

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 observations.

CURRENT SITUATION

Key Points and Highlights from Step 1 and the sync matrix

MISSION

GRADS SENIOR OTH

OPERATIONAL ENVIRONMENT

1

Blank space to write about the OE & current situation based on info from Step 1, Step 2, and the sync matrix. Example:

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

RECRUITER

HOURLY A.C.A. DATA

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 and 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

ASSESSMENT

DESCRIBE WHAT NEEDS TO BE DONE
Schedule 32 hours telephone prospecting for grads this month and 8 hours of telephone prospecting for seniors. Visit ABC high school x 4, study USAR programs. Will make adjustments as needed during IPRs.

NAME
SSG EXAMPLE
Strength
Weakness
PMESII-PT
METT-TC

Good close

Needs to

About 176

Identify sync matrix events: You have 4 days of leave scheduled this month.

RECRUITER

HOURLY A.C.A. DATA

RECRUITING FUNNEL ANALYSIS

5

ASSESSMENT

DESCRIBE WHAT NEEDS TO BE DONE

NAME
Strength
Weakness
PMESII-PT
METT-TC

ATTEMPTS CONTACTS APPTS

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

Information for each recruiter by name.

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

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

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

RECRUITER

HOURLY A.C.A. DATA

RECRUITING FUNNEL ANALYSIS

ASSESSMENT

DESCRIBE WHAT NEEDS TO BE DONE

NAME
Strength
Weakness
PMESII-PT
METT-TC

ATTEMPTS CONTACTS APPTS

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

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GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

General areas to consider and describe each recruiter and effect on OE/short-term planning during the weekly meeting.

Blank spaces to record notes regarding each recruiter.

NAME
Strength
Weakness
PMESII-PT
METT-TC

ATTEMPTS CONTACTS APPTS

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

GRAD C:AM SR C:AM GRAD AM:AC SR AM:AC GRAD AC:T SR AC:T

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RECRUITER

HOURLY A.C.A. DATA

RECRUITING FUNNEL ANALYSIS

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RECRUITER

HOURLY A.C.A. DATA

The information that appears in the above gray shaded area is an example. 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 OE, 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

ASSESSMENT

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METT-TC

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RECRUITER

HOURLY A.C.A. DATA

RECRUITING FUNNEL ANALYSIS

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