Hierarch of Recruiting Operations

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

Partnerships

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

Prospecting, Processing and Analysis

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

- Decisive
- Shaping
- Sustaining

Planning – THE ARMY DESIGN, OPERATIONAL APPROACH and FRAMEWORK

- Environmental Frame
- Problem Frame

ReCRUITING NETWORK

- Internal Network
- External Network

RECRUITING STATION OPERATIONS

- Recruiting Functions Analysis (RFA)
- Operational Environment
- Visualize and Describe
- Execute – Direct and Lead

RECRUITING COMPANY OPERATIONS

- Receive and Analyze the Mission
- Issue a Warning Order
- Make a Tentative Plan
- Conduct Reconnaissance
- Initiate Movement
- Complete the Plan
- Issue the Order
- Supervise and Refine

RECRUITING BRIGADE and BATTALION OPERATIONS

- Planning
  - Short-range
  - Mid-range
  - Long-range
### MISSION COMMAND

#### UTC 5-01

**Part I**
- Understand & Visualize
- Battle Rhythm
- Recruiting Function Analysis (RFA)
- PMET-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)

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### RECRUITING STATION OPERATIONS

#### UM 3-31

**Station Prospecting**
- Telephone
- Face-to-Face
- Virtual
- Referral

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### 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

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### PRINCIPLES OF RECRUITING

#### UM 3

**R**ight message, right audience, right time.
**E**mpower subordinate leaders.
**C**onduct in-depth market analysis and tailor recruiting efforts.
**R**etain gains.

**U**nderstand and adapt quickly to market changes.
**I**nvest in the recruiting team and hold them accountable.
**T**ell the Army story – promote Army pride.

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### 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

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### RECRUITING OPERATIONS

#### UM 3-31

**Station Leader Correlation**
- 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)

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### 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

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### LEAD FUTURE SOLDIERS

#### UTC 5-03.5

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

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### RECRUITING STATION OPERATIONS

#### UM 3-31

**Station Prospecting**
- Telephone
- Face-to-Face
- Virtual
- Referral

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### INTELLIGENCE

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