

# GTA DOCTRINE V2



## RECRUITING DOCTRINE SMARTCARD

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HEADQUARTERS U.S. ARMY  
RECRUITING COMMAND

### References

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- UM 3-29, RECRUITING BRIGADE and BATTALION OPERATIONS, 9 Mar 2022
- UM 3-30, RECRUITING COMPANY OPERATIONS, 7 Mar 2022
- UM 3-31, RECRUITING STATION OPERATIONS, 7 Mar 2022
- UM 3-32, THE ARMY RECRUITER, 9 Mar 2022
- UTC 5-01, MISSION COMMAND: COMMAND & CONTROL, 21 Jul 2022
- UTC 5-02, INTELLIGENCE, 16 Sep 2021
- UTC 5-03.1, PROSPECTING, PROCESSING & ANALYSIS, 26 Sept 2019
- UTC 5-03.2, INFLUENCING & INTERVIEWING, 29 Apr 2020
- UTC 5-03.3, PARTNERSHIPS, 4 Dec 2023
- UTC 5-03.4, TRAINING & LEADER DEVELOPMENT, 21 Jul 2020
- UTC 5-03.5, LEAD FUTURE SOLDIERS, 3 Mar 2023
- UTP 3-10.2, RESERVE RECRUITING, 6 Apr 2023
- UTP 3-10.3, SPECIAL OPERATIONS & IN-SERVICE RECRUITING, 17 Mar 2023
- UTP 3-10.4, VIRTUAL RECRUITING ACTIVITIES, 18 Oct 2023
- UTP 3-10.5, MEDICAL RECRUITING, 30 Nov 2023
- UTP 3-10.6, CHAPLAIN RECRUITING, 17 Mar 2023

### RECRUITING OPERATIONS

#### UM 3-0

- PMESII-PT
- METT-TC
- ASCOPE

### CHAPLAIN RECRUITING

#### UTP 3-10.6

Chaplain Recruiting Environment

- Chaplain Recruiting Division
- Mission
- Recruiting Network

Chaplain Recruiting Operations

- Intelligence
- Operations

Chaplain Recruiting Functions

- Lead Generation & Prospecting
- Chaplain Interview
- Processing
- Post Board Actions

Chaplain Resource Guide

- IKROme
- BI Zone
- Chaplain Recruiting App
- Pocket Recruiter Guide

### INTELLIGENCE AND MARKET ANALYSIS

#### UM 3-29

- Intelligence Preparation of the Operational Environment (IPOE)
- Recruiting Market Environment and Competition
- Targeting Process
- Information Collection and Distribution

### PROSPECTING, PROCESSING and ANALYSIS

#### UTC 5-03.1

- Recruiting Funnel
- Lead Generation
- Prospecting (Telephone, Virtual, and Face-to-Face)
- Contact Scripts
- Follow-ups
- Processing
- Mission Accomplishment Plan (MAP)
- Troubleshooting Guide



### PARTNERSHIPS

#### UTC 5-03.3

- Support the Mission
- Community Partners
- Employer Partnerships
- Educator Partnerships
- Soldier for Life Program
- Community Action Committees

### RECRUITING OFFICER/CIVILIAN FOUNDATION STANDARD

#### STP 805K-79R-OCFS

### SOLDIER'S MANUAL AND TRAINING GUIDE-MOS 79R

#### STP 805K-79R-SMTG

### RECRUITING STATION OPERATIONS

#### UM 3-31

Decisive Operations

- Prospecting
  1. Telephone
  2. Face-to-Face
  3. Virtual
- Army Interview
- Processing
- In-Progress Review (IPR)
- Lead Future Soldiers

Shaping Operations

- Lead Generation
- Referrals
- Lead Refinement
- Planning
- Battle Rhythm
- Weekly Planning Meeting
- Mission Accomplishment Plan
- Station Recruiting Plan
- School Recruiting Plan

Sustaining Operations

- Logistics
- Advertising Assets
- Personnel Management
- Personnel Integration
- Training and Leader Development
- Sustainment

## **MEDICAL RECRUITING**

### **UTP 3-10.5**

Medical Recruiting Environment

- Medical Recruiting Brigade (History and Structure)
- Missioned Market
- Recruiting Network

Medical Recruiting Operations

- Intelligence
- Operations

Medical Recruiting Functions

- Lead Generation & Prospecting
- Processing
- Officer Management Program

Resource

- IKROme
- SharePoint
- Recruiter Zone (RZ)
- BI Zone
- Medical Recruiting App
- Pocket Recruiter Guide

## **MISSION COMMAND: COMMAND & CONTROL**

### **UTC 5-01**

Understand & Visualize

- Battle Rhythm
- Recruiting Function Analysis (RFA)
- METT-TC / PMESII-PT / ASCOPE
- Organizational Inspection Program (OIP)

Describe & Direct

- Company and Station Inspections
- Targeting
- Station Recruiting Operations Plan
- Mission Accomplishment Plan (MAP)

Direct & Access

- Station Operations Overview (SO2)
- Company and Station Level In-Progress Review (IPR)

## **INFLUENCING and INTERVIEWING**

### **UTC 5-03.2**

Connecting to America

- The Recruiter: The Face of Our Army
- The Army Story

The Army Interview

- Components of the Army Interview
- Steps of the Army Interview

Toolbox

- Closing Techniques
- Overcoming Obstacles
- Interview Scenario

## **INTELLIGENCE**

### **UTC 5-02**

Intelligence Driven Operations

Market Intelligence

Market Analysis

Intelligence Preparation of the Operational Environment

- Types and Location of Intelligence Data Sources
- Defining the Operational Environment
- Environmental Effects
- Evaluate the Threats
- Assess Market Potential

## **LEAD FUTURE SOLDIERS**

### **UTC 5-03.5**

- Future Soldier Orientation
- Future Soldier Fitness
- Future Soldier Training
- Future Soldier Follow-ups
- USAR Future Soldiers

## **RECRUITING STATION OPERATIONS**

### **UM 3-31**

Recruiting Operations Process

Recruiting Function Analysis (RFA)

- MAP
- BI Zone
- Market Share

Operational Environment

- PMESII-PT
- SWOT

Visualize and Describe

- METT-TC
- Personal Observations
- Station Conversion Data
- Individual Conversion Data

Execute – Direct and Lead

- Decisive
- Shaping
- Sustaining

## **THE ARMY RECRUITER**

### **UM 3-32**

Recruiting Functions with Underlying Principles



## **RECRUITING BRIGADE and BATTALION OPERATIONS**

### **UM 3-29**

Planning

- Decisive Operations
- Shaping Operations
- Sustaining Operations

## **RESERVE RECRUITING**

### **UTP 3-10.2**

Army Reserve (AR) Mission and Market

Reserve Recruiting Networks

- Introduction to Reserve Recruiting Networks
- Troop Program Unit (TPU) In Network
- Developing TPU Relations
- Recruiting & Reserve Partnerships Council (R2PC)
- Army Reserve Community Partners (CP)

Army Reserve Recruiting Systems

Army Reserve Enlistment

- Programs
- Incentives
- Benefits

Prior Service Market and Processing

Transfer of Army National Guard (ARNG)

Integration into the TPU

- In-processing
- Retirement
- Active Duty for Operational Support (ADOS)

Army Reserve Personnel Support Systems and Programs

- Army Reserve Vacancy Systems
- Reserve Component Manpower Systems (RCMS)
- Automate Vacancy Entry (AVE) Process



## **RECRUITING OPERATIONS**

### **UM 3-0**

- Internal Networks
- External Networks
- Information Systems
- Accession Enterprise Partners
- Formal
- Informal

## **VIRTUAL RECRUITING ACTIVITIES**

### **UTP 3-10.4**

#### Virtual Strategy

- Roles
- Strategy Development
- Planning

#### Branding and Presence

- Establishing and Maintaining a Brand
- Establishing and Maintaining a Presence
- Metrics
- Tracking and Analysis

#### Virtual Recruiting Activities

- Intelligence Gathering
- Leads
- Prospecting
- Shaping
- Processing

#### Virtual Content Creation

- Strategy
- Execution

#### Templates

- Job
- Email
- Text

## **TRAINING AND LEADER DEVELOPMENT**

### **UTC 5-03.4**

#### The ADDIE Process

- Analysis
- Design
- Development
- Implementation
- Evaluation

Correlation to 8-Step Training Model, MDMP, TLP

#### Training Development Tools

- Mission Accomplishment Plan (MAP)
- Company/Station Training Assessment Review (CSTAR)
- Digital Training Management System (DTMS)

#### Tactics, Techniques, and Procedures (TTPs)

- Training Assessment
- Training Guidance
- Fusion Cell
- IPR
- Personnel Development MOS 79R

## **RECRUITING OPERATIONS**

### **UM 3-0**

**R**  
**E**  
**C**  
**R**  
**U**  
**I**  
**T**

Right message, right audience, right time, right messenger.

Empower subordinate leaders.

Conduct in-depth market analysis and tailor recruiting effort.

Retain gains.

Understand and adapt quickly to market changes.

Invest in the recruiting team and hold them accountable.

Tell the Army story—promote Army pride.

## **RECRUITING COMPANY OPERATIONS**

### **UM 3-30**

#### Command at the Company Level

#### Building and Sustaining Networks

#### Intelligence, Information, and Targeting Planning

- Decisive Operations
- Recruiting Functions
- School Recruiting Program (SRP)
- Battle Rhythm
- Mission Orders
- Troop Leading Procedures (TLP)
- SWOT: Strengths, Weaknesses, Opportunities, Threats
- Recruiting Functions Analysis (RFA)
- Recruiting Operations Plan (ROP)
- Mission Accomplishment Plan (MAP)
- In-Progress Review (IPR)
- Future Soldiers
- After Action Reviews (AAR)

## **POCKET RECRUITER GUIDE**

#### The Army

#### Mission Numbers and Enlistment Process

#### Enlistment Programs and Options

#### Enlisted Recruiting (NPS and PS)

#### Medical Recruiting

- Nurse Corps
- Dental Corps
- Medical Corps
- Medical Specialist Corps
- Veterinary Corps
- Medical Service Corps

#### Chaplain Recruiting

#### Special Missions

## **SPECIAL OPERATIONS AND IN-SERVICE RECRUITING**

### **UTP 3-10.3**

#### Special Operations Battalion

- History
- Roles & Responsibilities
- Position Structure

#### Operational Environment

- Command
- Challenges
- Operational Planning
- Special Operations Candidates
- Training

#### Developing and Sustaining the SORB Networks

#### Intelligence

- Intelligence Preparation of the Operational Environment (IPOE)
- Market Awareness

#### Warrant Officer In-Service Recruiting Operations

#### ARSOFT Training Timelines

## **THE ARMY RECRUITER**

### **UM 3-32**

#### Missioning

#### Common Core Competencies

#### Plan Recruiting Operations

#### Recruiting Functions

- Command & Control
- Intelligence & Market Analysis
- Lead Generation & Prospecting
- Interviewing
- Processing
- Leading Future Soldiers
- Training & Leader Development
- Sustainment

#### Work Ethic

#### Systems Discipline