

**ANNEX B to School Plan
SCHOOL PLAN/ESSENTIAL TASK MATRIX**

WHO	TASK	S Y M O N T H												REFERENCES
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
BLT	Publish Bn School Plan for SY 03-04												X	USAREC Reg 350-10
	Ensure prospecting activity are conducted within zones assigned during current Recruiting Market Analysis (RMA)	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 600-22
	Ensure DEP and DTP goals have been established for each high school												X	USAREC Reg 350-10
	Maintain overall responsibility for the conduct and continued development of the DOD Student Testing Program (ASVAB)	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-59
	Review and approve/disapprove USAREC Form 1015, Tier Evaluation Worksheet	As Required												AR 601-210 USAREC Reg 601-101
	Ensure that a School Folder is prepared for every High School and Postsecondary School												X	USAREC Regs 350-6, 350-10 601-104
	Evaluate school folders during RS visits. Review CLT School	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-10
	Ensure students are being contacted IAW USAREC milestones	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-6, 350-10
	Evaluate Company/Recruiting Station School Programs to include use of COI and TAIR events, school event participation, etc.	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-10
	Identify methods or increasing school market penetration	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-10
Evaluate market penetration using DoD new contracts/accessions report (S45) within 7 days of receipt	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-10	
CLT	Assist RS Commanders in developing DEP/DTP goals for each High School												X	USAREC Reg 350-9
	Ensure distribution of schools in accordance with RMA	X												USAREC Reg 350-9
	Ensure each school is assigned a primary and alternate recruiter	X												USAREC Reg 350-9
	Conduct training on school programs	X	X											Bn School Plan
	Visit High Schools not providing student directory information				X	X	X							Bn School Plan

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		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
CLT con't	Develop and publish Company School Plan for SY 03-04. Forward Copy to Bn ESS NLT 1 Sept 2003		X											USAREC Reg 350-10
	Maintain consolidated USAREC Form 636/636-B. Forward to Bn ESS NLT the 3rd working day after end of RSM	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-9
	Visit high schools assigned to company area of operations	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-9
	Review high school folders to insure required information is documented and follow up completed	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-9
	Develop college penetration plan/marketing strategy for each assigned postsecondary school											X	X	USAREC Reg 601-104
	Assist recruiters in understanding postsecondary market and make initial contact with key administrators	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Request college stop-out/grad lists			X				X					X	USAREC Reg 350-9
	Establish working relationship with Army ROTC PMSs	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Implement the Cadet Command/USAREC MOA	X	X	X	X	X	X	X	X	X	X	X	X	USAREC/Cadet Cmd MOA
	Ensure quality ROTC referrals are forwarded to ROTC unit within 2 working days	X	X	X	X	X	X	X	X	X	X	X	X	USAREC/Cadet Cmd MOA USAREC Reg 601-85
	Visit postsecondary schools assigned to company area of operations	Minimum of once per year												USAREC Reg 350-9
	Ensure all recruiters complete online college recruiting course within 60 days of assignment	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Monitor college plan execution of all assigned postsecondary schools	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Evaluate Junior Achievement Partnership participation		X	X	X	X	X	X						Bn School Plan
	Conduct Educator COI functions	Quarterly												USAREC Regs 1-18/350-9
	Monitor ConAP Program	As Required												USAREC Reg 621-2

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B-2														
CLT con't	Request and coordinate TAIR assets for high schools and postsecondary schools	As Required												USAREC Reg 350-9
	Ensure key high school and postsecondary school COIs are invited to participate on Bn educator tours	As Required												USAREC Reg 350-9
	Determine tier level status/school visits	As Required												USAREC Reg 601-101 AR 601-210
	Ensure school folders are prepared and documented for all assigned high schools and postsecondary schools												X	USAREC Reg 350-6
	Ensure recruiters participate in schools career day activities			X			X			X			X	USAREC Reg 350-10
	Monitor and manage ASVAB scheduling/pre-test/test interpretation activity for Army assigned schools	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-9, 601-59
	Accomplish ASVAB test goals for Army assigned schools			X	X	X	X	X	X	X	X	X		Bn School Plan
	Monitor and manage RS efforts to obtain directory information and ensure lists are constructed according to milestones	X	X	X							X	X	X	USAREC Reg 350-9
	Assist RS Commander in obtaining postsecondary school student directory information		X	X	X	X		X	X	X	X			USAREC Reg 350-9
	Confirm students are being contacted IAW milestones	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-6
	Evaluate Army share of DOD Take in school market	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-10
	Evaluate HSDG production based on previous year LRL	X			X			X			X			USAREC Reg 350-10
	Senior fail to graduate scrub							X		X				Bn School Plan
SC	Initiate and maintain USAREC Form 636, Forward to CLT	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-7	
	Initiate and Maintain USAREC Form 636-B, Forward to CLT	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104	
	Maintain consolidated USAREC Form 816A (Recruiting Station Assets Form), Forward to CLT	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-7	
	Assign a primary and alternate recruiter to each high school											X	USAREC Reg 350-7	

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B-3														
SC con't	Develop DEP/DTP goals for each school.												X	USAREC Reg 350-7
	Review school folder during DPR. Ensure all information/activity is documented	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-7
	Review Scholar /Athlete Awards Program											X	X	USAREC CIR 600-19
	Accompany recruiters to assigned schools	Once per year											USAREC Reg 350-7	
	Accompany recruiters on initial school visits	As required											USAREC Reg 350-7	
	Supervise operational control of station ASVAB Program Activity (school presentation, schedule pre & post test activity)	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-7, 601-59
	Establish working relationship with Army ROTC PMSs	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Implement Cadet Command/USAREC MOA	X	X	X	X	X	X	X	X	X	X	X	X	USAREC/Cdt Cmd MOA
	Ensure quality ROTC referrals are forwarded to ROTC unit within 2 days	X	X	X	X	X	X	X	X	X	X	X	X	USAREC/Cdt Cmd MOA USAREC Reg 601-85
	Coordinate ASVAB proctor support	By name commitment NLT 3 days prior to Test											USAREC Reg 350-7 Bn School Plan	
	Monitor ConAP program	As required											USAREC Reg 621-2	
	Monitor college penetration plan/execution for assigned colleges	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Request in-school COI functions	As required											USAREC Reg 1-18, 350-9	
	Monitor and manage recruiter efforts to obtain junior and senior directory information	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-7
	Ensure the LRLs are being constructed according to milestones when directory cannot be obtained	X	X	X	X	X					X	X	X	USAREC Reg 350-7
	Confirm students are being contacted IAW milestone	X	X	X					X					USAREC Form 350-6
	Obtain calendar of events from schools	X												USAREC Reg 350-6

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	X = Action Required													
	B-4													
RECR	Initiate high schools and college folders	X												USAREC Reg 350-6, 601-104
	Maintain high school and college folders (Written record of all activity in school)	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-6, 601-104
	Initiate/maintain current year Lead Refinement List (LRL) for each assigned school	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-6
	Determine school ground rules			X										Bn School Plan
	Establish working relationship with Army ROTC PMSs	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Ensure quality ROTC referrals are forwarded to ROTC unit within 2 days	X	X	X	X	X	X	X	X	X	X	X	X	USAREC/Cdt Cmd MOA USAREC Reg 601-85
	Obtain/construct junior lists (list construct percentage)				75	100								USAREC Reg 350-6
	Obtain/construct senior lists (Construct=name of 85% of class with address and/or telephone number)			100										USAREC Reg 350-6
	Accomplish senior contact requirements	33	66	100	100	100	100	100	100					USAREC Reg 350-6
	Update student population enrollments							X						USAREC Reg 350-7
	Visit schools (Minimum of once per month)	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 350-6
	Accomplish junior contact requirements	10	20	30	40	55	70	85	100	100	100	100	100	USAREC Reg 350-6
	Present ACF Certificates to eligible seniors											X		USAREC Cir 621-1
	Determine key educators for COI event participation	As required											USAREC Reg 1-18	
	Coordinate/follow up with educators participating in COI events	As required											USAREC Reg 1-18	
	Request CLT assistance with TAIR	As Required											USAREC Pam 601-19	
	Present ASVAB testing program sales presentation to Army	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-6, 601-59

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	X = Action Required														
	assigned schools														
	Conduct pre-ASVAB promotion activities	NLT 1-2 weeks prior to test date												USAREC Reg 350-6	
	Coordinate ASVAB proctor support to Army high schools IAW published MEPS requirements	By name commitment NLT 3 days prior to test												USAREC Reg 350-6	

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RECR con't	Perform Proctor Duties	As Required												USAREC REG 350-6, BN School Plan	
	Report All ASVAB Testing Incidents	As Required												USAREC REGs 350-6, 601-59	
	Coordinate For ESS assistance/conduct post-test interpretation	As Required												USAREC REG 350-6, BN School Plan	
	Contact all 1-3"A"s, male/female and seniors/juniors	NLT 5 working days after receipt of printout												USAREC REG 350-6	
	Enroll DTPs/DEPs and monitor ConAP	On All New Enlistees												USAREC Reg 621-2 BN School Plan	
	Maintain follow-up with ConAP enrollees	As required												USAREC Reg 621-2	
	Offer Junior Achievement Instructor assistance to JA high schools		X	X	X	X	X	X							
	Promote Planning for Life Program to assigned high schools			X	X	X	X								
Include school training on training schedule	X	X				X								BN School Plan	

RT	Conduct training on school programs	As required												Bn School Plan
	Evaluate training and make recommendations	As required												Bn School Plan
	Compile list of HSSR DEPS with Army College Fund option											X		USAREC Cir 621-1

S3	Distribute ASVAB printout to SC, CLT, and ESS	Immediately Upon Receipt of MEPS Printout												BN School Plan
	Conduct tier evaluations	As required												

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	X = Action Required													
	Forward USAR Job vacancy report to CLT, SC, and ESS	Upon Receipt												
	Monitor/Support Scholar Athlete Program									X	X	X	X	USAREC Reg 600-34

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A&PA	Monitor/support JROTC Awards Program	As required												USAREC Reg 600-31
	Encourage maximum TAIR Placement in high schools	As required												Bn School Plan
	Manage BN COI funded program	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 1-18
	Monitor Take Charge Program	As Required												BN Policy
	Provide Personal Presentation Items (PPI) to recruiters	As Available												USAREC Reg 350-10
	Publish School Market Advertising Plan		X		X			X			X		USAREC Reg 350-10	
	Initiate advertising procurement		X		X			X			X		USAREC Reg 350-10	
	Review CLT requests for TAIR support each month												X	USAREC Reg 350-10
	Evaluate the effectiveness of TAIR events in the schools			X			X			X			X	USAREC Reg 350-10
	Coordinate Planning for Life Program		X	X	X	X				X	X	X	USAREC Pam 601-30	

ESS	Revise and publish Battalion School Plan											X	X	USAREC Reg 350-10
	Publish and maintain BN School Directory	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Regs 350-10, 601-101
	Manage/monitor implementation of postsecondary schools recruiting program	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-104
	Conduct recruiter training on education related topics	As Required												USAREC Pams 601-30, 1601-104

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	Manage/monitor ASVAB testing program	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-59, USAREC Pam 601-30
	Train recruiters on all aspects of ASVAB Testing Program	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-59, USAREC Pam 601-30

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ESS con't	Participate in ASVAB marketing, scheduling, promoting, and interpretation activities	X	X	X	X	X	X	X	X	X	X	X	X	USAREC Reg 601-59, USAREC Pam 601-30	
	Maintain statistical data on ASVAB Program to include test schedule and proctor requirements. Distribute to BN	X	X	X	X	X	X	X	X	X	X	X	X	X	
	Serve on Education Pre-IRC Committee	As scheduled.												USAREC Reg 601-59	
	Obtain State-Reported High School and Postsecondary enrolment data					X									USAREC Reg 601-87
	Assist CLT with High School and Postsecondary School Access	As Required												USAREC Pam 601-30	
	Assist Recruiters with Obtaining High School and Postsecondary school student directory information			X	X	X	X	X	X	X	X	X	X		BN School Plan
	Plan/Coordinate/Conduct/Follow-up Educator/COI Tours	IAW Educator Tour Plan												USAREC Reg 601-81, USAREC Pam 6-1-30	
	Conduct Site Visits/Tier Evaluations of Non-Accredited HS	As Required												AR 601-210, USAREC Reg 601-101	
	Evaluate Individual TIER Level Status	As Required												AR 601-210, USAREC Reg 601-101	
	Monitor/Manage ConAP Program	X	X	X	X	X	X	X	X	X	X	X	X	X	BN School Plan, USAREC Regs 601-104, 621-2
	Represent Army at COIs, Etc	As Required												BN School Plan, USAREC Pam 601-30, Reg 601-104	
	Monitor Junior Achievement Program	As Required												BDE, BN School Plan	
Provide Market Data for School Plan Review Meetings	X	X	X	X	X	X	X	X	X	X	X	X	X	BN School Plan USAREC Reg 601-104	

MO	Evaluate High School and College Penetration Success	As Required												BN School Plan
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	X = Action Required														
	Recommend Market Strategy for School Penetrations	As Required												BN School Plan	
	Assist in Gaining Access to New Markets	As Required												BN School Plan	
	Conduct Tier Evaluations	As Required												USAREC Reg 601-101	

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XO	Conduct Site Visits/Tier Evaluations of Non-Accredited HS	As Required												AR 601-210, USAREC Reg 601-101
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