

USAREC Pamphlet 601-2-1

Personnel Procurement

Total Army Involvement in Recruiting

**Headquarters
United States Army Recruiting Command
Fort Knox, KY
14 September 2014**

UNCLASSIFIED

SUMMARY of CHANGE

UP 601-2-1
Total Army Involvement in Recruiting

This is a new USAREC Pam, dated 14 September 2014

Headquarters
United States Army Recruiting
Command 1307 3rd Avenue
Fort Knox, Kentucky 40121-2726
14 September 2014

USAREC Pam 601-2-1

Effective 14 September 2014

**Personnel
Procurement**

Total Army Involvement in Recruiting

For the Commander:

BRIAN W. BASSETI
Colonel, GS
Chief of Staff

Official:


Ronnie L. Creech
Assistant Chief of Staff, CIO/G6

History. This pamphlet supersedes USAREC Regulation 601-85, dated 18 June 1992 and is a new Pamphlet dated 14 Sept. 2014.

Summary. This pamphlet provides guidance and instruction for implementation of the Total Army Involvement in Recruiting Program

Applicability. This pamphlet is applicable to the personnel of the United States Army, the Army staff, Major Army Commands, field operating agencies, the Army National Guard, and the United States Army Reserve. This pamphlet applies to and is binding on all individuals and commanders subordinate to Headquarters, United States Army Recruiting Command.

Proponent and exception authority. The proponent of this pamphlet is the Assistant Chief of Staff, G7/9. The Proponent may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of GS-13.

Army Management control process. This regulation does not contain management and control provisions.

Supplementation. Recruiting Brigade Commanders have the authority to supplement this pamphlet.

Relation to USAREC REG 10-1: This Pamphlet establishes, policies and procedures regarding the Total Army Involvement in Recruiting Program according to UR 10-1 para 3-17c.(6).

Suggested improvements. The proponent agency of this Pamphlet is the Assistant Chief of Staff, G7/9. Send Comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCME), Fort Knox, KY 40121-2726

Distribution. This publication is available in electronic media only, for command distribution level A.

*This pamphlet supersedes USAREC Regulation 601-85, dated 18 June 1992.

Contents (Listed by paragraph and page number)

Chapter 1.

Introduction, page 1

Purpose • 1-1, *page 1*

References • 1-2, *page 1*

Explanation of abbreviations and terms • 1-3, *page 1*

Responsibilities • 1-4, *page 1*

Scope • 1-5, *page 2*

Policy • 1-6, *page 2*

Unauthorized TAIR activities • 1-7, *page 3*

Chapter 2.

TAIR Program Implementation

Section I

Local TAIR Activity

General • 2-1, *page 4*

Request procedures. • 2-2, *page 4*

Scheduling of enlistment prospect TAIR events. • 2-3, *page 5*

Evaluation • 2-4, *page 6*

Reports • 2-5, *page 6*

Section II

National TAIR Activity

General • 2-6, *page 6*

Request procedures • 2-7, *page 6*

Coordination • 2-8, *page 6*

Appendixes

A. Reference

B. Recruiter Checklist and Presentation Outline

Glossary, page 12

Figures

Figure 2-1 TAIR process flow chart • *page 7*

Figure 2-2 Sample of USAREC Form 601-2-1.1 • *page 8*

Chapter 1. Introduction

1-1 Purpose

a. This pamphlet provides guidance and instruction for implementation of the Total Army Involvement in Recruiting (TAIR) Program which is governed by AR 601-2 and UR 601-2. Major Army Commands (MACOM), field operating agencies (FOA), the Army National Guard (ARNG), and the United States Army Reserve (USAR) participate by furnishing equipment and personnel as requested by the United States Army Recruiting Command (USAREC) to participate in recurring and continued promotional events which enhance attainment of the total Army recruiting mission. This includes both funded and no-cost events coordinated by USAREC units for use in the public domain. Direct TAIR support toward events which fall into two basic categories. (1) Prospects (primary) and (2) Army awareness (secondary).

b. Objectives are:

(1) To help maintain the Army's authorized personnel strength by providing recruiters with Army personnel and equipment to penetrate schools and to reach prospects and influencers.

(2) To help attain quality recruiting goals each fiscal year (FY).

1-2 References

See appendix A for required and related publications and blank forms.

1-3 Explanation of abbreviations and terms

The glossary explains abbreviations and special terms used in this pamphlet.

1-4 Responsibilities

a. Assistant Chief of Staff, G7/9 will:

(1) Exercise overall staff supervision and management of the TAIR Program utilizing the Enterprise Marketing Management system (EMM).

(2) Evaluate TAIR Program implementation effectiveness and efficiency.

(3) Provide funding guidance and monitor funding requirements, budget development, and execution for the TAIR Program.

(4) Recommend to Chief of Staff, approval or disapproval, of recruiting battalion requests for prospective enlistee and healthcare prospect tours conducted outside respective recruiting brigade geographic boundaries.

b. Assistant Chief of Staff, G8 will:

(1) Allocate funds to support the TAIR Program through the USAREC budget cycle process.

(2) Maintain TAIR accounting processing codes as identified in USAREC Reg 37-17

c. Recruiting Brigade Commanders will:

(1) Ensure EMM is the system of record for nominating and managing TAIR events.

Standard naming convention: TAIR (event name (example: HS Visit, Name of HS, City)) RSID.

(2) Approve or disapprove recruiting battalion requests for TAIR events, including orientation tours within recruiting brigade geographic boundaries as specified in this pamphlet.

(3) Notify G7/9 USAREC when assistance for TAIR support is required.

(4) Recommend approval or disapproval in EMM for events exceeding \$3,000.

(5) Establish liaison with TAIR points of contact at supporting Army installations and

activities and with the national TAIR program manager at HQ USAREC.

(6) Provide supporting installation commanders within your footprint copies of the USAREC boundary map and samples of USAREC Form (UF) 601-2-1.1.

d. Recruiting Battalion Commanders will:

(1) Supervise planning and execution of TAIR activities at recruiting battalion level as specified in this pamphlet and applicable recruiting brigade MOI.

(2) Assign a local project officer for each TAIR project.

(3) Assign a recruiting battalion TAIR program manager responsible for the following:

(a) Recommend approval or disapproval of recruiting battalion TAIR activities.

(b) Maintaining a master control log for all approved recruiting battalion TAIR events using recruiting battalion project numbers.

(c) Submit reports as specified in this pamphlet and as may be directed by higher authority.

(d) Obtain the support necessary for each project from the nearest Army installation or activity that can support the requirement. (Recruiting battalions must submit requests for orientation tours outside recruiting brigade geographic boundaries to recruiting brigade for endorsement and forwarding to HQ USAREC for approval at least 60 days in advance of the desired tour dates.)

(e) Forward copies of travel orders to the recruiting brigade TAIR manager.

1-5 Scope

a. TAIR provides maximum support to all elements of the Army recruiting force in executing the Army's recruiting mission. Direct TAIR priorities to activities that help attain recruiting objectives.

b. MACOM and FOA (other than USAREC) provide recruiting support from within their own resources whenever possible. MACOM and FOA (other than USAREC) inform USAREC of any resource requirement beyond their ability to furnish. USAREC will fund these requirements, request additional funding support from Department of the Army, or modify or withdraw the request to support.

c. The primary thrust of the TAIR Program is to help recruiters reach and influence the primary recruiting audience.

d. Secondary emphasis will be devoted to increasing general public awareness of Army recruiting offers through the appearance of Army assets in public activities.

1-6 Policy

The following guidance identifies activities authorized and applicable to the two basic TAIR campaigns conducted in support of recruiting. Conduct only approved recruiting brigade activities (whether funded or unfunded).

a. Primary recruiting audience campaign. The following activities are applicable and authorized to reach the primary recruiting audience:

(1) Military occupational specialty and skill clinics.

(2) Band clinics.

(3) Static displays (i.e., communications equipment, radar equipment, vehicles, etc.).

(4) Sports clinics.

(5) Orientation tours of military installations for prospective enlistees. (Authorized funding applies to travel only. Food and lodging costs must be borne by the prospective enlistees or by

the host installation.)

(6) Orientation tours of Army medical treatment facilities (MTF) for prospective healthcare professionals (Authorized funding includes travel, meals, and overnight accommodations as authorized by JTR, Vol 2.)

(7) Presentations to healthcare prospects (students, residents or practicing professionals) by USAREC and Army Medical Department (AMEDD) speakers at luncheons, continuing education lectures, coffees, professional workshops, seminars, and other events.

b. Army Awareness Campaign. The following activities are applicable and authorized to reach the general public through participation in public awareness activities:

(1) Bands and ceremonial units. (Participation must meet criteria in AR 360-1.)

(2) Demonstration units (i.e., Rangers, Golden Knights, drill teams, demonstration teams, etc.).

(3) Military equipment displays and presentations.

(4) Military occupational specialty and skill demonstrations.

(5) Sports clinics.

1-7 Unauthorized TAIR activities

Unauthorized TAIR activities include:

a. Small arms weapons of any sort will not be present during a clinic presentation or demonstration. This includes opposing forces (OPFOR) weapons display. Weapons used by ceremonial units are the only exception.

b. When demonstration teams are used, the local project officer must ensure that only demonstration team members participate. This rule applies to such activities even on military installations. In no case will persons other than qualified members of the demonstration team participate in the conduct of potentially dangerous demonstrations (such as rappelling).

c. No audience member is allowed to fly in military aircraft used in a TAIR event.

d. OPFOR demonstrations. Use of OPFOR demonstrations do not contribute to the goals of TAIR. It is not USAREC's function to portray pseudo-civic instructors. Use of OPFOR demonstrations is prohibited.

e. Do not purchase exhibit or booth space with TAIR funds.

f. Do not use TAIR funds for orientation tours solely for Junior Reserve Officers' Training Corps (JROTC) students. Students in JROTC may be included provided they do not comprise more than 50 percent of the tour.

g. The United States Army Reserve Officers' Training Corps Cadet Command will fund student nurses who are in the Reserve Officers' Training Corps (ROTC) in all instances.

Chapter 2. TAIR Program Implementation

Section I Local TAIR Activity

2-1 General

This section addresses implementation procedures for all local TAIR activity within the recruiting brigade. This chapter also addresses procedures for national TAIR and healthcare prospect activities.

2-2 Request procedures.

The following procedures apply to requests for TAIR support from within the geographic boundary of each recruiting brigade (see flow chart fig 2-1). See paragraph f. below for requesting TAIR support from installations or activities outside the recruiting brigade geographical boundaries.

- a. To help facilitate early commitment of TAIR assets and processing of TAIR funding, recruiting battalions should coordinate with support units prior to approving event in EMM and forwarding UF 601-2-1.1 to the recruiting brigade.
- b. Recruiting battalions originating the request will enter each TAIR event into EMM separately. When a single TAIR project involves the use of several separate support units or multiple TAIR assets from a single support unit, count it as a single project.
- c. A UF 601-2-1.1 (TAIR Support Request/Evaluation and Healthcare Prospect Tour Checklist) (see fig 2-2) is required for each TAIR event. Complete and forward form to recruiting brigade.
- d. Recruiting brigade reviews TAIR request, confirms funds are available, approves or denies the request and returns the form to the recruiting battalion. If the event costs \$3,000 or more, EMM will notify the approval authority in HQ USAREC G7/9 who will approve or deny the request.
- e. Upon notification of approval for event, recruiting battalion forwards UF 601-2-1.1 to supporting installation for consideration. Submit requests with sufficient lead time for processing at the supporting installation or activity according to installation policy.
- f. The supporting installation determines if the TAIR request can be supported and notifies the recruiting battalion of their decision.
- g. Once a TAIR request is approved, the recruiting battalion coordinates directly with the tasked team for all logistical and event requirements.
- h. Under no circumstances will any representative of USAREC make any commitment to any person or organization confirming TAIR support until the following actions are accomplished:
 - (1) The installation or unit requested to support TAIR confirms in writing that the asset is available to participate in the TAIR event.
 - (2) The recruiting brigade headquarters has approved the request as an authorized TAIR activity.
 - (3) When requiring recruiting brigade funding, the recruiting brigade headquarters will certify the necessary funding document(s) to confirm the availability of funds and provide copies to the provider of the asset and the recruiting battalion.

(a) Requests for TAIR support, including healthcare prospect tours, from installations or activities outside the recruiting brigade geographical boundaries and not otherwise aligned with the recruiting brigade should be limited.

(b) Requests by civic and community organizations for Army assets (such as bands) to participate in public activities not related to Army recruiting will be referred to the public affairs office of the Army installation responsible for that geographic area in accordance with AR 360-1.

2-3 Scheduling of enlistment prospect TAIR events.

a. Maximum use of assets. Make every effort to maximize the availability of assets through saturation scheduling in high schools (HS) and other target audience locations. Recruiters should consider scheduling TAIR assets at HS in the weeks immediately prior to Armed Services Vocational Aptitude Battery testing. This will heighten awareness and interest in the Armed Services Vocational Aptitude Battery.

b. Recruiter support on site. The TAIR Program is for the recruiter, recruiters should use the program. The recruiter is the local host for the TAIR activity. As such, the recruiter should remain on site through the duration of the activity to maximize exposure and lead generation opportunities.

c. Geographical considerations. Exercise care and schedule TAIR assets in a reasonable geographic sequence. This will avoid excessive lodging costs, repetitive driving routes, excessive mileage on vehicles, and other unnecessary logistical problems.

d. Logistics. On-site personnel in charge of coordinating a TAIR activity must be aware of requirements for space, electrical support, and other needed services required by the TAIR asset. Be aware of motel or hotel check-in and check-out times, flight schedules, and travel time required to specific locations. Indicate the cost of any necessary supplies for TAIR assets on UF 601-2-1.1.

e. Lead time. TAIR projects must be coordinated far enough in advance to ensure that site support is available as desired. For example, an HS administrator should never learn that a skill clinic is available to conduct a performance on the same day of notification. Complete a detailed itinerary a minimum of 10 working days prior to the start of the project.

f. Helicopter landings. TAIR events that require landing of Army helicopters also require full coordination to meet the local requirements of both the Federal Aviation Administration and the state's Department of Transportation.

g. Required briefing of TAIR participants. Recruiting battalion TAIR project representatives will coordinate with the point of contact of the supporting Army installation or activity to ensure all supporting TAIR participants are properly briefed on their duties and responsibilities, the standards of conduct, appearance expected, and the general demeanor to be displayed during the TAIR activity. If in the judgment of the recruiting battalion TAIR representative, the TAIR support is unacceptable and uncorrectable, consider declining the support and cancelling the activity. In such an event, notify the recruiting brigade TAIR program manager immediately for resolution with the supporting Army installation or activity.

2-4 Evaluation

After the project is completed, enter the after action report (AAR) in EMM. The AAR should, as a minimum, briefly address the success or failure of the event and/or details of any discrepancies. The healthcare counselor or other individual designated by the recruiting brigade must provide the recruiting brigade, through channels determined by the recruiting brigade, a separate AAR on healthcare prospect tours. Each participating recruiting battalion should also provide an information copy of the completed UF 601-2-1.1 and AAR to each supporting installation or activity point of contact.

2-5 Reports

Submit UF 601-2-1.1, after action report, or other periodic interim reports on completed TAIR events, including healthcare prospect tours through EMM. However, recruiting brigades and recruiting battalions should maintain cost, evaluation, and AAR information sufficient to provide detailed information that HQ USAREC may from time to time request concerning effectiveness and costs of TAIR and costs of TAIR activities.

Section II National TAIR Activity

2-6 General

The Accessions Support Brigade (ASB) is responsible for administrative management of national TAIR assets (see glossary for the definition of national TAIR assets). ASB coordinates these assets and the requesting recruiting brigade funds their use. All national TAIR assets used by any USAREC unit will be coordinated through the ASB national TAIR program manager.

2-7 Request procedures

Initial coordination for national TAIR assets will be with the ASB which will serve as the supporting installation.

2-8 Coordination

Upon notification by the ASB of the asset's availability and project approval by the recruiting brigade, the requesting recruiting battalion may begin direct coordination with the supporting national TAIR asset.

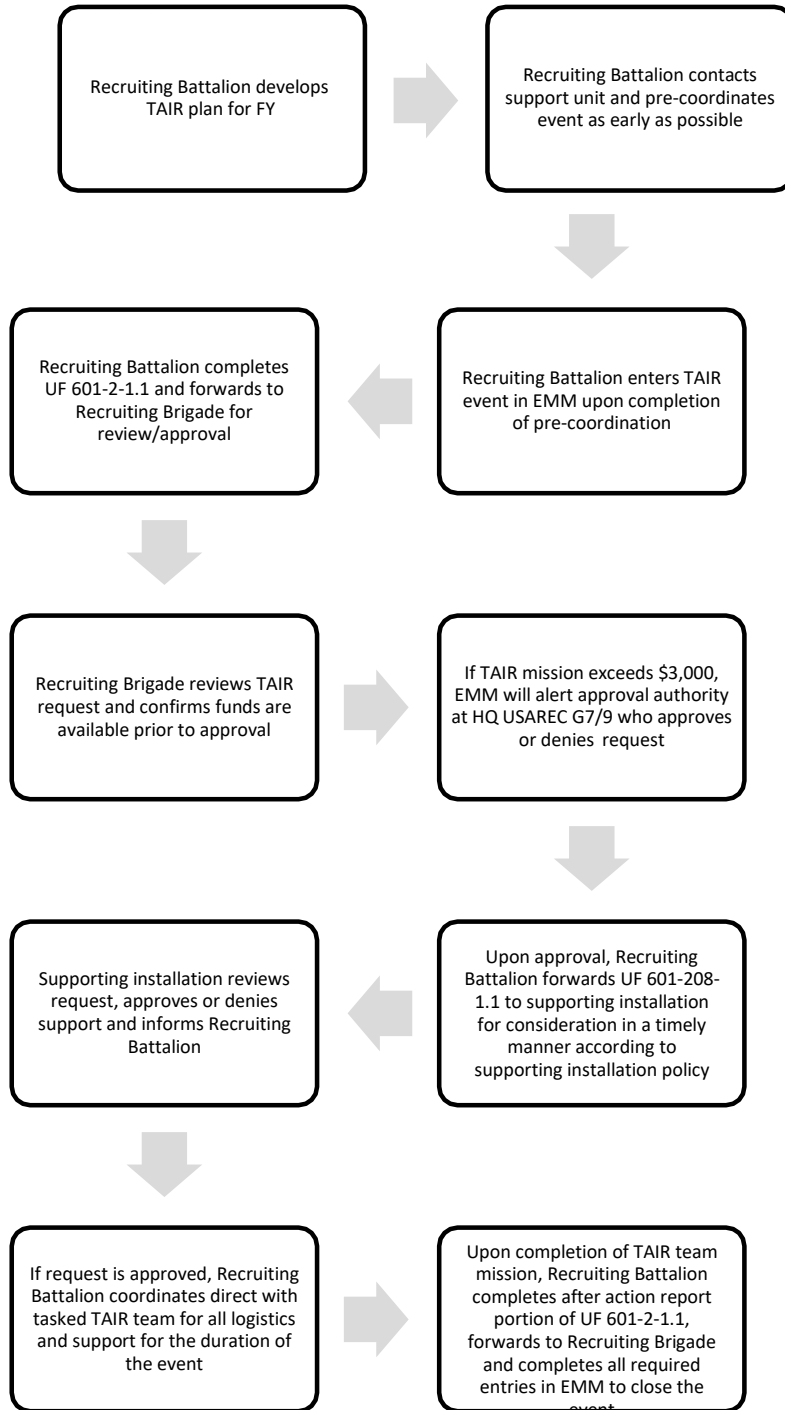


Figure 2- 1 TAIR process flow chart

TAIR SUPPORT REQUEST/EVALUATION AND NURSE PROSPECT TOUR CHECKLIST
(For use of this form see USAREC Pam 601-2-1)


SECTION I - TAIR SUPPORT REQUEST (COMPLETED BY RCTG BN)			
1. FROM: Chicago	Rctg Bn	2. RSID: 5A	3. Event Name: MOS Tour
4. Project Number: CHI-10-14			
5. TO: 3rd	Rctg Bde	6. Event Location(s): 5 to 7 high schools in Chicago	7. Event Date(s): 11-15 May 2014
8. Number and Type of Support Requested: 2 man dental team		9. Name, Address, Telephone Number of Support Unit Point of Contact: SFC Smith (913) 239-5381 1st Inf Div and Ft. Riley, KS ATTN:ASG-RSCO Fort Riley, KS 66442	
10. Total Projected Attendance: 700			
11. Funding Information	a. Name, Address, and Telephone Number of Support Installation Point of Contact to Receive Funding Document:		
b. AMS: RHWB	Same as unit point of contact.		
c.		d. Funding Method (Enter dollar amount)	
Per Diem Rate \$ 75 x 6 days x 2 Personnel-\$ 900	Non-USAREC Personnel	USAREC Personnel	DD Form 448 to Support Unit \$ 1,576
Per Diem Rate \$ _____ x _____ days x _____ Personnel-\$ _____			DD Form 448 to Support Unit \$ _____
Travel Cost Per Person \$ 338 x 2 Personnel-\$ 676			DD Form 448/FAD to Rctg Bn \$ _____
Other Costs: \$ _____ + _____ + _____ - \$ _____			
Total Projected Cost: \$ _____		\$ 1,576	
12. Remarks (Include concurrences and/or other information required by Rctg Bde):			
13. Rctg Bn Point of Contact:			
Name: Al Seibert	Title: Public Affairs Specialist	Telephone No.: 555-346-8789	
SECTION II - APPROVAL/DISAPPROVAL (COMPLETED BY RCTG BDE)			
1. Request is:	2. Remarks:		
<input checked="" type="checkbox"/> Approved			
<input type="checkbox"/> Disapproved			
3. Approval Authority Name: Marv Britton Grade: GS-12 Title: Chief, Advertising and Public Affairs			
Signature 	Date: _____		

Figure 2- 2 Sample of USAREC Form 601-2-1.1

Appendix-A References

Section I Required Publications

This section contains no entries.

Section II Related Publications

AR 360-1

The Army Public Affairs Program

AR 601-2

Promotional Recruiting Support Programs

JTR, Volume 2

Department of Defense Civilian Personnel

USAREC Reg 601-37

Army Medical Recruiting Program

USAREC Reg 37-17

Financial Management

Section III Prescribed Forms

USAREC Form 601-2-1.1

TAIR Support Request/Evaluation and Healthcare Prospect Tour Checklist

Section IV Referenced Forms

UF Form 448

Military Interdepartmental Purchase Request

DD Form 1155

Order for Supplies or Services

Appendix-B Recruiter Checklist and Presentation Outline

B-1. Purpose

To provide appropriate presentations for use by field recruiters to enhance their abilities to inform and identify potential applicants. In addition, this appendix outlines other related responsibilities of the field recruiter to ensure the maximum exploitation of TAIR assets.

B-2. Procedures

- a. Field recruiters will accompany all TAIR assets (or appropriate substitute) in whose area of operation the asset appears.
 - b. The assigned recruiter(s) will remain with the TAIR asset throughout each scheduled presentation.
 - c. Prior to the presentation, the recruiter will offer members of the audience an all-purpose Recruiter Reply card (recruiter presentation item (RPI) 954) with appropriate instructions. This card should contain the recruiter's station address.
 - d. The field recruiter, when appropriate, should introduce to the audience members of the Delayed Entry Program (DEP) and USAR members who attend the HS (unit members, split- training participants, or USAR bonus participants).
 - e. The field recruiter may use the introduction outlined in paragraph B-3 for TAIR events in HS and colleges.
 - f. Execute all TAIR asset presentations at HS and colleges in the following sequence:
 - (1) Admit and seat students.
 - (2) Recruiter introduces himself or herself and welcomes the students to the presentation and demonstration.
 - (3) Recruiter and TAIR demonstrator(s) handout RPI 954 and advise the students that anyone desiring additional information should fill it out and turn it in at the conclusion of the presentation or place it in the mail.
 - (4) Recruiter gives the presentation outlined in paragraph B-3 or similar remarks.
 - (5) Recruiter introduces TAIR demonstrator by name, rank, and unit or installation.
 - (6) Demonstrator takes the floor, introduces the subject, and gives the presentation, allowing approximately 10 minutes for a question and answer period.
 - (7) Recruiter joins TAIR demonstrator; they answer questions.
- NOTE: The recruiter will answer all technical questions regarding qualifications, options, and benefits.
- (8) Prior to dismissing the students, the recruiter asks them to turn in the completed RPI 954.
 - (9) Recruiter(s) and demonstrator(s) dismiss the students and stand by the exits to distribute recruiting publicity items and business cards.

B-3. Presentation outline

The following presentation remarks are provided as an example. Variations which still comply with regulations and policy are authorized.

Recruiter introduction:

Hi! I'm Sergeant____, the Army and Army Reserve representative for____HS (or college). I would like to have a chance to talk to each of you about some of the ways that the Army and Army Reserve can help achieve your career goals. For instance, if you can qualify, the active Army can offer you 2-, 3-, and 4-year enlistments.

The Army will give you a written guarantee on the specific job training you choose prior to your enlistment, and there are more than 150 jobs from which to choose.

By taking advantage of the Army's DEP, you can reserve your job training up to 12 months in advance.

The Army pays cash bonuses in a variety of job specialties. Some of the jobs that offer a bonus are____,_____, _____, and____.

The Army will help you to take college courses while you are on active duty (AD) and will pay up to 75 percent of your tuition costs.

The Army gives you the chance to grow, to prove yourself, to travel, and to serve your country while you serve yourself.

You may also want to look into Army Reserve programs.

If you are an HS junior, you can enroll in the Reserve split-training option. This means that you can take basic training this summer, earn drill pay for a weekend a month during the winter, and complete your advanced training the summer after you graduate.

Split-training is also available to you (HS) seniors--as is a program called Paid Drill Program, which allows you to receive pay for attending Reserve drills for up to 6 months before you go to basic training.

The Reserve program also offers bonuses. You can receive a bonus for joining a high mobilization priority unit, or a bonus if you enlist in a critical skill program. You can also receive money for college tuition and fees.

If you are college bound, your combined Reserve pay and G.I. Bill could net you a substantial amount you could use for college or vocational school.

The ROTC/Simultaneous Membership Program allows you to enlist in a Reserve unit and receive pay as a sergeant E-5 and be an ROTC cadet at the same time.

Both the active Army and the Army Reserve have outstanding opportunities for young men and women: Guaranteed skill training, a chance to prove yourself in new and challenging tasks, and great ways to get money for college and vocational training.

I would like to introduce you to some of your fellow classmates who enlisted in the DEP or split-training option. (Have them stand up and identify the specialty for which each has en- listed.)

You might want to talk to them later about what they learned about the Army.

I have some pamphlets about the Army that will be available after the presentation. If you would like any of these items or additional information, please see me after the program.

Glossary

Section I Abbreviations

AAR

after action report

AD

active duty

ARNG

Army National Guard

DEP

Delayed Entry Program

DOD

Department of Defense

FOA

field operating agency

FY

fiscal year

HQ USAREC

Headquarters, United States Army Recruiting Command

HS

high school

JROTC

Junior Reserve Officers' Training Corps

MACOM

major Army command

MOI

memorandum of instruction

MTF

medical treatment facility

OPFOR
opposing forces

ROTC
Reserve Officers' Training Corps

RPI
recruiter presentation item

TAIR
Total Army Involvement in Recruiting

TDY
temporary
duty

USAR
United States Army Reserve

USAREC
United States Army Recruiting Command

Section II. Terms

Army Awareness Campaign

A secondary recruiting support campaign intended to promote understanding of the Army by the general public through participation in public events by Army promotional assets.

Army recruiting force

All recruiting elements of USAREC, ARNG, and USAR.

Awareness activities

Activities which do not usually communicate a recruiting message but are intended to create a favorable impression of the Army among the general public and/or influencer groups through the use of skill demonstrations and other performing assets.

Centers of influence

Individuals other than DOD, AD, or USAR, military or civilian personnel, who can help develop a better image of the Army, influence individuals to seek an enlistment or commission in an Army program, or refer names of leads to Army recruiters. A center of influence may be a civic or business leader, educator, member of a professional group, HS or college student identified as a class leader or influencer, news media representative, convention official, or other influential person.

high-tech event

An event which uses Army personnel to demonstrate the sophisticated equipment and state of the art electronics of today's Army. Examples include, but are not limited to, communications- electronics repair, avionics, satellite communications, and the wide application of computers.

leads

Information pertaining to prospects for Army or Army Reserve enlistment or commission program application. Leads should contain a name and address or telephone number of a potential enlistee or applicant.

national TAIR assets

Singularly accomplished or talented individual soldiers or groups of soldiers serving on AD who, in the course of their routine or assigned duties, perform a skill or activity or such high quality and universality of appeal that they are nationally recognized for excellence or leadership by the public or others who work in the same skill area. Specific national TAIR assets include the following: The U.S. Army Parachute Team (Golden Knights), demonstration and performing elements of the 3rd Infantry (The Old Guard), The U.S. Army Band and Chorus, The U.S. Army Field Band and Soldiers' Chorus, and demonstration elements of the U.S. Army Special Operations Command; additional Army assets may be designated as national TAIR assets by HQ USAREC from time to time.

orientation tour

An informational escorted tour, usually of 1 day's duration, for enlistment, warrant, or commission program prospects at an Army installation or activity which highlights the Army skill opportunities, equipment, and training.

promotional assets

Any asset which has the potential of generating leads and creating increased awareness of opportunities available in the total Army (e.g., skill clinics, equipment displays, and speakers).

prospect

An individual who has directly indicated interest in an enlistment or commission in the Regular Army or USAR to a recruiter through face-to-face or telephonic communication, by the Lead Evaluation and Distribution System, centers of influence, DEP or other referrals, and/or hometown recruiter aides.

Prospect Campaign

The main campaign of the TAIR Program. This campaign is intended to reach primary audiences and increase enlistments or commission applications in the Regular Army and USAR.

Student nurse

One who does not hold an Army Reserve ANC commission and has yet to complete the basic nursing program, but who is in the major area or upper division courses of nursing programs which meets accreditation requirements recognized by the Army in accordance with USAREC Reg 601-37.

TAIR unit support coordinator

Any individual at a supporting unit level who is responsible for coordinating the scheduling and funding of TAIR projects with USAREC activities and other elements of the supporting unit.

Total Army Involvement in Recruiting

A program which consists of recurring and continued involvement of the entire Army supporting the Regular Army and Army Reserve recruiting effort by providing personnel and equipment for use in promotional activities.

USAREC

ELECTRONIC PUBLISHING SYSTEM

DATE: 14 SEP 2014
DOCUMENT: USAREC Pam 601-2-1
SECURITY: UNCLASSIFIED DOC
STATUS: REVISION