

Army Regulation 601-2

Personnel Procurement

Army Promotional Recruiting Support Programs

**Headquarters
Department of the Army
Washington, DC
2 March 2010**

UNCLASSIFIED

SUMMARY of CHANGE

AR 601-2

Army Promotional Recruiting Support Programs

This major revision, dated 2 March 2010--

- o Incorporates Army Medical Department subject matter expert events into the Total Army Involvement in Recruiting Program (chap 2).
- o Incorporates policy on the General Officer Recruiting Support Program by adding the Senior Executive Service and expanding the roles of general officers and Senior Executive Service members (para 3-2).
- o Adds medical related events, activities, and personnel to the Educator/Centers of Influence Tour Program (chap 4).
- o Incorporates policy that allows Army National Guard and Army Reserve Soldiers the opportunity to participate in the Hometown Recruiter Assistance Program while on Initial Active Duty for Training (para 7-1d).
- o Adds policy to allow all Hometown Recruiter Assistance Program extensions to be coordinated by the station commander and parent unit (para 7-3d).
- o Revises Hometown Recruiter Assistance Program policy for officers (para 7-3n).
- o Incorporates Hometown Recruiter Assistance Program policy for Recruiting Company Commanders (para 7-3q).
- o Revises Special Recruiter Assistance Program policy (para 7-4).
- o Incorporates policy for the Recruiting Partnership Council (chap 8).
- o Makes administrative changes (throughout).

Effective 2 April 2010

Personnel Procurement

Army Promotional Recruiting Support Programs

By Order of the Secretary of the Army:

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General, United States Army
Chief of Staff

Official:


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Administrative Assistant to the
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History. This publication is a major revision.

Summary. This regulation establishes policies and procedures for the conduct of the Total Army Involvement in Recruiting Program; General Officer Sponsor Program; Educator/Centers of Influence Tour Program; Centers of Influence Events; Delayed Entry Program/Delayed Training Program functions; Operation Sergeant Major of the Army Recruiting Team Program; Hometown Recruiting Assistance Program; Department of the Army Civilian Recruiting Program; Recruiting Partnership Council, and Army Command and Installation Recruiting Programs.

Applicability. This regulation applies to the Active Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve, unless otherwise stated. It also applies to the U.S. Military Entrance Processing Command for Centers of Influence Events that it initiates in support of the Department of Defense Student Testing Program. Heads

of Headquarters, Department of the Army agencies and commanders of Army commands, installations, or activities must have knowledge of AR 340-21 and AR 25-55.

Proponent and exception authority.

The proponent of this regulation is the Deputy Chief of Staff, G-1. The proponent has the authority to approve exceptions or waivers to this regulation that are consistent with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a division chief within the proponent agency or its direct reporting unit or field operating agency, in the grade of colonel or the civilian equivalent. Activities may request a waiver to this regulation by providing justification that includes a full analysis of the expected benefits and must include formal review by the activity's senior legal officer. All waiver requests will be endorsed by the commander or senior leader of the requesting activity and forwarded through their higher headquarters to the policy proponent. Refer to AR 25-30 for specific guidance.

Army management control process.

This regulation contains management control provisions and identifies key management controls that must be evaluated (see appendix B).

Supplementation. Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval from the Deputy Chief of Staff, G-1 (DAPE-MPA), 300 Army Pentagon, Washington, DC 20310-0300.

Suggested improvements. Users are invited to send comments and suggested

improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the Deputy Chief of Staff, G-1 (DAPE-MPA), 300 Army Pentagon, Washington, DC 20310-0300.

Committee Continuance Approval.

The Department of the Army committee management official concurs in the establishment and/or continuance of the committee(s) outlined herein. AR 15-1 requires the proponent to justify establishing/continuing committee(s), coordinate draft publications, and coordinate changes in committee status with the U.S. Army Resources and Programs Agency, Department of the Army Committee Management Office (AARP-ZX), 2511 Jefferson Davis Highway, 13th Floor, Taylor Building, Arlington, VA 22202-3926. Further, if it is determined that an established "group" identified within this regulation, later takes on the characteristics of a committee, as found in AR 15-1, then the proponent will follow all AR 15-1 requirements for establishing and continuing the group as a committee.

Distribution. This publication is available in electronic media only and is intended for command level A, B, C, and D for the Active Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve.

*This regulation supersedes AR 601-2, dated 3 December 2007.

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Chapter 1

Army Promotional Recruiting Support Programs

Section I

Introduction

1-1. Purpose

This regulation establishes policy, responsibilities, and procedures for conduct of the following promotional recruiting support programs:

a. The Total Army Involvement in Recruiting (TAIR) Program, whereby Army Commands (ACOMs), field operating agencies (FOAs), the Army National Guard of the United States (ARNGUS), and the U.S. Army Reserve (USAR) furnish equipment and personnel as requested by the U.S. Army Accessions Command (USAAC), which consists of the U.S. Army Recruiting Command (USAREC) and the U.S. Army Cadet Command (USACC), to participate in recurring and continued promotional activities that enhance attainment of the Total Army recruiting mission. The TAIR program is focused on two basic campaigns—

- (1) Prospects (primary).
- (2) Army awareness (secondary).

b. The General Officer Recruiting Support Program provides general officers the opportunity to support recruiting activities in their hometowns or alma maters or during their official travels.

c. The Educator/Centers of Influence (E/COI) Tour Program provides E/COI tours of Army installations and activities for educators and centers of influence.

d. The Centers of Influence (COI) Events Program provides information on Army opportunities and options to COI. For the U.S. Military Entrance Processing Command (USMEPCOM), COI events provide information on the Department of Defense (DOD) Student Testing Program; in particular, the Armed Services Vocational Aptitude Battery (ASVAB) tests offered in the nation's high schools.

e. Delayed Entry Program (DEP)/Delayed Training Program (DTP) functions reinforce the commitment made by members of the Army's DEP and DTP.

f. The Recruiting Partnership Council (RPC) is a forum to establish a perpetual partnership, improve communications, and synchronize recruiting efforts between USAREC and U.S. Army Reserve Command (USARC). The primary function of this council is to build and sustain unit personnel strength.

1-2. References

Required and related publications and prescribed and referenced forms are listed in appendix A.

1-3. Explanation of abbreviations and terms

Abbreviations and special terms used in this regulation are explained in the glossary.

Section II

Responsibilities

1-4. Deputy Chief of Staff, G-1

The DCS, G-1 will—

a. Establish policy for the conduct of the Active Army and USAR promotional recruiting programs and provide guidance to USMEPCOM with regard to COI events in support of the DOD Student Testing Program.

b. Monitor and ensure adequate funding for recruiting activities.

1-5. Commanding General, U.S. Army Human Resources Command

The CG, HRC will—

a. Promote use of Army bands in Active Army and USAR recruiting promotion projects, consistent with AR 360-1.

b. Select Army members who can promote recruiting and provide lists and dates that are available to USAAC. This includes sport clinicians, chess clinicians, craftsmen, and artists.

c. Publicize support of Army recruiting to gain support and assistance from retirees and veterans.

d. Coordinate visits by installation education services officers and USAREC education specialists to state educational agencies and professional state education associations.

e. Provide ideas for brochures and pamphlets describing educational programs and opportunities available through the Army Continuing Education System for distribution to schools.

f. Provide resupply of selected recruiting publicity items to field recruiters from the Publications Distribution Center according to memorandum of understanding with USAAC.

g. Provide quarterly listings of all Individual Ready Reserve personnel to USAREC and USAR to assist in recruiting prior service personnel.

h. Provide promotional materials on specific educational programs and services to ACOMs, USAREC, Office of the Chief, Army Reserve (OCAR), Reserve Officers' Training Corps (ROTC), Office of the Chief, Public Affairs (OCPA), Office of the Assistant Secretary of the Army (Manpower and Reserve Affairs) (ASA(M&RA)) and installation education centers. Materials may include speech inserts, slides, news, and electronic releases and graphics.

1-6. Chief, National Guard Bureau

The Chief, NGB will—

a. Encourage states, through State Adjutants General, to support Total Army recruiting efforts as state priorities permit.

b. Encourage states to provide resources (that is, equipment and manpower) of the Army National Guard (ARNG) to support Total Army recruiting and awareness efforts when Active Army and USAR resources have been exhausted or when significant cost efficiencies can be accommodated. The USAREC requirements on the ARNG will be coordinated through the Adjutant General in the state where the requirement exists. Coordination between USAREC and the ARNG is not required.

c. Encourage participation in recruiting conferences.

1-7. Chief, Army Reserve

The CAR will—

a. Provide funds to the CG, USAAC for support of the USAR recruiting mission.

b. Provide man-day space funding for USAR units and individuals to support recruiting efforts as well as funding for USAR related TAIR, General Officer Speaker Program, E/COI tours, COI events, DTP functions, and U.S. Army Medical Department (AMEDD) subject matter expert events.

c. Encourage participation in recruiting conferences.

d. Help select new platforms for the Army's recruiting messages and aid USAAC in obtaining access to these platforms.

e. Coordinate and execute RPCs with CG, USAREC.

1-8. Commanding General, U.S. Army Accessions Command

The CG, USAAC will—

a. Serve as the responsible official for the DCS, G-1 for the execution and supervision of all Active Army and USAR promotional recruiting support programs.

b. Develop detailed guidance and procedures for conduct of Active Army and USAR promotional recruiting support programs.

c. Ensure that units/installations providing assets receive support requests not less than 45 calendar days prior to the project start date.

d. Establish funding requirements for Active Army and USAR recruiting and execute the budget for all promotional recruiting support programs.

e. Coordinate with supporting units to maintain points of contact for planning of promotional recruiting support efforts.

f. Establish measurable goals/objectives and measure the effectiveness and efficiency of all promotional recruiting support programs.

g. Through the CG, USAREC, conduct routinely scheduled conferences with supporting units to improve recruiting support programs, coordinate Army assistance, and review request procedures.

h. Give priority to projects that prove most effective and efficient; discontinue or limit projects that have proven less effective and efficient.

i. Establish and execute man-day space funding requirements in support of promotional recruiting support programs.

j. Determine priority of support between recruiting battalions and recruiting brigades when necessary.

k. Provide recruiting information packets to agencies and speakers for use.

l. Supply exhibit items for conferences and seminars to OCPA, HRC, and USAR.

m. Establish key management control procedures for DEP/DTP functions and E/COI events in accordance with AR 11-2.

n. Through CG, USAREC, coordinate and execute RPCs.

1-9. Commanders of Active Army and Army Reserve (other than U.S. Army Recruiting Command) commands

Commanders at all levels will—

a. Support the recruiting mission of the Active Army and the USAR/ARNG as directed by this regulation.

- b. Direct subordinate units to assist with promotional recruiting support programs.
- c. Seek support for Active Army and USAR recruiting from COIs.
- d. Conduct public affairs programs supporting promotional recruiting programs.
- e. Ensure that installation and activity commanders maintain a central coordination office responsible for processing support requests for all tenant units and provide a point of contact to USAREC.
- f. Participate in recruiting support conferences.
- g. Provide recruiting support from local resources whenever possible.
- h. Establish funding requirements to procure recognition items of nominal or modest value for recruitment or retention purposes, and to present such items to members of the Armed Forces and to members of the Families of members of the armed forces, and other individuals recognized as providing support that substantially facilitates service in the armed forces. Ensure consistency in scope and value of recognition items across the Active Army and USAR components.
 - (1) Each recognition item provided under this policy will be of reasonable value of less than \$50 per item, with items limited to commemorative coins, medals, trophies, badges, flags, posters, paintings, or other similar items that are designed to recognize or commemorate service in the armed forces.
 - (2) This guidance does not apply to existing programs under which appropriated funds are used to purchase trinkets (for example, pencils, magnets, computer mouse pads) distributed for recruiting purposes.
 - i. Explain and promote Active Army, ARNG, and USAR to both public and command information audiences.
 - j. Provide recruiting information to installations for use in speakers' kits.
 - k. Provide public affairs assets to recruiting battalions and promote the positive story such assets produce.
 - l. Conduct frequent installation tours for groups of E/COIs and prospects.
 - m. Respond to support requests made within time frames given in paragraph 2–3c.
 - n. Provide timely responses to USAREC requests for support as stated in paragraph 2–3d, below. Cancellations of previously approved assets must be minimized in order for recruiters to maintain their credibility in communities.
 - o. Explain the Army service advantages to improve Soldier understanding. Promote word-of-mouth advertising by Soldiers in their hometown communities and day-to-day contact with the public.
 - p. Ensure support personnel participating in promotional recruiting projects are properly briefed/rehearsed prior to their presentation.
 - q. Provide to USAREC material necessary for publication of catalogs describing available TAIR assets.
 - r. Promote access to Army clubs, theaters, and other recreational facilities for recruiters, E/COIs, and prospects.
 - s. The CG, USAREC will coordinate, execute, and monitor the RPCs in accordance with guidance provided in chapter 8 of this publication.
 - t. See additional program responsibilities and procedures in chapters 2 through 8.

Chapter 2

Total Army Involvement in Recruiting Program

2–1. Objectives

The objectives of the TAIR program are to—

- a. Help maintain the authorized Active Army and USAR personnel strength.
- b. Help recruit specific military occupational specialties (MOS) and attain the high school diploma graduate and Test Score Category I–IIIA recruiting goals each fiscal year.
- c. Help recruit specific military areas of concentration (AOC) and attain the Medical College Admission Test (MCAT) and the Dental Admission Test (DAT) to support AMEDD recruiting goals each fiscal year.
- d. Improve the Army's image through the use of promotional assets that increase awareness and interest in Army opportunities.
- e. Help maintain coordination between the recruiting force, the Army Staff, the Army in the field, the ARNG, and the USAR.

2–2. Policy

- a. Three basic campaigns will be conducted under the TAIR program in order of priority as follows:
 - (1) *Prospect Campaign*. These activities will be conducted to reach the primary recruiting audience in high schools, colleges, universities, pre-med, healthcare professional career schools and similar settings. The activities include MOS skill clinics, AOC speaking engagements, lecture programs and demonstrations; static displays such as communications equipment, radar equipment, deployable rapid assembly shelter and vehicles; and ACOM exhibits. They also include sports clinics, job fairs, and orientation tours of military installations for Active Army and USAR enlistee prospects and medical officer prospects. Orientation tours are not to be confused with annual summer training encampments or

drill competition for Junior Reserve Officers' Training Corps students. Orientation tours must be initiated, planned, and conducted by USAREC elements with recruiters present throughout the tour. The TAIR projects are not to be confused with other ongoing or special programs conducted by commands other than USAREC, which are not part of the TAIR program.

(2) *Army Awareness Campaign*. These activities will be used to reach the general public through participation in public activities such as parades, fairs, festivals, community celebrations military open-house functions, job fairs, and public meetings. These activities may include military equipment displays and presentations; demonstration units such as Rangers, drill teams, and sports demonstration teams; and ACOM exhibits. They may also include speaker programs with general officers and other prominent spokespersons from the Army bands and ceremonial units.

(3) *Operation Sergeant Major of the Army Recruiting Team*. This is an incentives/awards program for Soldiers who provide referrals that lead to enlistments in the Active Army or USAR. The Sergeant Major of the Army will recognize personnel via awards for a referral that leads to an enlistment. Additional incentives/awards may be offered under Operation Sergeant Major of the Army Recruiting Team (SMART) to encourage a greater number of enlistments from referrals. Additional information regarding Operation SMART is provided at <https://www.smart.goarmy.com>.

b. The ACOMs, FOAs, and USAR will provide maximum support to all elements of USAREC in executing the Active Army and USAR recruiting mission. When Active Army and USAR resources have been exhausted or when significant cost efficiencies can be made, local recruiters may request ARNG resources through the Adjutant General in the states where the requirement exists.

c. The ACOMs and FOAs will provide recruiting support and inform USAREC of funding requirements.

d. Personnel and equipment involved in TAIR projects will be from units other than USAREC.

e. Because of the importance of role models to young Americans, units supporting TAIR projects will consider giving priority to selection of participants who can perform effectively as role models for the audience to which the Army message is being presented.

f. Units with priority of support established by the recruiting brigade boundaries in which they are located will give second priority for support to other recruiting brigades, as requested.

g. As exceptions to the recruiting brigade boundary rule, units will give second priority for support to the recruiting brigade in which they are geographically located, and tertiary support to all other recruiting brigades, as requested.

2-3. Program responsibilities and procedures

a. The USAREC will establish operational and administrative procedures and a standard USAREC support request form for requesting TAIR support from all supporting units.

b. Early coordination between recruiting brigades/recruiting battalions and supporting units will be effected to facilitate early commitment of TAIR assets and processing of TAIR funding documents.

c. Recruiting brigade and battalion requests for TAIR support will be forwarded to arrive at the supporting unit not less than 45 calendar days prior to the project start date.

d. Supporting units will respond to requests for TAIR support not less than 30 calendar days prior to the project start date.

e. Scheduling commitments will not be made until the supporting unit or installation has agreed to provide the requested support and any required approval has been obtained. Commitments made to civilian communities and sponsors must be honored whenever possible.

f. Factors that will be considered in determining the priorities and requirements for use of promotional resources are as follows:

(1) Headquarters, Department of the Army policy.

(2) Impact on mission.

(3) Availability of resources.

(4) Target audience.

(5) Cost effectiveness and efficiency.

(6) Density of promotional support in the area.

(7) Weather conditions that may affect use of promotional resources.

g. Requests for Active Duty Operation Support (ADOS) funds required to employ USAR personnel in TAIR projects will be processed according to established USAREC and USAR policies.

h. The TAIR funds will be used to support TAIR projects conducted by USAREC. The TAIR funds will not be used for ongoing or special programs conducted or initiated by other commands unless those projects are in the best interest of the Army recruiting effort as determined by USAREC.

i. The TAIR funds may be used to fund travel and per diem, and to reimburse units for fuel, maintenance costs, and other services incurred as a result of USAR and ARNG participation in TAIR projects.

j. The ARNG ADOS funds are not available for ARNG personnel through USAREC channels. The TAIR funds cannot be used for this purpose.

k. The ADOS funds allocated to USAAC may be used for USAR personnel participating in TAIR projects when

funds are available and the project qualifies for such funding. When ADOS funding is not available through USAAC or the USAR unit, USAR assets and personnel may participate during periods of inactive duty training if the TAIR project directly enhances unit training or individual training.

l. Costs of TAIR projects must be agreed upon between USAREC and the supporting unit. Failure to ensure that adequate funds are available may result in a violation of Section 1517, Title 31, United States Code (31 USC 1517) and DFAS-IN Regulation 37-1.

m. The TAIR projects will be funded by issuance of DD Form 448 (Military Interdepartmental Purchase Request) when travel, transportation, and per diem are involved.

n. If funding of travel and transportation or per diem is not required, DD Form 448 will be used to reimburse all other costs, such as petroleum, oils, and lubricants, and maintenance costs.

o. Supporting units will publish temporary duty (TDY) orders and complete administrative processing for other costs such as transportation of equipment and special supplies.

p. The DD Form 448 will be processed according to DFAS-IN Regulation 37-1.

Chapter 3

General Officer/Senior Executive Service Recruiting Support Program

3-1. Objectives

The objectives of the General Officer/Senior Executive Service (SES) Recruiting Support Program are as follows:

- a.* Increase general officer/SES involvement in the recruiting effort.
- b.* Improve the understanding of, and support for, service in the Army and motivate all Army members to assist in the recruiting effort.
- c.* Help publicize enlistment and commissioning opportunities and the advantages of Army service to influencers and prospects.
- d.* Provide high level recognition of recruiter's efforts to meet recruiting goals.
- e.* Develop new platforms and better methods to convey the Army's recruiting message to COIs and prospects.
- f.* Improve relationships within local communities, the high school and college markets, as well as the healthcare student and professional markets, and improve awareness of Army opportunities within applicable demographics and national organizations.
- g.* Maintain the involvement of Active Army and USAR general officers in support of USAREC's Total Army recruiting objectives.

3-2. Policy

- a.* General officers/SES members will be invited to recruiting battalion activities in and around their hometowns and high school or college alma maters, as well as other areas where they can make an impact in the community.
- b.* General officers/SES members invited to participate in recruiting activities should have an appropriate connection, such as a "historical or business tie" with the geographical area of the recruiting battalion.
- c.* General officer/SES sponsors may be asked to—
 - (1) Participate in recruiting battalion annual training conferences or award presentations to help motivate recruiters through recognition of their efforts.
 - (2) Address civic groups, organizations, high schools and/or colleges, area educators, and other COI to improve the recruiting program.
 - (3) Encourage area community and business leaders to support local Army recruiting efforts.
 - (4) Participate in Partnership for Youth Success (PaYS) signing events or community leader events to increase awareness of the PaYS program.
 - (5) Address future Soldiers and their Family members at Future Soldier Training Program activities to encourage and thank them for answering the call to duty.
 - (6) Help improve relationships with high schools and colleges, especially those they attended, and improve awareness of Army opportunities.
- d.* Other senior Army leaders, as well as Civilian Aides to the Secretary of the Army (CASA) and USAR Ambassadors may also be asked to participate in the Recruiting Support Program.
- e.* Personnel attending general officer presentations will be selected based on the following order:
 - (1) Primary COI of high school seniors, graduates, their parents, educators, and counselors.
 - (2) College students and faculty.
 - (3) Community and business leaders.
 - (4) Media reaching high school seniors, graduates, parents, and influencers.
 - (5) Potential applicants who are high school seniors and graduates.

- (6) National and/or regional level organizations (veteran/civic).

3-3. Program responsibilities and procedures

- a.* The USAAC/USAREC will accomplish the following actions:
 - (1) Identify speaking and support opportunities and invite the appropriate general officers to support.
 - (2) Coordinate with the general officer's staff to develop an itinerary and arrange administrative and logistical support for the officer's participation in the recruiting support activities.
 - (3) Provide the general officer relevant data on—
 - (a)* Current mission and accomplishments, recruiting battalion organization, and strength.
 - (b)* The recruiting environment.
 - (c)* The type of recruiting support needed by the local recruiters.
 - (d)* Other support in which the general officer may be able to assist.
- b.* To encourage other general officer sponsor involvement, the USAREC will—
 - (1) Coordinate with the General Officer Management Office (DACS-GOM) to maintain a current list of general officers, to include promotable colonels, stationed in the continental United States (CONUS).
 - (2) Coordinate with the OCPA to maintain a list of CASA.
 - (3) Coordinate with the OCAR to maintain a list of Reserve Ambassadors.
 - (4) Formally invite appropriate individuals to recruiting activities and events.

Chapter 4 Educator/Centers of Influence Tour Program

4-1. Objectives

The objectives of E/COI tours in support of Active Army and USAR recruiting are to—

- a.* Provide tours of Army installations and medical treatment facilities and activities for educators and other centers of influence.
- b.* Pass the following messages to E/COI:
 - (1) Education and training opportunities in the Army are excellent, and encourage Soldiers to continue their education.
 - (2) The Army is a choice that should be considered by every graduating high school senior and every healthcare student or professional.
 - (3) The Army is genuinely interested in the welfare and development of its Soldiers.
 - (4) Many students have limited knowledge of Army opportunities.
 - (5) The Army consists of competent, well-trained, and proud multi-skilled leaders who can perform critical functions from warfighting to statesmanship to business management.
- c.* Directly support the recruiting effort by seeking improved access to schools, directory information, MCAT and DAT lists, students, and graduates and the scheduling of the ASVAB that is offered by the DOD Student Testing Program administered by USMEPCOM.

4-2. Policy

- a.* The cost of this program will be minimized by conducting E/COI tours at the nearest appropriate installation or medical treatment facility from where the E/COI reside.
- b.* Group size for educator tours should be the minimum acceptable to the host installation, generally, not fewer than 14 E/COI and 2 USAREC escorts, and not more than 50 E/COI with 3 escorts.
- c.* Although students should not normally be included on educator tours, key students who are clearly COI may be invited on a case-by-case basis.
- d.* Army retirees and members of the Active Army, USAR, and ARNG who are already familiar with Army opportunities will not normally be included as tour participants.
- e.* Tours may include some pro-Army participants, but the majority should be open-minded neutrals and undecided COI.
- f.* Emphasis should be on including "key COI" such as counselors, principals and school board members, presidents of professional organizations, deans of medical schools, and financial aid advisors who can later testify to the quality of Army skills, technical training, and well-being of young enlisted Soldiers and medical officers they have met; and those who can initiate support within their school systems after participating in tours.

4-3. Program responsibilities and procedures

- a.* The USAREC will—

- (1) Determine the targeted invitee group and the month and week when the invitees will be available and most likely to participate.
- (2) Determine the nearest appropriate site that will attract the targeted group. On that basis and the availability of tour dates—
 - (a) Contact the installation's tour coordinator and determine an acceptable itinerary.
 - (b) Identify available lodging, transportation, and their costs.
 - (c) Submit a formal request for the tour in accordance with USAREC guidelines.
 - (d) Obtain the installation's agreement to host the tour for the desired time frame.
 - (e) Confirm the total cost, funding, and approve the tour plan.
- (3) Coordinate with the installation or activity being toured for photography assistance as necessary.
- (4) Send formal letters of invitation to targeted E/COI.
 - (a) Invitations will include a proposed travel schedule, highlighted benefits, and points of interest to the invitee.
 - (b) Make follow-up contact to answer questions and develop final acceptance count.
- (5) Finalize transportation and lodging arrangements and provide invitational travel orders (ITO) to participants.
- (6) Continue follow-up activities with invitees to motivate them and minimize cancellations.
- (7) Plan public affairs coverage of tours and prepare/distribute news releases with photos to hometown newspapers. A group color photo will prove a valuable keepsake for each, ensuring goodwill for years following the tour.
- (8) Ensure E/COI safety and comfort during the tour and afterward, until they leave the group to return home.
 - b. A recruiting representative will solicit one time E/COI support at the onset of the tour and ask the E/COI to fill out an evaluation sheet and a request for recruiter services sheet at the end of the tour. The latter will list available recruiter services so the E/COI participants are aware they exist and can request them. For example, recruiter presentations to junior and senior high school classes, career day, or job fair groups, and career counselor workshops; the scheduling of the ASVAB testing at a school; and the placement of an Army opportunities literature rack at a career counselor's office.
 - c. The tour coordinator will prepare the After Action Report (AAR) at the end of the tour that will summarize the results reflected on the evaluation sheets and the request for recruiter services sheet turned in by the E/COI. The original copies of the evaluation sheet and the request for recruiter services sheet will be sent to the sponsor recruiter for followup with E/COI.

Chapter 5

Centers of Influence Events Program

5-1. Objectives

The objectives of the COI events in support of Active Army and USAR recruiting are to—

- a. Sponsor seminars, clinics, or presentations that provide information on Army opportunities to COI.
- b. Offer COI participants an opportunity to "request recruiter information services" for COI students in their schools or graduates in their communities.
- c. Solicit COI participant support in behalf of their area youth for whom an Army enlistment may be an attractive alternative.

5-2. Policy

- a. Procurement for COI events will be accomplished in accordance with policies and procedures established by the servicing procurement officer. Expenditures will be limited to \$1,500 per event, and requests for exceptions to policy will be forwarded to HQ USAREC for approval; however, HQ USAREC authority to approve exceptions to this policy may be delegated in writing to recruiting brigade commanders. Similarly, HQ USMEPCOM will review and approve requests for exception; however, HQ USMEPCOM may delegate approval authority in writing to sector commanders.
- b. A meal may be provided incidental to the purpose of COI events.
- c. Funds for COI events will only pay for meals, refreshments, and non-alcoholic beverages. When cost limits are set, they must include any gratuity and non-exempt tax to preclude cost misjudgments, since gratuities alone can extend the cost by 15 percent.
- d. Since COI events are business or professional activities, spouses of COIs are not normally invited to attend COI events solely because they are their spouses. However, there may be occasion, when in order to address an evening board of education dinner meeting where board member spouses are always present, it is deemed justifiable to host the spouses as well.
- e. The COI events should be scheduled early in the day to minimize food costs. Breakfast snacks are cheaper than lunches, which are cheaper than dinner meals. This must be balanced against availability of targeted COI participants at the earlier times and events that are being targeted to assist.

f. Site convenience and attractiveness must be balanced against meal cost economies and the importance of the objectives sought. Targeted COI might respond favorably to a nearby site, that is more expensive, but decline a more distant site that is less expensive.

g. The COI who attends one event should not be invited to attend subsequent events on the same topic in the same year.

h. The DA military or civilian personnel required to participate in COI events may consume meals or refreshments provided as part of the event at no cost to the member. This is consistent with guidance contained in DODD 5500.7-R. The TAIR participants may be involved in COI events. Examples include, a general officer scheduled to speak at a COI event and TAIR skill team demonstrators scheduled to perform at a COI event.

i. If the presence of other than DA military or civilian personnel is deemed essential to the conduct of the COI event, the meal for the person will be provided at government expense. For example, a recruiter's spouse is present because a female member of the invited board of education will not attend (or is reluctant to attend) unless there is another female present.

j. The COI participants are not normally authorized to bring guests but there are some events where it can be deemed appropriate. They can nominate someone; however, only the person in charge of the COI event can approve the nomination and issue the invitation. This enables the person in charge of the COI event to keep abreast of acceptances and non-acceptances and relay any meal order changes to the vendor up to the time the meal count must be considered firm.

5-3. Program responsibilities and procedures

The procedures of COI events are as follows:

a. Identify candidate invitees, their location and the recruiter support sought from them as a result of hosting them at a COI event.

b. Determine when the COI event is needed, the presentation focus, and the desired outcome.

c. Assign an event coordinator to prepare the funding request, select the food vendor and a no cost meeting facility, designate the program manager and speakers, and supervise the event.

d. Arrange for sending formal letters of invitation to approved invitees; monitoring their initial acceptances so that initial meal counts can be relayed to the food vendor, making reminder calls to acceptors just before the event to determine a more accurate final meal count, and calling the revised count to the vendor to avoid ordering excess meals.

e. Devise a means to capture COI pledges of support or COI requests for recruiter services made at the event so that their area recruiters can conduct the required follow-up.

f. Plan public affairs coverage, to include photography, when appropriate; prepare and distribute new releases with photos to COI hometown newspapers as determined appropriate.

Chapter 6

Delayed Entry Program/Delayed Training Program Functions

6-1. Objectives

The objectives of the DEP/DTP functions in support of Active Army and USAR recruiting, respectively, are to sponsor gatherings that—

a. Help to reinforce the commitment and enlistment decision of members of the DEP/DTP and solicit referrals from them and their guests.

b. Enable recruiters to meet prospect guests, answer questions about Army opportunities and options, and interest them in Active Army and USAR enlistment.

c. Enable a prospect to meet with recently enlisted DEP/DTP members to discover the basis of their enlistment decisions.

d. Provide DEP/DTP Family members support and recognition to assist in DEP/DTP retention. Foster a positive relationship with the DEP/DTP Family members and the Army.

6-2. Policy

a. Procurement for DEP/DTP functions will be accomplished in accordance with policies and procedures established by the servicing procurement officer.

b. A meal or refreshment period may be included incidental to the purpose of the DEP/DTP function. Funds will pay for meals, refreshments, and non-alcoholic beverages only, to include any gratuity and non-exempt tax. Functions will be carefully managed to minimize the expense of each.

c. The number of USAREC military and DOD civilian host to the number of DEP/DTP members and their guests will not exceed the ratio of one to three for meal authorization. For example, there will not be more than 6 host meals

provided when there are 18 DEP/DTP members and guests at a function. This limitation does not apply to mini DEP/DTP functions using recruiter expense allowance funds.

d. The DEP/DTP member should be encouraged to bring guests to DEP/DTP functions on a one time basis, such as eligible prospects, parents, a spouse or girlfriend/boyfriend, or close relative who can have a favorable impact on recruiting. The DEP/DTP members may attend more than one function, but they should invite different guests.

e. The DEP/DTP function may include recreational activities, but they must not include activities where DEP/DTP guests participate in physical activities. The DEP/DTP members who have voluntarily signed a physical training consent agreement may engage in non-contact team sports (that is, softball, touch or flag football, volleyball, basketball). The DEP/DTP personnel and guests will not be included in field or training exercises.

f. Any DA military or civilian personnel required to participate in DEP/DTP functions may consume meals or refreshments provided as part of the function at no cost to such personnel. A TAIR participant may be involved in DEP/DTP functions. Examples include skill demonstration team members scheduled to perform at DEP/DTP functions.

g. If the presence of a DA military or civilian spouse is deemed essential to encourage DEP/DTP participation, or to provide the DEP/DTP spouse or Family member reinforcement, the meal or snack for the spouse will be provided at government expense. This is consistent with guidance contained in DODD 5500.7-R.

6-3. Program responsibilities and procedures

The USAREC will—

a. Determine where and how often DEP/DTP functions are needed and the desired focus and outcome of each.
b. Determine specific dates, sites, program agendas, and invitee mixes; designate the person to be in charge of the function.

c. Coordinate the scheduling of TAIR and other presentation assets; arranging of no cost site and facilities; and funding for meals, refreshments and beverages; and arranging for photography, as appropriate.

d. Send formal letters to DEP/DTP invitees that encourage them to bring guests; ensure follow-up and feedback to determine an accurate final meal count to avoid excess meals.

e. Plan public affairs coverage of DEP/DTP functions and prepare and distribute news releases with photos to hometown newspapers, as appropriate.

f. Report immediate results of the DEP/DTP function, such as appointments made with guests and new leads for follow-up.

Chapter 7 Hometown and Special Recruiter Assistance Program

7-1. Objectives

The objective of the Hometown Recruiter Assistance Program (HRAP) and the Special Recruiter Assistance Program (SRAP) is to support the Army's belief that everyone has a responsibility to assist in the Army's recruiting efforts and mission. This is accomplished by—

a. Achieving the Chief of Staff of the Army's guidance on Army support to recruiting.
b. Allowing new Soldiers the opportunity to bridge the gap with America's youth while telling their Army story in their community.

c. Allowing all Soldiers, both officers (commissioned/warrant) and enlisted, the opportunity to further reinforce the Army's commitment to excellence.

d. Allowing ARNG and USAR Soldiers the opportunity to participate in HRAP while on initial active duty for training (IADT) orders as designated by DCS, G-1. The participation of ARNG and USAR in HRAP will be allowed in support of activities such as U.S. Army Training and Doctrine Command (TRADOC) Holiday Block Leave or other special activities or events. ARNG and USAR Soldiers are not allowed to participate in HRAP or SRAP at any other time, unless authorized by the DCS, G-1.

e. Encouraging Active Army noncommissioned officers to participate in HRAP and SRAP as a means to assist and experience recruiting within USAREC.

7-2. Policy

a. The DCS, G-1 has overall responsibility for maintaining policy and procedures for these programs.

b. CG, HRC will—

(1) Control personnel actions for HRAP and SRAP under this regulation.

(2) Effectively promote these programs within the personnel community.

c. The commanding generals of TRADOC and all ACOMs will—

(1) Ensure all installations establish an HRAP and SRAP point of contact (POC) for processing electronic applications using the HRAP database.

- (2) Educate commanders at all levels of the Army on these programs and their importance in the recruiting process.
- (3) Ensure all Soldiers receive a safety briefing prior to traveling to HRAP or SRAP duty location.
- d. The CG, USAREC has overall responsibility for HRAP and SRAP and will—
 - (1) Establish a program manager responsible for supervising and managing the HRAP and SRAP programs.
 - (2) Educate commanders at all levels of the Army on these programs and their impact on recruiting mission achievement.
 - (3) Publish supplemental guidance with respect to the operational and functional requirements internal to USAREC.

7-3. Hometown Recruiter Assistance Program and procedures

a. Participation in HRAP is an exception to permissive temporary duty (PTDY) guidelines in AR 600-8-10. As an exception to AR 600-8-10, HRAP duty is authorized for PTDY, and HRAP participants may conduct public business. Volunteers who participate in the HRAP in a PTDY status are not authorized to claim reimbursement for travel expenses and per diem allowances for the period of PTDY.

b. As an exception to AR 600-8-10, the first O-5/lieutenant colonel (O-5/LTC) in the Soldier's chain of command may approve PTDY for a period up to 14 days. The CG, USAREC may approve/disapprove extensions beyond the original HRAP period of 14 days, but he or she may not extend anyone beyond a total of 20 days HRAP duty under this program. The approval will be annotated on DA Form 31 (Request and Authority for Leave), block 15, by the CG, USAREC (this approval may be delegated to recruiting brigade or battalion commanders).

c. Soldiers (Active Army (officer and enlisted)) who are currently on leave and meet the requirements in paragraph a, above, may be permitted to participate in HRAP. Under these circumstances, the approval authority is the recruiting battalion commander. The USAREC will not extend HRAP past the end date annotated on the original DA Form 31, block 10.

d. Approval for HRAP duty for those classified as walk-in participants will be annotated on the DA Form 31 in the same manner as described in this regulation for other participants. Extensions up to 20 days maximum for HRAP must be submitted no later than 72 hours prior to the scheduled HRAP end date and all extensions beyond the leave date in block 10 will be coordinated by the station commander and the parent unit. Upon approval from the parent unit, the station commander will forward the DA Form 31 through the company commander to the recruiting battalion commander for approval. The approval will be annotated on DA Form 31, block 15, by the recruiting battalion commander.

e. Soldiers must meet the following qualifications to participate in HRAP:

- (1) Volunteer to perform duty in a permissive TDY status at no cost to the government.
- (2) Be a high school diploma graduate, have completed a general education diploma, or completed 15 semester hours of college; exceptions will be approved by the first O-5/LTC in the Soldier's chain of command.
- (3) Be a basic combat training graduate, advanced individual training (AIT) graduate, one station unit training (OSUT) graduate, Officer Candidate School graduate en route to the first duty assignment or at current assignment. An exception for USAR and ARNG Soldiers on IADT orders is provided in paragraph 7-1d, above.
- (4) Soldiers (officer and enlisted) serving in a CONUS assignment may participate in HRAP providing they meet all other qualification criteria.
- (5) Soldiers must be familiar with the geographical area, have peer connections and influence (usually through high school or college local employment, civic organizations) and be able to contribute to the recruiting efforts in this area in order to give them an optimum opportunity to assist in local recruiting efforts.
- (6) Must reside within 50 miles of the recruiting station they are assigned to support and have personal/public transportation available to and from the recruiting station.
- (7) Must not be under suspension of favorable personnel actions as an HRAP participant.
- (8) Have an approved DA Form 31 (see fig 7-1) signed by the first O-5/LTC in the Soldier's chain of command.

REQUEST AND AUTHORITY FOR LEAVE				1. CONTROL NUMBER	
This form is subject to the Privacy Act of 1974. For use of this form, see AR 600-8-10. The proponent agency is DCS, G-1. (See instructions on reverse.)					
PART I					
2. NAME (Last, First, Middle Initial)		3. SSN	4. RANK	5. DATE	
Doe, John A.		123-45-6789	PV2	20090709	
6. LEAVE ADDRESS (Street, City, State, ZIP Code and Phone No.)		7. TYPE OF LEAVE		8. ORGN. STATION, AND PHONE NO.	
1234 Main Street Anytown, USA 12345 888 555-1234		<input type="checkbox"/> ORDINARY <input type="checkbox"/> EMERGENCY <input checked="" type="checkbox"/> PERMISSIVE TDY <input type="checkbox"/> OTHER Official/Semi-Official Programs			
9. NUMBER DAYS LEAVE				10. DATES	
a. ACCRUED	b. REQUESTED	c. ADVANCED	d. EXCESS	a. FROM	b. TO
50	20			20090801	20090820
11. SIGNATURE OF REQUESTOR		12. SUPERVISOR RECOMMENDATION/SIGNATURE		13. SIGNATURE AND TITLE OF APPROVING AUTHORITY	
		<input type="checkbox"/> APPROVAL <input type="checkbox"/> DISAPPROVAL			
14. DEPARTURE					
a. DATE	b. TIME	c. NAME/TITLE/SIGNATURE OF DEPARTURE AUTHORITY			
15. EXTENSION					
a. NUMBER DAYS	b. DATE APPROVED	c. NAME/TITLE/SIGNATURE OF APPROVAL AUTHORITY			
16. RETURN					
a. DATE	b. TIME	c. NAME/TITLE/SIGNATURE OF RETURN AUTHORITY			
17. REMARKS					
I understand that this absence is not directed by any official of the U.S. Government. I further understand that I cannot conduct public business under this authorization. Accordingly, I will not be entitled to reimbursement for travel, per diem, or any other expenses. I understand that I have the right to cancel it at any time and return to my regular place of duty. Authorized Hometown Recruiter Assistance Program (HRAP) dates: 20090801 to 20090810 Chargeable leave is from <u>20090811</u> to <u>20090820</u>					
PART II - EMERGENCY LEAVE TRANSPORTATION AND TRAVEL					
18. You are authorized to proceed on official travel in connection with emergency leave and upon completion of your leave and travel w return to home station (or location) designated by military orders. You are directed to report to the Aerial Port of Embarkatio (APOE) for onward movement to the authorized international airport designated in your travel documents. All additional travel is chargeable to leave. Do not depart the installation without reservations or tickets for authorized space required transportation. File a no-pay travel voucher with copy of your travel documents or boarding pass within 5 working days after your return. Submit request for leave extension to your commander. The American Red Cross can assist you in notifying your commander of your request for extension of leave.					
19. INSTRUCTIONS FOR SCHEDULING RETURN TRANSPORTATION: For return military travel reservations in CONUS call the MAC Passenger Reservation Cente (PRC): Should you require other assistance call PAP:					
20. DEPARTED UNIT		21. ARRIVED APOC	22. ARRIVED APOE (return only)	23. ARRIVED HOME UNIT	
PART III - DEPENDENT TRAVEL AUTHORIZATION					
25. <input type="checkbox"/> (Space available or required cash reimbursable) <input type="checkbox"/> ONE WAY <input type="checkbox"/> ROUND TRIP <input type="checkbox"/> (Space required) TRANSPORTATION AUTHORIZED FOR DEPENDENTS LISTED IN BLOCK NO. 2:					
DEPENDENT INFORMATION					
a. DEPENDENTS (Last name, First, MI)	b. RELATIONSHIP	c. DATES OF BIRTH (Children)	d. PASSPORT NUMBER		
PART IV - AUTHENTICATION FOR TRAVEL AUTHORIZATION					
26. DESIGNATION AND LOCATION OF HEADQUARTERS			27. ACCOUNTING CITATION		
28. DATE ISSUED	29. TRAVEL ORDER NUMBER	30. ORDER AUTHORIZING OFFICIAL (Title and signature) OR AUTHENTICATION			

DA FORM 31, SEP 1993

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Figure 7-1. Sample DA Form 31

f. The TRADOC HRAP manager at initial entry training (IET) installations will ensure that appropriate steps are taken to establish HRAP participation in conjunction with reporting dates to first duty assignment CONUS or outside continental United States (OCONUS). The TRADOC will publish supplemental guidance with respect to the operational and functional requirements to ensure maximum support of HRAP. The TRADOC Soldiers will receive a safety briefing from their parent unit prior to departure.

g. For ACOM procedures—

- (1) Soldiers must meet all requirements of this regulation.
- (2) Soldiers must complete DA Form 31 and submit it through their chain of command.
- (3) The installation HRAP POC will submit an electronic HRAP application to the USAREC program manager, who will approve/disapprove and assign to recruiting stations electronically. The installation HRAP POC will notify the HRAP applicant of approval/disapproval and recruiting station assignment.
- (4) Established port call dates will not be changed to participate in HRAP.
- (5) Soldiers may voluntarily terminate their participation in the HRAP at any time and return/proceed to their normal/scheduled duty location.
- (6) The installation HRAP POC must enter appropriate information to input/update the Soldier's record in the HRAP database. The HRAP POC must change the Soldier's status to applied prior to submission for duty consideration. Upon the Soldier's departure from the installation, the HRAP POC must return to the HRAP database and change the Soldier's application record status to notify USAREC of the Soldier's departure and expected arrival.
- (7) Army Command Soldiers will receive a safety briefing from their parent unit prior to departure.

h. Duty requirements for HRAP Soldiers include—

- (1) Soldiers will report to the designated recruiting station with approved DA Form 31 on the day HRAP commences.
- (2) Soldiers will perform multiple recruiting tasks to support the recruiting activities in and around the local recruiting station. Soldiers will receive an in-brief from USAREC personnel on specific referral techniques and goals. Soldiers will understand that their goal is to raise awareness and assist in finding qualified prospects for enlistment and prospective officer and/or warrant officer candidates.
- (3) Soldiers will work no more than 24 hours per week performing HRAP duties.
- (4) Soldiers will hand carry DA Form 31 to parent/gaining unit to complete processing of PTDY and leave dates after the station commander has completed DA Form 31, block 17, by annotating HRAP start/end dates and signing to verify completion of HRAP participation prior to releasing HRAP participant. This will ensure that Soldiers receive proper credit for PTDY and leave.

Note. Duty periods are recorded in the HRAP database and the HQ USAREC personnel are not required to maintain a residual copy of DA Form 31.

i. The HRAP Soldiers will not—

- (1) Drive applicants to military entrance processing station (MEPS) or medical appointments.
- (2) Run police/court record checks or requests for references.
- (3) Drive government-owned vehicles.

j. The recruiting station commander will—

- (1) Update electronic HRAP database within 48 hours of the projected arrival/departure. Annotate arrival, departure, and productivity data on each HRAP Soldier in the HRAP database.
- (2) Make maximum use of HRAP Soldiers within the community.
- (3) Brief HRAP Soldiers on—
 - (a) Duties and responsibilities.
 - (b) Hometown Recruiter Assistance Program, SRAP, and active duty for special work (ADSW) Soldiers In-Processing Checklist.
 - (c) Recruiting station chain of command and mission.
 - (d) Basic MEPS overview.
 - (e) Basic lead-producing activities.
 - (f) Recruiting improprieties, policies, and procedures.
 - (g) Uniform Code of Military Justice jurisdiction (jurisdiction remains with the parent installation).
- (4) Reinforce importance of Soldiers maintaining DA Form 31 for proper credit of HRAP duty and leave when they arrive at or return to gaining/parent installation.
- (5) Evaluate HRAP Soldiers based on personal behavior and military bearing, and if necessary release Soldiers based on the following reasons:
 - (a) Soldier's choice.

- (b) Medical evaluation, motivation, discipline, ineffectiveness of the Soldier, or cancellation by station commander.
- k. Soldiers who have mandatory follow-on training after AIT (airborne training, air assault training)—
 - (1) Are eligible to perform a subsequent HRAP tour following completion of mandatory follow-on training.
 - (2) Should be considered for this program while waiting for class start date, if time permits.
- l. Submission of all HRAP applications to the HRAP Web site will be submitted online.
 - (1) The IET (AIT/OSUT) and special event participation as designated by DCS, G-1 Soldiers will be entered by TRADOC installations/schools. The internet address for the HRAP Web site is <http://www.usarec.army.mil/hrap> or <http://www.2k.army.mil>.
 - (2) The USAREC personnel will enter all other HRAP applications, including walk-in volunteers.
 - (3) All others will be submitted by the recommending Army installation.
- m. The IET (AIT/OSUT) installation HRAP POC will request HRAP Web site user identifications and passwords from hrap@usaac.army.mil, and USAREC units will request HRAP Web site user identifications and passwords from hq-hrap@usarec.army.mil.
- n. Officer participation in HRAP includes the following:
 - (1) Follow volunteer procedures as stated in paragraph 7-3 of this regulation.
 - (2) In order for officers to be used most effectively—
 - (a) Officers will coordinate directly with the recruiting battalion executive officer where they wish to perform HRAP in a PTDY status.
 - (b) Recruiting battalion executive officers will determine the best way to use the officer during HRAP duty. Itinerary and duties will be commensurate with the officer's grade.
 - (c) Officers will be made aware that they are not authorized per diem while participating in HRAP.
- o. Recruiting Battalions will—
 - (1) Submit an electronic HRAP application on all officers accepted by the battalion executive officer. Applications must identify the recruiting station identification code that the officer will be performing duty and ensure that the record is applied and approved in order to meet compliance standards within the HRAP database.
 - (2) Ensure company commanders and/or station commanders are aware that an officer has been accepted for HRAP duty by the battalion executive officer and will be performing HRAP duty in their recruiting area of operation.
- p. Duty requirements for officers—
 - (1) Officers will report to the designated duty location with approved DA Form 31 on the day HRAP commences.
 - (2) Officers will perform multiple recruiting tasks to support the recruiting activities in and around the assigned recruiting area of operation.
 - (3) Officers will receive an in-brief from USAREC personnel on specific referral techniques and goals. Officers will understand that their goal is to raise awareness and assist in finding qualified prospects for enlistment and prospective officer and/or warrant officer candidates.
 - (4) Officers will work no more than 24 hours per week performing HRAP duties.
 - (5) Officers will hand carry DA Form 31 to parent/gaining unit to complete processing of PTDY and leave dates after the company commander or station commander has completed DA Form 31, block 17, by annotating HRAP start/end dates and signing to verify completion of HRAP participation prior to releasing officers, which will ensure that officers receive proper credit for PTDY and leave.

Note. Duty periods are recorded in the HRAP database and HQ USAREC personnel are not required to maintain a residual copy of DA Form 31.

- q. Recruiting Company Commanders will—
 - (1) Ensure that the electronic HRAP database is updated on all existing HRAP records and walk-participants within 48 hours of the projected arrival/departure. Annotate arrival, departure, and productivity data on each HRAP participant in the HRAP database. The work of the HRAP Soldier must be captured and reflect any leads or contracts associated with the HRAP Soldier's tour. The leads and contracts that are entered into the automated 979 must be accurate and align with the HRAP referrals Army Recruiting Information Support System's record.
 - (2) Make maximum use of officers within the community.
 - (3) Brief officers on—
 - (a) Duties and responsibilities.
 - (b) Completion of HRAP, SRAP, and ADOS Soldiers In-Processing Checklist.
- r. Awards and recognition of HRAP participants— Commanders at all levels are encouraged to recognize outstanding performance. Soldiers may be recognized through local certificates of achievement and letters of appreciation for quality referrals made to recruiting personnel. Commanders may also forward recommendations for an impact military award to the Soldiers unit for consideration.

7-4. Special Recruiter Assistance Program and procedures

- a. The CONUS and OCONUS Soldiers, both officers (commissioned/warrant) and enlisted, who have participated in

Operation Iraqi Freedom (OIF), Operation Enduring Freedom (OEF), or any qualifying operation designated by HQDA may volunteer for the SRAP to further reinforce the Army's commitment to excellence.

b. The Army believes that everyone is responsible for assisting the Army's recruiting efforts and that this is accomplished by—

(1) Obtaining the Chief of Staff of the Army's guidance on Army support to recruiting.

(2) Allowing all Soldiers the opportunity to bridge the gap with America's youth while telling their Army story in their community.

(3) Allowing Soldiers, officer and enlisted, the opportunity to reinforce the Army's commitment to excellence.

(4) Soldiers who are approved for SRAP must return to their hometown or close proximity and assist in local recruiting efforts by promoting "Army awareness" in the community through Soldier-centric activities. Soldiers must be familiar with the geographical area, have peer connections and influence (usually through high school or college, local employment, civic organizations, veterans organizations, and so on), and be able to contribute to the recruiting efforts in this area in order to give them an optimum opportunity to assist in local recruiting efforts.

c. The SRAP participants will serve in a TDY status for a period up to 14 days and may claim reimbursement for travel expenses and per diem allowance for the period of TDY. The SRAP may be taken in conjunction with ordinary leave.

d. Qualifications to participate in SRAP—

(1) Volunteer for SRAP.

(2) Served in OIF, OEF, or any qualifying operation designated by HQDA.

(3) Possess skills necessary to effectively and comfortably communicate with individuals or groups about personal Army experiences.

e. Procedures—

(1) Soldiers must submit their applications online at <http://www.2k.army.mil>.

(2) Headquarters, USAREC SRAP manager will review and forward all requests to the Enlisted Standards Division and Security Branch to be screened for suitability prior to further consideration for this duty.

(3) Soldiers who meet program requirements will be approved for duty and will be notified by the HQ USAREC SRAP manager through e-mail.

(4) All approved Soldiers will submit a DA Form 4187 (Personnel Action) to the HQ USAREC SRAP manager approved and signed by the first O-5/LTC in their chain of command authorizing participation. Soldiers will send their DA Form 4187, via e-mail to hq-hrap@usarec.army.mil. Note: Soldiers not approved by their leadership must notify the HQ USAREC SRAP manager immediately via e-mail hq-hrap@usarec.army.mil so that their application can be closed out.

(5) Upon receipt of the approved and signed DA Form 4187, the HQ USAREC SRAP manager will enter the Soldiers information into the HRAP database and enter the Soldier's social security number into the Defense Travel System (DTS) to associate the Soldier with the DTS SRAP line of accounting.

(6) Soldiers will build a DTS authorization/order for SRAP duty using instructions provided by the HQ USAREC SRAP manager. Soldiers are authorized rental cars and lodging. Soldiers may drive their privately owned vehicle to their duty location, but they will only be reimbursed the cost of airfare if the mileage cost exceeds the cost of a roundtrip ticket. Soldiers may be authorized daily in and around mileage not to exceed 20 miles per day. Soldiers must keep a daily log of destination and miles driven and it must be scanned along with receipts when submitting their travel voucher at the completion of duty.

(7) Units must approve all DTS requests for travel prior to the Soldier departing for duty to eliminate any travel issues.

(8) Soldiers must receive a safety brief from their unit prior to departure for duty.

f. Duty requirements for SRAP participants include—

(1) Soldiers will report to the designated recruiting station commander on the day that SRAP duty commences in Army combat uniform. Soldiers must have a set of Class As for special events and media interviews as appropriate or directed by the battalion/company or station commander.

(2) Special Recruiter Assistance Program Soldiers are authorized to use government-owned vehicles during duty hours to perform official duties, but they must have a valid state driver's license.

(3) Soldiers will work not less than 40 hours per week. These Soldiers will be sharing their Army story and finding qualified candidates for enlisted and officer/warrant officer opportunities.

(4) Soldiers will participate in—

(a) Media events (news release, radio, newspaper; college and universities visits/presentations, and so on).

(b) Organizational events (national/local events, National Hot Rod Association, fairs, career days, and so on).

(c) Centers of Influence and organized clubs (educators, local government, Chamber of Commerce, and so on).

(d) The DEP/DTP functions.

(e) Other events as directed, ensuring maximum effectiveness of the Soldier's activities.

g. Recruiting station commanders will—

- (1) Update electronic HRAP database within 47 hours of the projected arrival/departure. Annotate arrival, departure, and productivity data on each SRAP Soldier in the HRAP database.
- (2) Make maximum use of SRAP Soldiers within the community.
- (3) Brief SRAP Soldiers on—
 - (a) Duties and responsibilities.
 - (b) Hometown Recruiter Assistance Program, SRAP, and ADOS Soldiers In-Processing Checklist.
 - (c) Recruiting station chain of command and mission.
 - (d) Basic MEPS overview.
 - (e) Basic lead-producing activities.
 - (f) Recruiting improprieties, policies, and procedures.
 - (g) Uniform Code of Military Justice jurisdiction (jurisdiction remains with the parent installation).
 - h. Special Recruiter Assistance Program Soldiers are under the command and control of the local Recruiting Battalion Commander during their tour of duty. This command and control may be delegated to the local recruiting company or station commander. The SRAP Soldiers will be evaluated based on personal behavior and military bearing, and if necessary release Soldiers based on the following reasons:
 - (a) Soldier's choice.
 - (b) Medical evaluation, motivation, discipline, or ineffectiveness of the Soldier.
 - i. Awards and recognition of SRAP Soldiers— Commanders at all levels are encouraged to recognize outstanding performance. Soldiers may be recognized through local certificates of achievement and letters of appreciation for quality referrals made to recruiting personnel. Commanders may also forward recommendations for an impact military award to the Soldiers unit for consideration.

Chapter 8

Recruiting Partnership Council

8-1. Objectives

The RPC is a forum to establish a perpetual partnership, improve communications and synchronize recruiting efforts between the USAREC elements, supported USAR units and Army Reserve Careers Division (ARCD) personnel within their respective areas of operation. This effort is guided by HQ USAREC and the DCS, G-1. The ultimate goal of the RPC is to build and sustain unit personnel strength.

8-2. Policy

a. An RPC will be convened at a minimum, annually at the recruiting brigade level and semiannually at the recruiting battalion level. Recruiting battalions covering large geographical areas should consider hosting additional RPCs to meet the needs of the Army Reserve units they support. The Medical Recruiting Battalion (MRB) will host one RPC a year and may participate and support line battalion RPCs.

b. The annual recruiting brigade RPC comprises the recruiting brigade commander, subordinate recruiting battalion commanders, the MRB commander supported USAR major subordinate commanders and regional representatives from ARCD. Alignment of the USAR operation and functional commands may require their attendance at more than one RPC, so coordination between recruiting battalions must be conducted. The MRB and the special missions brigade (SMB) are not required to host RPCs.

(1) The RPC dates must be confirmed and members notified at least 90 days prior to the date of the recruiting brigade RPC. Schedules will be provided to the HQ USARC and HQ USAREC.

(2) Representatives from HQ USAREC and HQ USARC will attend. Recruiting brigades will invite brigade representatives from USACC.

(3) The recruiting brigade commander and command sergeants major (CSM) will host the RPC. Attendance will include the recruiting battalion commanders and CSM. Army Reserve major subordinate command commanders and CSM, and regional representatives from ARCD.

c. The semiannual recruiting battalion RPC will be hosted by the recruiting battalion commander and CSM. Recruiting company commanders and first sergeants (1SGs), supported USAR commanders, CSM, 1SGs, and ARCD personnel must attend. Medical Review Board commanders and CSM will host at least one RPC annually and provide representatives at the line recruiting battalion RPCs.

(1) The recruiting battalion RPC will be convened at least semiannually (by fiscal year) or more frequently, as required, as mutually determined by the recruiting battalion, supported USAR commanders and ARCD representatives. Care should be taken to ensure meetings are scheduled apart as evenly as practicable. The RPC date must be confirmed and members notified at least 90 days prior to the date of the RPC. Schedules will be provided to HQ USAREC through the chain of command, and HQ USAREC will provide copies to HQ USARC Personnel Directorate.

(2) A representative from the recruiting brigade will attend. HQ USAREC and HQ USARC representatives may

attend. Recruiting battalions will invite battalion representatives from USACC and ROTC units within their area of support.

(3) Recruiting and USAR unit commanders must obtain written approval from the first O-6/colonel (O-6 COL) in the chain of command to be excused from attending a battalion RPC. Recruiting unit memorandums will be scanned and forwarded to the attention of USAR OPS at G3Tasking@USAREC.ARMY.MIL. Army Reserve unit memorandums will be scanned and forwarded to ARAccessions@USAR.ARMY.MIL.

(4) The format for the battalion RPC must encompass the importance of the recruiting mission, and the severity of unit shortages and ways to improve.

(5) The battalion RPC will stress the requirement of a unified effort to comprise a deliverable product that addresses both the unit recruiting plan and the DTP training plans.

(6) An optional format for the recruiting battalion RPC involves break-out groups of USAR and USAREC personnel to discuss and address local issues, and to collectively formulate courses of action to improve unit strength and enhance the recruiting effort.

(7) Schedule councils preferably on Fridays, Saturdays, or in conjunction with battle assemblies/drills.

d. Recruiting companies may also host RPCs, above and beyond the battalion semiannual requirement, to bridge the gap between battalion RPCs.

e. The USAR Mission Support Commands (MSCs) are responsible for funding travel for their representatives to attend RPCs.

8-3. Program responsibilities and procedures

a. The USAREC will—

(1) Monitor overall RPC programs to ensure RPCs are being conducted properly.

(2) Provide RPC schedules to HQ USARC, Personnel Directorate.

(3) Provide assistance when requested.

(4) Maintain file of all RPC minutes and AAR comments. Forward minutes and AAR comments to HQ USARC, Personnel Directorate.

(5) Coordinate to solve problems when the councils seek assistance.

b. Recruiting brigade commanders (excluding the MRB, SMB) will—

(1) Chair respective councils and coordinate council activities.

(2) Convene recruiting brigade RPC annually in accordance with paragraph 8-2, above.

(3) Monitor subordinate recruiting battalion RPC issues and proceedings through review of their minutes and AAR comments.

(4) Coordinate with USAR MSCs to resolve issues when recruiting battalion RPC seeks assistance.

(5) Ensure minutes and AAR comments are forwarded to HQ USAREC and HQ USARC, Personnel Directorates.

(6) Retain copies of recruiting brigade and recruiting battalion RPC minutes and AAR comments for 1 year.

c. Recruiting brigade operations officers will—

(1) Ensure minutes and AAR comments of recruiting brigade RPC are recorded and published as information to the RPC membership.

(2) Ensure recruiting brigade RPC minutes and AAR comments are submitted to HQ USAREC Operations Directorate and HQ USARC, Personnel Directorate (reports control exempt, AR 335-15).

(3) Ensure recruiting brigade RPC minutes and AAR comments are captured and submitted per guidance above not later than 10 working days after the date of the meeting.

(4) Review subordinate recruiting battalion RPC minutes and AAR comments to ensure compliance with this regulation.

(5) Forward recruiting battalion minutes and AAR comments 5 working days after receipt.

d. Recruiting battalion commanders will—

(1) Chair respective councils and coordinate council activities.

(2) Convene recruiting battalion RPC biannually in accordance with paragraph 4*b.*

(3) Ensure minutes and AAR comments are recorded and published as information to RPC members. Required entries on the minutes and AAR comments will be attendees, issues that were discussed, date, time, and place of the next meeting and a minimum of 6 AAR comments; three sustain and three improve for the next meeting. Forward a copy of respective recruiting brigade HQ not later than 10 working days after the date of the meeting.

(4) Retain RPC minutes and AAR comments on file for 1 year.

e. The USARC, Personnel Directorate will—

(1) Monitor council issues and proceedings through review of the minutes and AAR comments published by the councils' chairs.

(2) Coordinate to solve problems when the council seeks assistance.

(3) Provide a representative who is able to speak for the command in all matters brought before the council, as required.

8-4. Common areas of interest

a. Brigade RPCs (as applicable)—

(1) Referral and SMART, Army Reserve Recruiting Assistance Program (AR-RAP), Army Recruiting Assistance Program (A-RAP) recruiting assistance programs.

(2) The REQUEST Vacancy System.

(3) Local advertising support.

(4) Impact of force structure changes on recruiting and USAR units.

(5) Unit sponsorship and future Soldier training programs.

(6) Compliance with regulations, policies and memorandums of agreement and understanding.

(7) Special missions recruiting (health professionals, chaplain, warrant officer, and so on).

(8) Training seat issues and scheduling of initial military training (IMT).

(9) Reserve Soldiers enlisting in the Active Army.

(10) Reserve Officers' Training Corps/Simultaneous Membership Program (ROTC/SMP).

(11) New or changed incentives and benefits.

(12) New or changed USAR enlistment options.

(13) Review previously discussed RPC issues and dueouts.

(14) Establish dueouts/deliverables.

(15) Determine date, time and place of next council.

(16) Publish AAR and minutes of the RPC.

b. Battalion RPCs (as applicable)—

(1) Referral and recruiting assistance programs (SMART, AR-RAP, A-RAP).

(2) REQUEST Vacancy System.

(3) Local advertising support.

(4) Location of recruiters and their association with specific USAR units.

(5) Market analysis in relation to force structure changes; discuss the impact on recruiting and USAR units.

(6) Unit recruiting plan.

(a) Recruiting priorities.

(b) ADOS program.

(c) Significant recruiting events.

(d) Unit marketing opportunities.

(e) Integration of PaYS and/or USAR employer outreach program.

(f) Future Soldier training.

(g) Advertising plan.

(7) Unit sponsorship programs; DTP.

(8) Compliance with regulations, policies and memorandums of agreement and understanding.

(a) Resolve issues or problems to ensure that both recruiting and USAR units are adhering to established regulations, policies.

(b) Develop controls to sustain positive trends and overcome negative trends.

(9) Healthcare professions recruiting.

(10) Recruiting for hard to fill and old unit vacancies.

(11) Training seat issues and scheduling of IMT.

(12) Reserve Soldiers enlisting in the Active Army.

(13) The ROTC/SMP.

(14) New or changed USAR enlistment options.

(15) Review previously solicited agenda items and dueouts.

(16) Army Reserve commander's feedback on enlistments and transfers.

(17) Human Resources Command problems such as obtaining reenlistment eligibility codes and separation documents.

(18) Promotion opportunities for recruits before IMT.

(19) Identification of USAR personnel for involvement in the centers of influence programs.

(20) Commitments between recruiting battalion and USAR feedback from battalion-level RPCs.

(21) Establish dueouts/deliverables.

(22) Establish dueouts/deliverables.

c. The brigade and battalion will conduct and publish an AAR upon completion of each RPC. The RPC will plan,

coordinate, and maintain supportive relationships between local recruiting organizations and the supported USAR units. Each RPC will resolve to the fullest extent possible issues which create adverse working relationships. Minutes and AAR comments of each meeting will be recorded by the respective recruiting brigade or recruiting battalion. Include a detailed summary of all attendees, items discussed and AAR comments from the RPC. The RPC Chair will forward copies of minutes and AAR comments to HQ USAREC and HQ USARC (Personnel Directorates).

d. At every battalion RPC, a unit recruiting plan will be developed for each unit in attendance. This plan will be back briefed to the recruiting battalion commander and senior USAR commanders present.

e. Recruiting brigade and recruiting battalion commanders chair and host the council. Representatives from supported USAR commands and units will attend RPCs. Council representatives of any participating command may request a special meeting of the RPC.

f. Most problems that surface through the councils are resolved quickly at the local level. If an issue is not resolved at recruiting battalion and USAR unit level, it should be quickly identified to the recruiting bridge/HQ USAREC or USAR MSC and HQ USARC level for resolution.

g. Frequent informal sessions between USAR units, company or detachment commanders, and supporting recruiting company and recruiting station commanders are encouraged to promote—

- (1) Synchronized recruiting effort.
- (2) Development of local recruiting programs.
- (3) Resolution of issues of local interest.
- (4) Early identification of issues that require attention of higher headquarters.

Appendix A References

Section I Required Publications

AR 11-2

Managers' Internal Control Program (Cited in para 1-8*m*.)

AR 335-15

Management Information Control System (Cited in para 8-3*c*(2).)

AR 360-1

The Army Public Affairs Program (Cited in para 1-5*a*.)

AR 600-8-10

Leaves and Passes (Cited in paras 7-3*a*, 7-3*b*.)

DFAS-IN Regulation 37-1

Army Accounting Guidance and Fund Control (Cited in paras 2-3*l*, 2-3*p*.)

Section II Related Publications

A related publication is a source of additional information. The user does not have to read it to understand this publication.

AR 25-55

The Department of the Army Freedom of Information Act Program

AR 135-200

Active Duty for Missions, Projects, and Training for Reserve Component Soldiers

AR 215-1

Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities (Cited in para 1-9*r*.)

AR 340-21

The Army Privacy Program

AR 600-8-105

Military Orders

AR 601-208

Recruiting/Reenlistment Advertising Program

DODD 5500.7

Standards of Conduct

JFTR

Joint Federal Travel Regulations

31 USC 1517

Prohibited obligations and expenditures

Section III Prescribed Forms

This section contains no entries.

Section IV Referenced Forms

DA Form 11–2–R

Management Control Evaluation Certification Statement

DA Form 31

Request and Authority for Leave

DA Form 2028

Recommended Changes to Publications and Blank Forms

DA Form 4187

Personnel Action

DD Form 448

Military Interdepartmental Purchase Request

Appendix B**Management Control Evaluation Checklist****B–1. Function**

The function covered by this checklist is the administration of the management control process.

B–2. Purpose

The purpose of this checklist is to assist unit managers and management control administrators (MCAs) located at recruiting battalions and brigades in evaluating the key management controls for DEP/DTP and E/COI events funding. It is not intended to cover all controls.

B–3. Instructions

Answers must be based on the actual testing of key management controls (for example, document analysis, direct observation, sampling, simulation, other). Answers that indicate deficiencies must be explained and corrective action indicated in supporting documentation. These key management controls must be formally evaluated at least once every 5 years. Certification that this evaluation has been conducted must be accomplished on DA Form 11–2–R (Management Control Evaluation Certification Statement).

B–4. Test questions

- a.* Is there local management control guidance that defines management control responsibilities and required actions?
- b.* Are managers and MCAs trained in, and do they understand, their management control responsibilities?
- c.* Are explicit statements of management control responsibility included in performance agreements for commanders and managers down to accessible unit manager level?
- d.* Is a management control plan established and maintained to describe how key management controls will be evaluated over a 5–year period?
- e.* Are management control evaluations conducted in accordance with the management control plan and prompt action taken to correct any management control weaknesses detected?
- f.* Is the senior responsible official advised of potential material weaknesses detected through management control evaluations or from other sources?
- g.* Are fund control logs being maintained by recruiting battalions or brigades?
- h.* Are expenditures for the DEP/DTP functions, Recruiting Partnership Council meetings and E/COI events approved prior to the function?
- i.* Are approved expenditures for DEP/DTP functions, Recruiting Partnership Council meetings and E/COI events supported by receipts?

B–5. Supersession

This checklist replaces the checklist for “Financial Management/Internal Controls—Section 2” previously published in DA Circular 11–89–1.

B–6. Comments

Help to make this a better tool for evaluating management controls. Submit comments to: Assistant Secretary of the Army (Financial Management and Comptroller) (SAFM–FOM), 109 Army Pentagon, Washington DC 20310–0109.

Glossary

Section I Abbreviations

1SG

first sergeant

AAR

After Action Review

ACES

Army Continuing Education System

ACOM

Army Command

ADSW

active duty for special work

ADOS

Active Duty Operation Support

AIT

advanced individual training

AMEDD

U.S. Army Medical Department

AOC

areas of concentration

A-RAP

Army Recruiting Assistance Program

ARCD

Army Reserve Careers Division

AR-RAP

Army Reserve Recruiting Assistance Program

ARNG

Army National Guard

ARNGUS

Army National Guard of the United States

ASA(M&RA)

Assistant Secretary of the Army (Manpower and Reserve Affairs)

ASVAB

Armed Services Vocational Aptitude Battery

CASA

Civilian Aides to the Secretary of the Army

CAR

Chief, Army Reserve

CG

commanding general

CSM

command sergeant major

COI

centers of influence

COL

colonel

CONUS

continental United States

DA

Department of the Army

DAT

Dental Admission Test

DCS, G-1

Deputy Chief of Staff, G-1

DEP

Delayed Entry Program

DFAS-IN

Defense Finance and Accounting Service, Indianapolis

DOD

Department of Defense

DODD

Department of Defense directive

DTP

Delayed Training Program

DTS

Defense Travel System

E/COI

Educator/Centers of Influence

FOA

field operating agency

FORSCOM

U.S. Army Forces Command

HQ

Headquarters

HQDA

Headquarters, Department of the Army

HRAP

Hometown Recruiter Assistance Program

IADT

initial active duty for training

IET

initial entry training

IMT

initial military training

ITO

invitational travel orders

LTC

lieutenant colonel

MCA

management control administrators

MCAT

Medical College Admission Test

MEPS

military entrance processing station

MOS

military occupational specialty

MRB

Medical Recruiting Battalion

MSC

Mission Support Command

NGB

National Guard Bureau

OCAR

Office of the Chief, Army Reserve

OCONUS

outside continental United States

OCPA

Office of the Chief, Public Affairs

OEF

Operation Enduring Freedom

OIF

Operation Iraqi Freedom

OSUT

one station unit training

PaYS

Partnership for Youth Success

POC

point of contact

PTDY

permissive temporary duty

ROTC

Reserve Officers' Training Corps

RPC

Recruiting Partnership Council

RSID

recruiting station identification

SES

Senior Executive Service

SMART

Sergeant Major of the Army Recruiting Team

SMB

special missions brigade

SMP

Simultaneous Membership Program

SRAP

Special Recruiter Assistance Program

TAIR

Total Army Involvement in Recruiting

TDY

temporary duty

TRADOC

U.S. Army Training and Doctrine Command

USAAC

U.S. Army Accessions Command

USACC

U.S. Army Cadet Command

USAHRC

U.S. Army Human Resources Command

USAR

U.S. Army Reserve

USARC

U.S. Army Reserve Command

USAREC

U.S. Army Recruiting Command

USC

United States Code

USMEPCOM

U.S. Military Entrance Processing 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 designated to create a favorable impression of the Army, such as skills demonstrations, and participation in parades or other events.

Centers of influence

Individuals who can help develop a better image of the Army, influence individuals to enlist in an Army program, or refer names of leads to Army recruiters. They can be civic or business leaders, educators, members of professional groups, groups of high school or college students identified as class leaders or influencers, news media representatives, nurses, convention officials or other influential individuals or groups.

Gaining chain of command

Chain of command that Soldier is to report to as it is published on his permanent change of station orders.

General Officer Recruiting Support Program

A program to increase general officer involvement in recruiting activities by inviting general officers and other senior Army leaders to support each recruiting battalion activities where they can have a positive impact on the recruiting environment. Support activities include participating in recruiting battalion training conferences, community activities and DEP/DTP events, addressing civic organizations, high school and/or college events, business and community leaders and influencing area community and business leaders to support local recruiting efforts.

Leads

Information pertaining to prospects for Army enlistment. Leads should contain a name and address or phone number of a potential recruit.

Promotional assets

Any asset which has the potential of generating leads and creating increased awareness of opportunities available in the Total Army such as skill clinics, equipment displays, and speakers.

Parent chain of command

Chain of command that approved HRAP permissive TDY.

Prospect

An individual who has indicated interest in an enlistment or commission through face-to-face or telephonic contact, or COI, DEP/DTP member or hometown recruiter aide referral.

Prospect campaign

The main campaign directed under the TAIR program. This campaign is intended to reach the primary audience and increase enlistments of high school diploma graduate and high school senior accessions into the DEP and DTP by placing Army promotional assets in high schools and colleges.

Total Army Involvement in Recruiting Program Manager

Any individual in USAREC who manages the TAIR program on a daily basis and is directly involved with funding and coordination of TAIR events and providing information pertinent to the TAIR program as required. TAIR projects, by category, are the following:

a. Army parachute team projects. Projects involving presentations made by members of Army parachute teams in high school and college classrooms. Army precision parachuting team demonstrating at large public gatherings such as pro-football games and other national interest level events.

b. Bands. Elements from Army bands conducting skill clinic presentations at high schools and colleges, or skill auditions with prospects interested in the band MOS. Band concerts or marching bands or combos employed to perform in-house concerts or march and perform in public events or high schools. This category also includes Army choral groups.

c. Drill teams and ceremonial units. Elements of the Army Drill Team or ceremonial units which conduct skill clinic demonstrations at high schools and colleges. Army drill teams, historical cavalry units, or color guards marching in public events or high schools. Includes posting of the colors at sports and other ceremonial type activities.

d. MOS skill clinics. Skill team presentations to prospects in high school and college classrooms. These may consist of one Army sourced military language instructor from the Defense Language Institute visiting a high school or college foreign language classroom. These projects may also include showing and demonstrating easily transportable equipment that can be taken into the classroom.

e. Sports clinics. Contingents from Army sports teams presenting sports skill demonstrations to prospects at high schools and colleges. These teams include individuals recognized by officials from installation recreation and sports activities office who possess above average sport skills. Such projects draw the attention of prospects to the Army with recruiters present to answer Army career opportunity questions. Contingents from Army sports teams performing as a special attraction at national interest level public events such as pro-football games.

f. Exhibits and displays. Army displays, such as communications equipment, radar equipment, and vehicles as well as ACOM equipment, exhibits or displays placed on the grounds of high schools and colleges. Manned static Army displays at fair grounds or other similar public festivals.

g. General officer speakers. Active Army and USAR general officers (includes CASA) addressing high school seniors or graduates and college students. Active Army and USAR general officers (includes CASA) also addresses civic organizations and other COI groups.

h. Installation orientation tours. One day informational guided tours for Active Army and USAR prospects at Army installations and activities which highlight Army skill opportunities, equipment and training.

Total Army Involvement in Recruiting

Recurring and continued involvement of the entire Army supporting the U.S. Army recruiting effort by providing personnel and equipment for use in promotional activities.

Total Army Involvement in Recruiting unit support coordinator

Any individual at 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.

U.S. Army Recruiting Command, Hometown Recruiter Assistance Program Manager

Any individual in USAREC who manages the HRAP and SRAP program on a daily basis and is directly involved with coordination of HRAP participants and providing information pertinent to the HRAP program as required.

Section III

Special Abbreviations and Terms

This section contains no entries.

UNCLASSIFIED

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