

RECRUITING DOCTRINE SMARTCARD



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References

- USAREC Manual (UM) 3, RECRUITING, 14 Nov 2019
- UM 3-0, RECRUITING OPERATIONS, 18 Sept 2019
- UM 3-29, RECRUITING BRIGADE and BATTALION OPERATIONS, 26 Sept 2019
- UM 3-30, RECRUITING COMPANY OPERATIONS, 18 Sept 2019
- UM 3-31, RECRUITING STATION OPERATIONS, 18 Sept 2019
- USAREC Training Circular (UTC) 5-01, MISSION COMMAND, 21 Jul 2020
- UTC 5-02, INTELLIGENCE, 27 Feb 2017
- UTC 5-03.1, PROSPECTING, PROCESSING & ANALYSIS, 26 Sept 2019
- UTC 5-03.2, INFLUENCING and INTERVIEWING, 29 Apr 2020
- UTC 5-03.3, PARTNERSHIPS, 07 May 2020
- UTC 5-03.4, TRAINING and LEADER DEVELOPMENT, 21 Jul 2020
- UTC 5-03.5, LEAD FUTURE SOLDIERS, 21 Jul 2020

HIERARCHY OF RECRUITING OPERATIONS

UM 3

- Recruiting Operations
- Recruiting Functions
- Recruiting Principles
- Foundations of Recruiting

PARTNERSHIPS

UTC 5-03.3

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

OPERATIONS FRAMEWORK

UM 3-0

- Decisive
- Shaping
- Sustaining

PLANNING - THE ARMY DESIGN, OPERATIONAL APPROACH and FRAMEWORK

UM 3-29

- Environmental Frame
- Problem Frame

PROSPECTING, PROCESSING and ANALYSIS

UTC 5-03.1

Part I

- Prospecting and Processing
- Rapport
- Lead Generation
- Prospecting (Telephone, Face-to-Face, Virtual and Referrals)
- Probing Questions
- Follow-Ups
- Planning

Part II

- Analysis
- Mission Accomplishment Plan (MAP)
- Recruiting Funnel Trouble Shooting Guide

RECRUITING OPERATIONS PROCESS

UM 3-0

UNDERSTAND

- Operations Process
- Problem

VISUALIZE

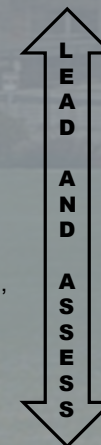
- Desired endstate
- Operational approach

DESCRIBE

The commander's visualization in time, space, purpose, and resources.

DIRECT

Forces and recruiting functions throughout preparation and execution



RECRUITING NETWORK

UM 3-0

- Internal Network
- External Network

RECRUITING STATION OPERATIONS

UM 3-31

Station Planning

- Step 1 Recruiting Functions Analysis (RFA)
- Step 2 Operational Environment
- Step 3 Visualize and Describe
- Step 4 Execute – Direct and Lead

RECRUITING COMPANY OPERATIONS

UM 3-30

Recruiting Troop Leading Procedures

- Step 1 Receive and Analyze the Mission
- Step 2 Issue a Warning Order
- Step 3 Make a Tentative Plan
- Step 4 Conduct Reconnaissance
- Step 5 Initiate Movement
- Step 6 Complete the Plan
- Step 7 Issue the Order
- Step 8 Supervise and Refine

RECRUITING BRIGADE and BATTALION OPERATIONS

UM 3-29

Planning

- Short-range
- Mid-range
- Long-range

RECRUITING OPERATIONS

UM 3-31

Operational Environment

- PMESII-PT
- METT-TC
- ASCOPE

MISSION COMMAND

UTC 5-01

Part I

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

Part II

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

Part III

- Direct & Access
- Station Operations Overview
- Company and Station Level In-Progress Review (IPR)

RECRUITING STATION OPERATIONS

UM 3-31

Station Prospecting

- Telephone
- Face-to-Face
- Virtual
- Referral

INTELLIGENCE

UTC 5-02

Part I

- Intelligence in Recruiting Operations
- Market Intelligence
- Market Analysis

Part II

- Recruiting Intelligence Preparation of the Battlefield
- PMESII-PT
- ASCOPE
- Environmental Effects
- Evaluate the Threats
- Assess Market Potential

PRINCIPLES OF RECRUITING

UM 3

Right message, right audience, right time.

Empower subordinate leaders.

Conduct in-depth market analysis and tailor recruiting efforts.

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.

MISSION COMMAND

UTC 5-01

Part I

- The ADDIE Process
 1. Analysis
 2. Design
 3. Development
 4. Implementation
 5. Evaluation
- MDMP and TLP

Part II

- Training Development Tools
- Mission Accomplishment Plan (MAP)
- Mission Essential Task List (METL)
- Company/Station Training Assessment Review (CSTAR)
- Digital Training Management System (DTMS)

Part III

- Tactics, Techniques, and Procedures
- Training Assessment
- Training Guidance
- Fusion Cell
- IPR
- Personnel Development MOS 79R

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

Station Leader Correlation

Station Commander

- Mission Command
- Station Operations
 1. Planning
 2. Resourcing

- Manage Station Prospecting
- Processing
- Training and Leader Development

Deputy Station Commander

- Leading and Managing Prospecting
- Quality Assurance of Enlistment Packets
- Interact with DA Civilians (AMEDD Only)

INFLUENCING and INTERVIEWING

UTC 5-03.2

Part I

Connecting to America
Face of Our Army
The Army Story

Part II

The Army Interview
Components of the Army Interview
Steps of the Army Interview

Part II

Toolbox
Closing Techniques
Overcoming Obstacles
Interview Scenario