AR 601-2

Army Regulation 601–2 cy 2

Personnel Procurement

Promotional Recruiting Support Programs

APR 6

Headquarters
Department of the Army
Washington, DC
29 April 1991

SUMMARY of CHANGE

AR 601-2
Promotional Recruiting Support Program

This revision--

- Seeks to have USMEPCOM under directions of DCSPER, as executive agent for centers of influence (COI) events (para 1-4).

- Indicates that recruiter support programs apply to the USAREC USAR as well as RA enlistment missions and that all promotional recruiting support program assets will be supportive of USAR as well as RA mission (para 1-9).

- Changes USAREC unit terminology from Recruiting Regions to Brigades, and from Districts to Battalions; recognizes USMEPCOM, the new recruiting brigade boundaries, the new Community and Family Support Center as this new field operating agency (para 1-10).

- Substitutes the term "test score category" for "mental score category" (para 2-1).

- Combines the General Officer Recruiting Battalion Sponsorship Program and the General Officer Speaker Program into one program with both functions being embraced under the General Officer Sponsor Program (GOSP) term as done at HQ USAREC; substitutes the word "forum" for "platform" in order to prevent confusion with the agreement as described in DOD IG inspection, 1982-83 (para 3-1).

- Seeks to minimize cost of tours by having them conducted at the nearest "appropriate installation"; states that Joint Travel Regulations will be used as the basis to authorize the payment of travel and transportation expenses for Educator/Centers of Influence Tours; and changes the E/COI tour for a minimum of 20 E/COI on a tour to 14 E/COI and 2 USAREC escorts (para 4-2).

- Incorporates a more explicit procedure for conducting an E/COI tour, as requested by HQ USAREC (para 4-3).

- Sets limit of $1,000 for center of influence (COI) events, requests for exceptions to this policy may be delegated in writing by the CG, USAREC, to his brigade commanders; provides a better measure of meal cost limits (para 5-2).

(Continued on inside back cover)

Headquarters
Department of the Army
Washington, DC
29 April 1991

*Army Regulation 601–2

Effective 29 May 1991

Personnel Procurement

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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History. This UPDATE printing publishes a revision of this publication. Because the publication has been extensively revised, the changed portions have not been highlighted.

Summary. This regulation establishes policies, procedures, and instructions 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; and Delayed Entry Program/Delayed Training Program Functions.

Applicability. This regulation applies to the Active Army, Army National Guard, and U.S. Army Reserve. 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.

Internal control systems. This regulation is subject to the requirements of AR 11–2. It contains internal control provisions but does not contain checklists for conducting internal control reviews. These checklists are found in DA Circular 11–88–1.

Supplementation. Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval from HQDA (DAPE–MPA), WASH DC 20310–0300.

Interim changes. Interim changes to this regulation are not official unless they are authenticated by the Administrative Assistant to the Secretary of the Army. Users will destroy interim changes on their expiration dates unless sooner superseded or rescinded.

Suggested improvements. The proponent agency of this regulation is the Office of the Deputy Chief of Staff for Personnel. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQDA (DAPE–MPA), WASH DC 20310–0300.

Distribution. Distribution of this publication is made in accordance with the requirements on DA Form 12–09–E, block number 3627, intended for command levels C and D for Active Army, ARNG and USAR.

Contents (Listed by paragraph number)

Chapter 1
Promotional Recruiting Support Programs

Section I
Introduction
Purpose • 1–1
References • 1–2
Explanation of abbreviations and terms • 1–3

Section II
Responsibilities
Deputy Chief of Staff for Personnel (DCSPER) • 1–4
Commanding General, U.S. Army Personnel Command (CG, PERSCOM) • 1–5
Chief of Public Affairs • 1–6
Chief, National Guard Bureau (NGB) • 1–7
Chief, Army Reserve • 1–8
Commanding General, U.S. Army Recruiting Command • 1–9
Commanders of major Army commands, Army field elements, and field operating agencies • 1–10

Chapter 2
Total Army Involvement in Recruiting Program
Objectives • 2–1
Policy • 2–2
Procedures • 2–3

Chapter 3
General Officer Sponsor Program
Objectives • 3–1
Policy • 3–2
Procedures • 3–3

Chapter 4
Educator/Centers of Influence Tour Program
Objectives • 4–1
Policy • 4–2
Procedures • 4–3

Chapter 5
Centers of Influence Events Program
Objectives • 5–1
Policy • 5–2
Procedures • 5–3

Chapter 6
Delayed Entry Program/Delayed Training Program Functions
Objectives • 6–1
Policy • 6–2
Procedures • 6–3

Appendix A. References

Glossary

Index

*This regulation supersedes AR 601–2, 1 August 1983.

Chapter 1
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. Total Army Involvement in Recruiting (TAIR) Program, whereby major Army commands (MACOM), field operating agencies (FOA), the Army National Guard (ARNG), and the U.S. Army Reserve (USAR) furnish equipment and personnel as requested by the U.S. Army Recruiting Command (USAREC) to participate in recurring and continued promotional activities which enhance attainment of the Total Army recruiting mission. The TAIR program is focused on two basic campaigns:

(1) Prospects (primary), and

(2) Army Awareness (secondary).

b. The General Officer Sponsor Program (GOSP) supports and encourages the recruiting field force and gives information on Army opportunities and options to centers of influence (COI), parents, and students.

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.

1–2. References
Required and related publications 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 for Personnel (DCSPER)
The DCSPER will—

a. Establish policy for the conduct of the Regular Army (RA) and USAR promotional recruiting programs and provide guidance to USMEPCOM in regards 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 Personnel Command (CG, PERSCOM)
The CG, PERSCOM will—

a. Promote use of Army bands in RA and USAR recruiting promotion projects.

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

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

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 (ACES) for distribution to schools.

f. Provide resupply of recruiting publicity items (RPI) to field recruiters from the Publications Distribution Center according to memorandum of understanding with USAREC.

g. Provide quarterly listings of all Individual Ready Reserve (IRR) personnel to USAREC and Reserve Components to assist in recruiting prior service personnel.

h. Provide promotional materials on specific educational programs and services to MACOMs, USAREC, Reserve Officer Training Corps (ROTC), Office of the Chief of Public Affairs (OCPA), Office of the Secretary of the Army, and installation education centers. Materials may include speech inserts, slides, news and electronic releases, and graphics.

1–6. Chief of Public Affairs
The Chief of Public Affairs will—

a. Provide public affairs guidance for RA and USAR promotional recruiting support programs to Army commands and agencies.

b. Coordinate public information releases for promotional recruiting support programs to the news media.

c. Develop public affairs initiatives to expand the public's knowledge and understanding of the Army's recruiting efforts.

d. Encourage Army speakers to include recruiting messages in speaking engagements and contacts with citizens. Provide speech file service and other supporting materials to Army speakers.

e. Assist with public affairs plans for recruiting campaigns conducted by USAREC.

f. Assist USAREC in placing recruiting information packets with Army members whose interaction with the civilian community is frequent.

g. Encourage coordination between USAREC and installation public affairs offices concerning public events with recruiting potential.

1–7. Chief, National Guard Bureau (NGB)
The Chief, NGB will—

a. Encourage States, through state Adjutant Generals, to support Total Army recruiting efforts as state priorities permit.

b. Encourage States to provide resources (that is, equipment and manpower) of the ARNG to support Total Army recruiting and awareness efforts when RA and USAR resources have been exhausted or when significant cost efficiencies can be accommodated. USAREC requirements on the ARNG will be coordinated through the Adjutant General in the State where the requirement exists. Coordination between USAREC and NGB–ARP–RPM is not required.

c. Encourage participation in recruiting conferences.

1–8. Chief, Army Reserve
The Chief, Army Reserve will—

a. Provide funds to the Commanding General, U.S. Army Recruiting Command (CG, USAREC) 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, GOSP, E/COI tours, COI events, and DTP functions.

c. Conduct a national publicity program for the USAR.

d. Encourage participation in recruiting conferences.

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

1–9. Commanding General, U.S. Army Recruiting Command
The CG, USAREC will—

a. Serve as the executive agency for the DCSPER responsible for execution and supervision of all RA and USAR promotional recruiting support programs.

b. Develop detailed guidance and procedures for conduct of RA 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 RA 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. Measure the effectiveness and efficiency of all promotional recruiting support programs.

g. 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 (Rctg Bn) and Recruiting Brigades (Rctg Bde) when necessary.

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

l. Supply exhibit items for conferences and seminars to OCPA and PERSCOM.

1–10. Commanders of major Army commands, Army field elements, and field operating agencies

These commanders will—

a. Support the Army's RA and USAR recruiting mission as directed by this regulation.

b. Direct subordinate units to assist with promotional recruiting support programs.

c. Seek support for RA and USAR recruiting from COI.

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. Explain and promote ARNG and USAR to both public and command information audiences.

i. Provide recruiting information to installations for use in speaker's kits.

j. Provide public affairs assets to Rctg Bn and promote the positive story such assets produce.

k. Conduct frequent installation tours for groups of influencers and prospects.

l. Respond to support requests made within time frames stated in paragraph 2–3*c*.

m. Provide timely responses to USAREC requests for support as stated in paragraph 2–3*d*. Cancellations of previously approved assets must be minimized in order for recruiters to maintain their credibility in communities.

n. 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.

o. Ensure support personnel participating in promotional recruiting projects are properly briefed/rehearsed prior to their presentation.

p. Provide to USAREC material necessary for publication of catalogs describing available TAIR assets.

q. Promote access to Army clubs, theaters, and other recreational facilities for recruiters, COI, and prospects (AR 215–1).

Chapter 2
Total Army Involvement in Recruiting Program

2–1. Objectives

The objectives of the TAIR Program are to—

a. Help maintain the Army's authorized RA and USAR personnel strength.

b. Help recruit specific military occupational specialties (MOS) and attain the High School Diploma Graduate (HSDG) and test score category (TSC) I–IIIA recruiting goals each fiscal year.

c. Improve the Army's image through the use of promotional assets which increase awareness and interest in Army opportunities.

d. Help maintain coordination between the recruiting force, the Army Staff, the Army in the field, the ARNG, and the USAR.

2–2. Policy

a. Two 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, and similar settings. These include MOS skill clinics and demonstrations; static displays such as communications equipment, radar equipment, and vehicles; and MACOM exhibits. They also include sports, clinics and job fairs. Also included in this category are orientation tours of military installations for RA and USAR enlistee prospects and nurse officer prospects. Orientation tours are not to be confused with annual summer training encampments or drill competition for junior reserve officer training corps (JROTC) students. Orientation tours must be initiated, planned, and conducted by USAREC elements with recruiters present throughout the tour. 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, and public meetings. These activities may include military equipment displays and presentations; demonstration units such as Rangers, Golden Knights, drill teams, and sports demonstration teams; and MACOM exhibits. They may also include speaker programs with general officers and other prominent spokesmen from the Army bands and ceremonial units (participation must meet the criteria in AR 360–61), and job fairs.

b. The MACOMs, FOAs, and USAR will provide maximum support to all elements of the U.S. Army recruiting force in executing the RA and USAR recruiting mission. When RA 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 MACOMs 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 Rctg Bde boundaries in which they are located, will give second priority for support to other Rctg Bde, as requested.

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

2–3. 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 Rctg Bde/Rctg Bn and supporting units will be effected to facilitate early commitment of TAIR assets and processing of TAIR funding documents.

c. The Rctg Bde and Rctg Bn 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) HQDA 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 which may affect use of promotional resources.

g. Requests for USAR man-day space funds required to employ USAR personnel in TAIR projects will be processed according to established USAREC and U.S. Army Forces Command (FORSCOM) 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 man-day space funds are not available for ARNG personnel through USAREC channels. The TAIR funds cannot be used for this purpose.

k. Man-day space funds allocated to USAREC may be used for USAR personnel participating in TAIR projects when funds are available and the project qualifies for such funding. When man-day space funding is not available through USAREC or the USAR unit, USAR assets and personnel may participate during periods of inactive duty training (IDT) 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 31 USC 1517 and AR 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 (POL), and maintenance costs.

o. U.S. Army Parachute Team (USAPT) "add-on" costs will be reimbursed by issuance of DD Form 448.

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

q. The DD Form 448 will be processed per AR 37–1.

Chapter 3
General Officer Sponsor Program

3–1. Objectives

The objectives of the GOSP are as follows:

a. Increase general officer 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 opportunities and the advantages of Army service to influencers and prospects.

d. Provide high level recognition of the recruiter's efforts to meet recruiting goals.

e. Develop new platforms and better methods to convey the Army's recruiting message to influencers and prospects.

f. Improve relationships with the high school and college markets and improve awareness of Army opportunities.

g. Maintain the involvement of U.S. Army General Officers in support of USAREC Total Army recruiting objectives.

3–2. Policy

a. Two general officers (one RA and one USAR), will be invited to serve as a "sponsor" for each Rctg Bn.

b. General officers invited to participate in the GOSP should have an appropriate connection, such as an "historical tie" with the geographical area of the Rctg Bn.

c. General officer sponsors may be asked to—

(1) Participate in Rctg Bn training conferences to help motivate recruiters through recognition of their efforts.

(2) Address civic groups, organizations, and other COI to improve the recruiting program.

(3) Encourage other prominent Army spokesmen to appear on behalf of the Rctg Bn and for the Army's recruiting program, consistent with standards of conduct as prescribed in AR 600–50.

d. Other RA, ARNG, USAR general officers, and Civilian Aides to the Secretary of the Army (CASA) may be asked to participate in the GOSP.

e. General Officers may be asked to help improve relationship with the high school and college markets and improve awareness of Army opportunities.

f. Audiences for general officer sponsors will be selected in the following order of priority:

(1) Primary influencers of high school seniors, graduates, and their parents, and educators and counselors.

(2) Media reaching high school seniors and graduates.

(3) College students.

(4) Potential applicants who are high school seniors and graduates.

3–3. Procedures

a. The USAREC will accomplish the following actions:

(1) Coordinate with the Office of General Officer Management (DACS–GOM) to obtain a list of potential RA and USAR general officer sponsors and identify officers with appropriate connections, such as "historical ties" with the geographical areas of specific Rctg Bn.

(2) Formally invite the selected general officer to sponsor the designated Rctg Bn.

(3) Provide general officer sponsors with fact sheets for their participation in training conferences and other activities.

(4) Arrange administrative and logistical support for the sponsor's participation and provide data on—

(a) Mission accomplishments.

(b) Current mission, Rctg Bn organization, and strength.

(c) The recruiting environment.

(d) The need for speakers.

(e) Other support in which the sponsor may be able to assist.

(5) Provide the sponsor with periodic updates and speech material, and recommend proposed activities for the sponsor that best support the Rctg Bn.

b. Other general officer sponsor involvement. The USAREC will—

(1) Coordinate with the Office of General Officer Management (DACS–GOM) to maintain a current list of general officers, to include colonels promotable, stationed in the continental United States (CONUS).

(2) Coordinate with the OCPA to maintain and update a list of CASAs.

(3) Formally invite appropriate individuals to join the speaker program.

(4) Schedule speaking dates, arrange administrative and logistical support, and provide speaker's packets to include periodic updates of materials and recommended activities.

Chapter 4
Educator/Centers of Influence Tour Program

4–1. Objectives

The objectives of E/COI Tours in support of RA and USAR recruiting are to—

a. Provide tours of Army installations and activities for educators and other centers of influence.

b. Pass the following messages to educators and influencers:

(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 senior.

(3) The Army is genuinely interested in the welfare and development of its soldiers.

(4) Many students have limited knowledge of Army opportunities.

(5) Today's Army is competent, well-trained, and proud.

c. Directly support the recruiting effort by seeking improved access to schools, directory information, students and graduates, and the scheduling of the ASVAB that is offered by the DOD Student Testing Program which is 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 from where the E/COI reside. The Joint Travel Regulations will be used as the basis to authorize the payment of travel and transportation expenses for E/COI tours.

b. Group size for educator tours should be the minimum acceptable to the host installation, generally not less 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 that are clearly centers of influence may be invited on a case-by-case basis.

d. Army retirees and members of the RA, 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 influencers.

f. Emphasis should be on including "key influencers" such as counselors, principals, and school board members who can later testify to the quality of Army skill and technical training, and the well-being of young soldiers they have met and can initiate support within their school systems after participating in tours.

4–3. Procedures

a. The USAREC will—

(1) Determine the targeted invitee group and the month and week when they will be available and most likely to participate.

(2) Determine the nearest appropriate site that will attract the target group and the availability of tour dates; contact the installation's tour coordinator and determine an acceptable itinerary; identify available lodging and transportation and their costs; submit a formal request for the tour; obtain the installation's agreement to host the tour for the desired timeframe; confirm the total cost and 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. Invitations will include a proposed travel schedule and highlight benefits and points of interest to the invitee. 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. Continue with follow-up contact to reassure and remotivate invitee participation and minimize cancellations.

(6) 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.

(7) 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 the E/COI support one time 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 service so the E/COI participants can become 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 afteraction report at the end of the tour which will summarize the results reflected on the evaluation sheets and the request for recruiter services sheet turned in by E/COI. The original copies of the evaluation sheet and the request for recruiter services sheet will be sent to the sponsor recruiter for follow-up with E/COI.

Chapter 5
Centers of Influence Events Program

5–1. Objectives

The objectives of the centers of influence (COI) events in support of RA 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 participants 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. DOD policy states that expenditures will be limited to $1,000 per event and that 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 Rctg Bde 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 misjudgements, since gratuities alone can extend the cost by 15 percent.

d. Since COI events are business or professional activities, spouses of COI 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, then 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.

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 attend one event should not be invited to attend subsequent events on the same topic in the same year.

h. Department of the Army (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 AR 600–50. 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. COI participants are not authorized to bring guests. 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. 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; monitor their initial acceptances so that initial meal counts can be relayed to the food vendor; and make 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 be assigned to follow-up on these.

f. Plan public affairs coverage, to include photography, when appropriate; prepare and distribute news 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/DPT functions in support of RA 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 RA and USAR enlistment.

c. Enable a prospect to meet with recent DEP/DTP enlistees to discover the basis of their enlistment decisions.

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 girl/boy-friend, or close relative who can have a favorable impact on recruiting. The DEP/DTP members may attend more than one function, but should invite different guests.

e. The DEP/DTP function may include recreational activities but 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 female DEP/DTP member participation, the meal or snack for the spouse will be provided at Government expense. This is consistent with guidance contained in AR 600–50.

6–3. 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; arrange 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.

Appendix A
References

Section I
Required Publications

AR 37–1
Army Accounting Guidance and Fund Control. (Cited in para 2–3*q* and 2–1.)

AR 215–1
Administration of Morale, Welfare, and Recreation Activities and Nonappropriated Fund Instrumentalities. (Cited in para 1–10*q*.)

AR 360–61
Community Relations. (Cited in para 2–2*a*.)

AR 600–50
Standards of Conduct. (Cited in para 3–2*c*.)

Section II
Related Publications

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

AR 37–100 series
Account/Code Structure

AR 55–355
Defense Traffic Management Regulation

AR 135–200
Active Duty for Training, Annual Training, and Active Duty Special Work of Individual Soldiers

AR 310–10
Military Orders

AR 360–5
Army Public Affairs, Public Information

AR 360–81
Command Information Program

AR 601–208
Recruiting/Enlistment Advertising Program

JFTR
Joint Federal Travel Regulations

Section III
Referenced Form

DD Form 448
Military Interdepartmental Purchase Request

Glossary

Section I
Abbreviations

ACES
Army Continuing Education Program

ARNG
Army National Guard

ASVAB
Armed Services Vocational Aptitude Battery

CASA
Civilian Aide to the Secretary of the Army

CG, PERSCOM
Commanding General, U.S. Army Personnel Command

CG, USAREC
Commanding General, U.S. Army Recruiting Command

COI
centers of influence

CONUS
continental United States

DA
Department of the Army

DCSPER
Deputy Chief of Staff for Personnel

DEP
Delayed Entry Program

DOD
Department of Defense

DTP
Delayed Training Program

E/COI
Educator/Centers of Influence

FOA
field operating agency

FORSCOM
Forces Command

GOSP
General Officer Speaker Program

HSDG
High School Diploma Graduate

IDT
inactive duty training

IRR
Individual Ready Reserve

ITO
invitational travel orders

JROTC
Junior Reserve Officer Training Corps

MACOM
major Army command

MOS
military occupational specialty

NGB
National Guard Bureau

OCPA
Office of the Chief of Public Affairs

POL
petroleum, oils, and lubricants

RA
Regular Army

REACT
rapid electronic advertising coupon

Rctg Bn
Recruiting Battalion

Rctg Bde
Recruiting Brigade

ROTC
Reserve Officer Training Corps

RPI
recruiting publicity items

TAIR
Total Army Involvement in Recruiting

TDY
temporary duty

TSC
Test Score Category

USAPT
U.S. Army Parachute Team

USAREC
U.S. Army Recruiting Command

USAR
U.S. Army Reserve

USMEPCOM
U.S. Military Entrance Processing Command

1st Rctg Bde (NE)
U.S. Army 1st Recruiting Brigade (Northeast)

2d Rctg Bde (SE)
U.S. Army 2d Recruiting Brigade (Southeast)

4th Rctg Bde (NW)
U.S. Army 4th Recruiting Brigade (Midwest)

5th Rctg Bde (SW)
U.S. Army 5th Recruiting Brigade (Southwest)

6th Rctg Bde (W)
U.S. Army 6th Recruiting Brigade (West)

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, 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.

General Officer Sponsor Program
A program to increase general officer involvement in recruiting activities by inviting general officers to sponsor each Rctg Bn. Functions include participation in Rctg Bn training conferences, addressing civic organizations and COI events, and influencing other Army spokesmen to support recruiting. Also, the identification of general officers who have appropriate connections, such as "hometown ties" and can return to these locales to address civic and fraternal organizations, schools, and other organizations on Army opportunities.

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.

Prospect
An individual who has indicated interest in an enlistment or commission through face-to-face contact, telephonic contact, rapid electronic Advertising Coupon Transmission (REACT), or COI, DEP/DTP member, 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.

TAIR 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 which 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. Manned static Army displays, such as communications equipment, radar equipment, and vehicles as well as MACOM 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. RA and USAR general officers (includes CASAs) addressing high school seniors or graduates and college students. RA and USAR general officers (includes CASAs) also addresses civic organizations and other COI groups.

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

Total Army Involvement in Recruiting (TAIR).
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.

TAIR 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.

Index

This index is organized alphabetically by topic and subtopic within the topic. Topics and subtopics are identified by paragraph number.

Objectives
- Centers of Influence Events, 5–1
- DEP/DTP Functions, 6–1
- Educator/Center of Influence Tours, 4–1
- General Officer Sponsor Program, 3–1
- Total Army Involvement in Recruiting Program, 2–1

Policy
- Centers of Influence Events, 5–2
- DEP/DTP Functions, 6–2
- Educator/Center of Influence Tours, 4–2
- General Officer Sponsor Program, 3–2
- Total Army Involvement in Recruiting Program, 2–2

Procedures
- Centers of Influence Events, 5–3
- DEP/DTP Functions, 6–3
- Educator/Center of Influence Tours, 4–3
- General Officer Sponsor Program, 3–3
- Total Army Involvement in Recruiting Program, 2–3

Responsibilities
- CG, PERSCOM, 1–5
- CG, USAREC, 1–9
- Chief, Public Affairs, 1–6
- Chief, NGB, 1–7
- Chief, Army Reserve, 1–8
- Cmdr, of MACOMS, Army Field Elements, and Field Operating Agencies, 1–10
- DCSPER, 1–4

SUMMARY of CHANGE

Continued from inside front cover

- Updates procedures for COI events to include key ingredients that can give cause for reduced effectiveness, if omitted (para 5-3).

- Adds USAR Delayed Training Program (DTP) functions to Delayed Entry Program (DEP) functions; provides authority for USAR DPT enlistees to participate in DTP funded functions until they ship from Initial Active Duty for Training (IADT) for MOS producing course (para 6-1).

- Sets a control ratio of one to three hosts to the number of DEP/DTP members and guest participants to forestall possible abuse; limits the physical activity at DEP/DTP functions for DEP/DTP members and guests; provides snack/meal incidental to the function (para 6-2).

- Ensures that each promotional recruiting support program requires some means of capturing feedback and reflecting effectiveness of activities (para 6-3).

PIN: 053846–000