2px; margin-bottom: 5px;">2</div> Schools Business Community Recruiting incentives MEPS policies Colleges & universities Trade schools	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?  <div style="border: 1px solid black; background-color: yellow; padding: 5px; margin-top: 10px;">                         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.                     </div>
		4	5	6	7	
		Blank spaces to record the internal and external factors that are favorable and unfavorable toward achieving the mission.				
<b>Military</b> Military presence in a recruiting environment.	<div style="border: 1px solid black; background-color: yellow; padding: 2px; margin-bottom: 5px;">3</div> <div style="border: 1px solid black; background-color: yellow; padding: 2px; margin-bottom: 5px;">Users can add to or modify this list. Add other items by inserting rows into the worksheet.</div> Military installations USAR units Retirees Veteran organizations Pro-military civic organizations Events		WEAKNESS	OPPORTUNITY	THREAT	<div style="border: 1px solid black; background-color: yellow; padding: 5px; margin-top: 10px;">                         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                     </div>
<b>Economic</b> The economic factors that have an influence on the recruiting environment.		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Unemployment					
	Job programs					
	Wages					
	College programs					
<b>Social</b> Perceptions, beliefs, and behaviors toward military service.		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Crime rate					
	Military appreciation					
	Gangs					
	Demographic mix					
	Education level					
	Religious diversity					
<b>Information</b> The aggregate of individuals, organizations, and systems that collect, process, disseminate, or act on information.		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Facebook Pages					
	LinkedIn					
	Public communications					
	Information management					
	MAP conversion data					
<b>Infrastructure</b> Basic structure or services that impact recruiting (internally and externally) and are essential to effective operations.		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Construction projects					
	MEPS location					
	School closures					
	Road closures					
<b>Physical Environment</b> Factors that impede operations or determining recruiting facilities/asset placement to access target populations.		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Station location to market location					
	Traffic flow/conditions					
		STRENGTH	WEAKNESS	OPPORTUNITY	THREAT	
	Number of work hours this month					

<b>Time</b> School, business, and organizational operating hours that affect the availability of the target market or recruited population.	High school day ends				
	Number of processing days				
	Key dates				
	Key events				
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