



U.S. Army Accessions Command (USAAC)



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Center for Accessions Research (USAAC G2/9)

**Improving Recruiting through Analysis of Accessions
Processes**

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Outline

Accessions Situation

Accessions Problem

Current Efforts

Conclusion

Discussion



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External Accessions Situation

Area of Operation (AO) – U.S. and its Territories

Army Accessions Team

U.S. Army
Accessions
Command

U.S. Army
Reserve
Command

U.S. Military
Academy

U.S. Army
National Guard

Recruiting Efforts

Market

U.S.
Military

Secondary
Schools

Colleges &
Universities

“Improve the integration of all accessions organizations, both internally and externally, to maximize our results.”
(CG’s Intent, OPORD 10-001 USAAC Campaign Plan)



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Internal Accessions Situation

Accessions Command AO – U.S. and its Territories

U.S. Army Cadet Command (USACC)

- Organizational Structure
 - 7 Geographical Brigades (BDE) & 1 BDE (Senior Military Colleges)
 - 273 geographically dispersed ROTC Battalions
- BDE AO Boundaries based on state lines and university locations (Areas of Influence)

U.S. Army Recruiting Command (USAREC)

- Organizational Structure
 - 5 Geographical Brigades (BDE) & 1 Medical Recruiting BDE
 - 38 Battalions
 - 239 Companies, 3 Detachments, & 2 Districts
 - 1,647 geographically dispersed recruiting stations
- BDE AO Boundaries based on local markets (population bases)

Recruiting Efforts

Recruiting Efforts

“Improve the integration of all accessions organizations, both internally and externally, to maximize our results.”
(CG’s Intent, OPORD 10-001 USAAC Campaign Plan)

Market

Colleges & Universities

Secondary Schools



The Accessions Problem

- Integration & synchronization of accessions efforts among internal & external accessions organizations are complicated by:
 - Shared & Overlapping AOs
 - Different Command Structures
 - Competition
- Complications
 - Inefficient or ineffective coordination
 - Two or more Commands operating in the same area
 - Cross-boundary operations of subordinate commands
 - Inefficient use of resources (events, manpower, advertising, etc.) due to redundant efforts
 - Missed opportunities for prospects



Current Efforts

- Accessions Integration Study
 - Lead: MAJ Harold La Rock
 - harold.larock@usaac.army.mil
- Accessions Alternatives Research & Analysis
 - Lead: Mr Timothy Lind
 - timothy.lind@usaac.army.mil



Accessions Integration Study

Lead: MAJ Harold La Rock
harold.larock@usaac.army.mil



Initial Problem Statement

- Integration & synchronization of accessions efforts within US Army Accessions Command (USAAC) are complicated by:
 - Shared & Overlapping AOs
 - Different Command Structures
 - Competition
- Complications
 - Inefficient or ineffective coordination
 - Two or more commands operating in the same area
 - Cross-boundary operations of subordinate commands
 - Inefficient use of resources (events, manpower, advertising, etc.) due to redundant efforts
 - Missed opportunities for prospects
 - Struggling college student
 - East Coast HS student bound for West Coast University
 - Recent College Graduate with student loans
 - Referral follow-up



Study Objectives

- Develop and analyze several courses of action (COA) to improve the coordination of accessions efforts among USAAC
- Each COA should:
 - reduce or eliminate redundant effort
 - integrate market & marketing efforts
 - improve the visibility of leads and prospects among both commands
 - improve the ability of prospects to choose a path that best meets their needs, desires, and potential to perform
 - balance the prospect's desires with the Army's needs
- Recommend a COA to the Commander, USAAC



Accessions Alternatives Research

Lead: Mr. Timothy Lind
timothy.lind@usaac.army.mil



Problem Background

How do recruiters reach the market and effectively tell the Army story?

- Recruiting Station Location
 - Traditionally in “high traffic”, “high visibility” locations
 - Maximize exposure
 - Easy access to potential Recruits
- Technology
 - GoArmy.com
 - Threaded Discussions
 - Questions and Answers sites (i.e. Yahoo Answers, Ask.com)
 - Social Networks (i.e. Twitter, Facebook, MySpace)



Problem Statement

- Overall cost – benefit of recruiting efforts is a concern of Senior Army Leadership
 - People
 - Advertising
 - Information Technology
 - Fixed recruiting facilities
- Objective :
 - Identify best practices and innovative solutions to improve the efficiency and effectiveness of recruiting operations
- Consider:
 - all facility and overhead cost in dollars
 - all components
 - officer, enlisted, and civilian recruiting



Related Efforts

- Pinnacle

- Redefined Division of Labor (Civilians and Soldiers vs. Only Soldiers)
- Launched October 2009
- Radcliff (KY) Company
- Approx. half of Recruiting Stations within pilot company go unmanned and could be closed if the pilot proves successful

- Neighborhood Recruiting

- Army Reserve program gaining momentum
- Analysis currently being conducted
- Goal - move recruiters back to Troop Program Units
 - Reduce # of Recruiters in Stations
 - Does not allow for sharing of blueprint and contact information of applicant without a joint effort using web-based solutions

- Army Experience Center

- Able to provide vast information and hands-on demonstrations
- Many of the visitors are not from the local area
- Recruiters in AEC spend much of their time talking to individuals who may enlist from another location in the future

- Brigade Partnership

- Create opportunities for recruiting partnerships
- Pilot launched 4th QTR FY08:
 - USAREC 3rd BDE and USACC 7th BDE
- Phase II: Command Wide Development



Conclusion

- Scope: “USAAC” vs “Army” vs “DoD”
- Intent: Cures vs Band-Aids
- Biggest Challenge: Change Management
- Suggestions?