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Heartland Battalion

"Keep the FAITH"

Kansas City Recruiting Battalion

Battalion Commander
LTC Dean R. Somers
Since 28 JUN 13



Battalion
Command Sergeant Major
CSM Mark S. Barnes
Since 28 JUN 12

Command Brief
(As of 6 DEC 2013)



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"Recruiting in the Heart of America"



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Mission Statement

The Kansas City Recruiting Battalion recruits the most qualified men and women in order to sustain and strengthen the greatest Army in the world and to provide quality Soldier, Civilian, and Family support



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BDE/USAREC Area of Operations

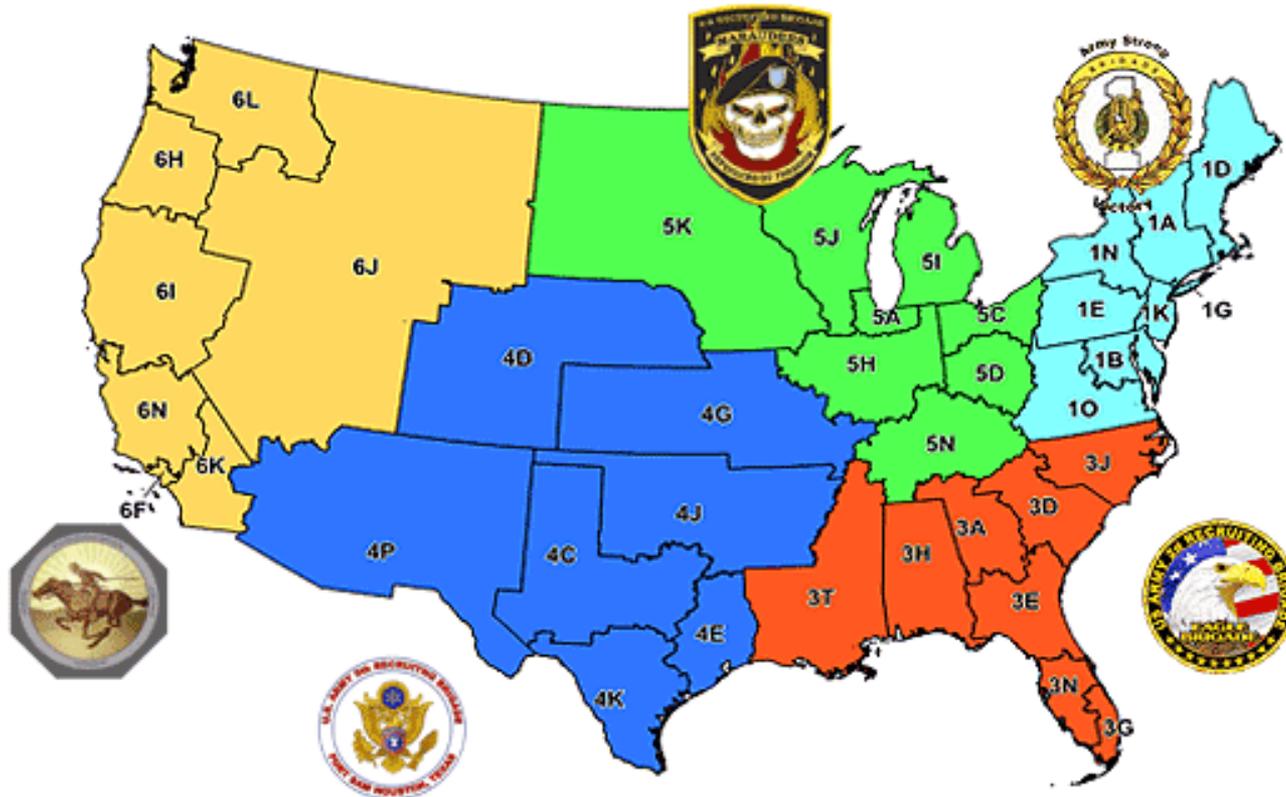
USAREC has 6 Recruiting Brigades

KC is part of 5th Brigade (shown here in dark blue)

5th Recruiting Brigade has seven battalions

(KC, Denver, Phoenix, San Antonio, Houston, Dallas, and Oklahoma City)

It is the second largest brigade in USAREC and covers almost one million square miles



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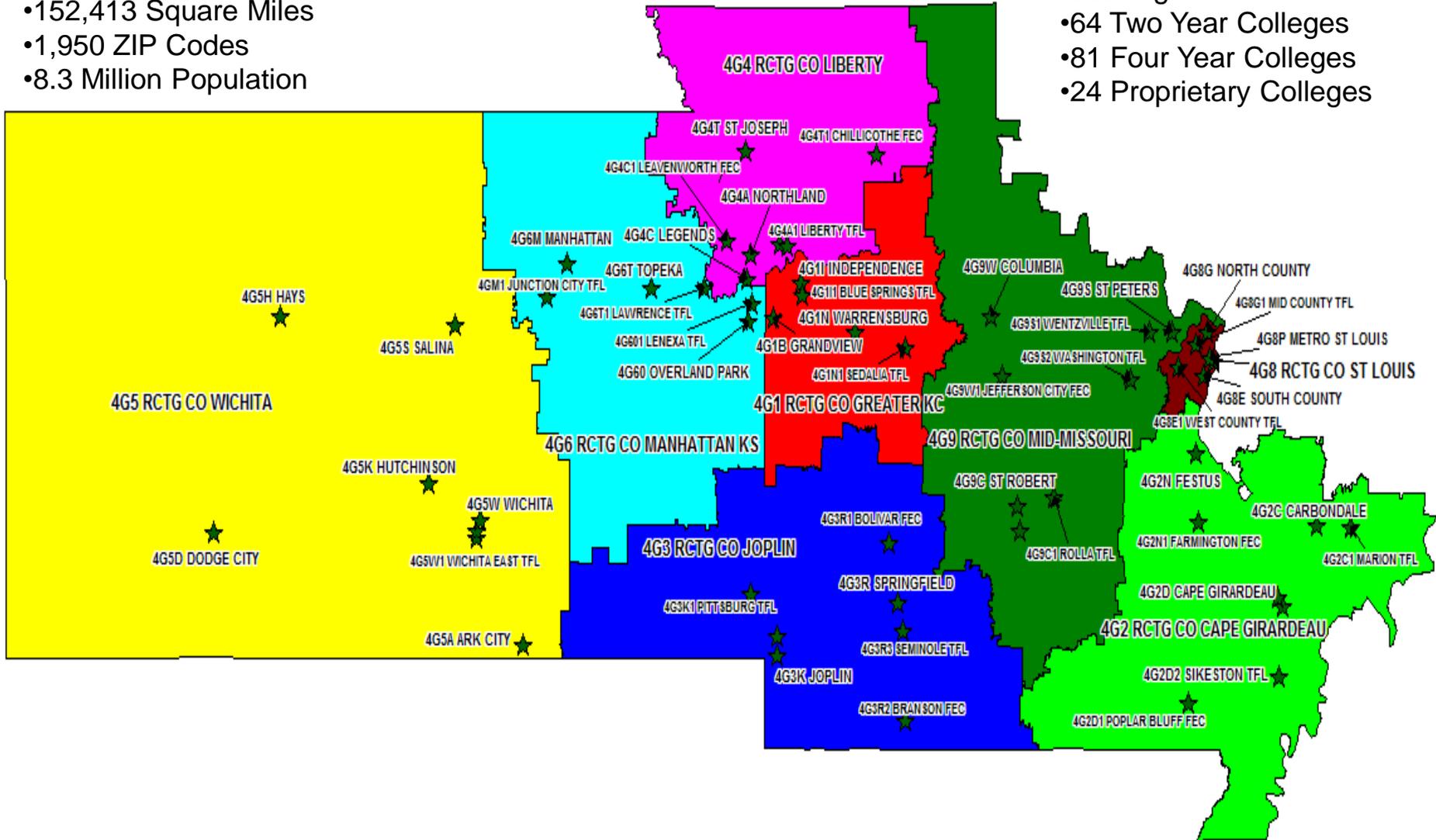


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BN Area of Operations

- 8 Companies
- 20 Recruiting Centers, 6 Stations, 7 FEC, 15 TFL
- 152,413 Square Miles
- 1,950 ZIP Codes
- 8.3 Million Population

- 41 Reserve Centers
- 953 High Schools
- 64 Two Year Colleges
- 81 Four Year Colleges
- 24 Proprietary Colleges





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KC BN Demographics

- 83% are graduates of qualifying high schools
- 25% have some college
- 50% meet the age requirement (18-35)
- 83% Caucasian, 12% African American, 4% Hispanic, 1% Asian
- 49% male, 51% female
- Eligible population equates to about 2% of the overall population



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Today's Recruiting Challenge

- While the U.S. Army exceeded its 2013 recruiting goal of 69,000 the recruiting challenge- building an all-volunteer force sufficient to meet the demands of the Global War on Terrorism and the Nation's other commitments- is significant
- Due to *medical, moral, physical, and education and aptitude challenges*, fewer than *three of ten men and women* between 17 and 24 years old are *fully qualified* for Army Service
- *Fewer young Americans* today are considering joining the military
- *Parental support* for military service for their children *is declining*
- Among young Americans who are considering joining the military, *the Army is declining as their first choice*
- Young Americans *do not understand the unique benefits* of becoming a U.S Army Soldier
- More and more schools are *limiting recruiter access* to students
- The *Army is downsizing* as a result of our withdrawal from Afghanistan and Iraq which has *raised the bar* in regards to qualifications for Army applicants



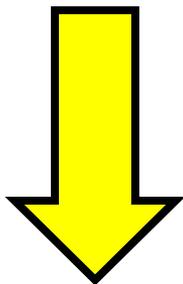


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USAREC Mission

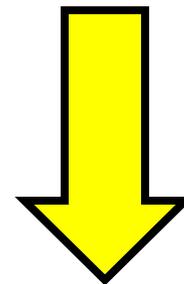
One Mission with **Three Components**



Regular Army
-Grads
- Seniors



Army Reserve
-Grads
- Seniors
-Prior Service



Future Soldiers
-Grads
- Seniors
-RA and USAR



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2014 USAREC at a Glance

- Regular Army (RA) Recruiting Year to Date- 81.5%
- Army Reserve (AR) Recruiting Year to Date- 82%

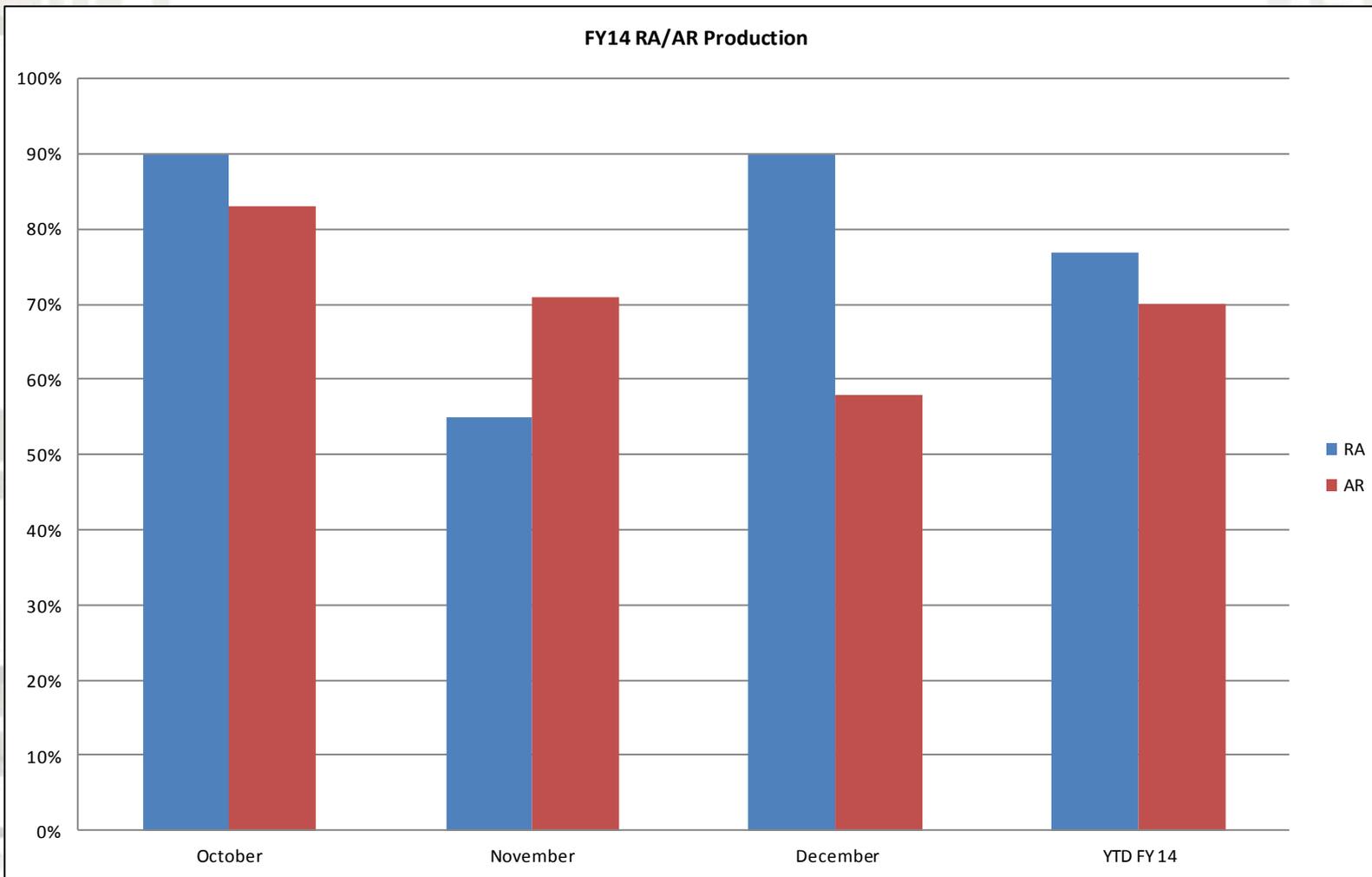
- Kansas City Recruiting RA Year to Date- 86%
- Kansas City Recruiting AR Year to Date- 73%

- Projected USAREC Finish
 - Make 100% of RA Mission
 - Plan to Make Up Shortfall of 4,500 AR Contracts





Kansas City Battalion Mission YTD





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Kansas City Recruiting Battalion A Partner in Education

- Top 10 by 20



- MSIP 5



- March2Success



- ConAP



- Student ASVAB-CEP



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Targeted School Criteria

- Schools identified by Company and Recruiting Center Commanders as **high propensity for enlistments**.
 - Market Share Data (Number of Department of Defense enlistments **over the past three years**)
 - **Must Win/Must Keep** Zip Code Analysis
 - Access to the School
 - Student ASVAB-CEP (Mandatory or Voluntary)
 - School Allows Recruiters to **Give Classroom Presentations** and Allows **Total Army in Recruiting (TAIR) Assets**.

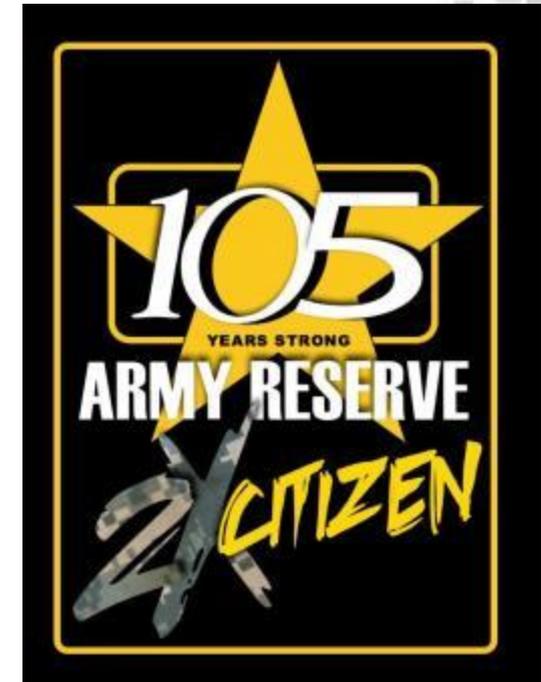




Benefits of Hiring Army Reserve Soldiers

Soldiers in the Army Reserve gain valuable skills and attributes that most employers are looking for:

- Proven leadership
- Ability to face adversity
- Teamwork
- Understands Diversity
- Physically fit and drug free
- Respect for policies and procedures
- Applied use of technology
- Have a Global perspective
- Application of Health and Safety standards





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Occupational and Career Enhancement

- The Army Reserve provides practical work experience, marketable job skills, and training in emerging technologies.
- The Army Reserve offers guaranteed occupational training in specific job in any of the following career fields provided you qualify and a job vacancy exists:

Engineering
Aviation
Communications
Paralegal
Military Police
Intelligence
Finance

Psychological Ops
Civil Affairs
Human Resources
Band
Public Affairs
Religious Support
Medical

Chemical
Transportation
Mechanics
Logistics
Electronics



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Marketability Through Education

- As an Army Reserve Soldier, education is a valuable part of your overall military career and civilian occupation
- The Army Reserve has a number of programs to help you achieve your educational goals.
 - Selective Reserve Montgomery G.I. Bill
 - \$12,420 for college
 - \$345.00 per month for 36 academic months as a Full-time student
 - Tuition Assistance
 - Pay 100% of tuition costs up to \$ 250.00 per semester hour
 - Capped at \$ 4,500.00 per fiscal year
 - Student Loan Repayment
 - Pays up to \$50,000.00 for Select Military Occupational Specialties





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FS Profile

- High school graduate
- 12% have at least some college education
- 60% score 50 or higher on the ASVAB
- Average age is 20.7 for RA and 19.9 for AR
- 65% Caucasian, 15% African American, 15% Hispanic, 5% Asian/Pacific Islander
- 80% male, 20% female
- Physically fit
- Clean legal history



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FS Program

Days To Loss					
	0-9	10-19	20-29	30+	Tot.
RA	37.9%	10.3%	6.8%	41.3%	6.4%
AR	40%	0.0%	60%	0.0%	3.6%

The USAREC FS Loss Standard:

< 10% for RA.
< 5% for AR.

The KC BN is currently:

< 7% for RA
< 4% for AR

• The KC BN shipped *over 1000* Soldiers in FY 2013.

• Over 400 in FY 2014.

FSTP				
# of Future Soldiers	742		RA	AR
# Future Soldier Referrals	118	FSTP Load	22.65	7.08
# of Contracts from Referrals	29			





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A&PA

- Plans, develops and manages advertising programs for Active Army and U.S. Army Reserve recruiting within the battalion area
- Executes public affairs, marketing, local advertising, and outreach programs to support U.S. Army recruiting objectives.
- Serves as the link between the U.S. Army Recruiting Command and news media representatives.
- Directs programs in the areas of public and command information, and community relations, and provides policy and guidance to battalion leadership and field recruiters.
- Coordinates local and national marketing events to maximize resources.
- Ensures messaging, media relations, and marketing align on a local level and are deployed based on available resources.
- Manages COI development and TAIR program, and develops public affairs plan.



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Grassroots Advisory Boards

Mission:

Advisory Board members in each of our designated areas partner with the U.S. Army in order to assist with recruiting of young men and women for the Regular Army and Army Reserve and enhance the Army's partnership in the surrounding community.

Goals:

- Mobilize business, organizations, entertainment and media to expand the positive influence and perception of the U.S. Army.
- Promote education, health and welfare of students and citizens.
- Broaden the vision of the U.S. Army's role in society to include non-military opportunities.

The battalion currently conducts quarterly grassroots advisory board meetings in the in the following areas:

- St. Louis
- Kansas City
- Springfield – Joplin
- Manhattan – Topeka



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SFA

- Health Benefits Advisor : United HealthCare/ADDP
- Beneficiary Counselor/Debt Collection/Claims Assistance
- EFMP Program Manager
- Family Advocacy
- The Army Sponsorship Program Manager (TASP)
- Non Appropriated Funds Custodian (NAF)
- Family Well Being
- Suicide Intervention
- Volunteer Program Manager
- AFTB/FRG Manager & Master Trainer
- Army Family Action Program (AFAP) Program Manager





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Education Services Specialist

- Principal advisor to the commander on education matters
- Conducts education credential reviews and school tier evaluations.
- Manages DOD Student Test Programs(ASVAB, March2Success) and provides training on programs to all companies
- Maintains HSS/FAZR High School and College Database and provides reporting documents as required.
- Conducts ESS training on ConAP Intent to Enroll Process.
- Provides resources, support, and recommendations in Battalion/Company targeting and marketing plans for BN School Recruiting Program.
- Functions as primary liaison with state educational associations, post-secondary schools, and school district COIs.



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March 2 Success

- Developed in conjunction with Peterson's (the country's leading test developer)
- Multi-sensory for varied learning styles
- Features pre-assessments, practice tests, and personalized learning plans
- Provides study guides for SAT and ACT as well as the ASVAB
- Over 1.2 million students have been helped
- Available 24 hours a day at march2success.com



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CONAP (Concurrent Admissions Program)

- Over 1,900 participating colleges
- Proactive program to guide soldiers towards completing a degree program
- Enhances ability of soldiers to earn college hours during a normal enlistment
- Links soldiers to colleges from the moment of enlistment
- Provides educated potential employees, not just veterans, for the job force





PaYS (Partnership for Youth Success)



- Over 1000 corporate and organizational partners
- Fortune 500 companies to local municipalities
- Not a contract but an agreement
- Provides job opportunities after the service for departing soldiers
- Provides educated, qualified, and experienced employees for the partner
- Not automatic; soldiers and corporations must both qualify for the program





SWOT

SWOT Analysis-4G

Strengths	Weaknesses
<ul style="list-style-type: none"> o RA GA accomplishment at 125.9% gross production o 62.6% of all FS losses (RA/USAR) taken outside of 30 days o Bn P:P strength due to balance across spectrum; lowest ratio 0.8:1 with the remaining above 1.0:1 o BN Staff experience and longevity o NCOES being scheduled; career progression monitored o In-depth ACC Training for potential conversion to 79R o Consistently achieves above standard on appointment made to conduct conversion o Comprehensive Ops analysis providing improvements to floor conversion; 85% RA and 73% USAR conversion rates for FY13 o RPC's scheduled for entire FY 13 to cover entire Bn footprint o Productive advisory board execution in major markets in the battalion o S5 planning for key community events (Car Show, 7 vs. 7 football & state level championships); must capitalize on after execution operations 	<ul style="list-style-type: none"> o Only 184 out of 749 possible Automated Lead Refinement List loaded; School Zone areas must be validated to ensure accuracy o Centers falling short of prospecting based on Company Recruiting Operating Plans o Prospecting not being planned to penetrate priority markets o Lack of USAR recruiting emphasis; attributable to lack of knowledge and training or lack of recruiter buy in o HS Plans constructed within Bn Cdrs intent; execution at Company level poses challenges o Inconsistent relationships with ROTC and Reserve partners inhibits ability to combine efforts for recruiting effectiveness o Use of validation by CCG, accountability of Center Commanders and recruiter work ethic is in embryonic state o Saturday processing not being fully utilized o Senior interviews not being conducted with key influencers at the prospect's home o Extremely low Senior Appointment Conduct to test rate of 28.9% o BN FS Loss rates for FY 13 14.3% RA and 8.8% USAR o FS referral are low given size of FS pool; 0.5 referrals per FS per month
Opportunities	Threats
<ul style="list-style-type: none"> o 160 "Must Win" and "Must Keep" zip codes with 1,959 Army potential enlistments o Increased MO HS focus on "career readiness"; opportunities for SASVAB, M2S-schools receive accreditation for ASVAB testing o In-depth FS Log analysis done for Companies to assist in identifying issues o Large student populations in select company areas o "Army Ready" development and partnership with Grantham University; ConAp partnership expansion o HRAP has large delta from leads to enlistments; 17:3 ratio o Company Cdr input on Army Support Battalion asset ensures utilization at priority High Schools and targeted Zip codes o IPR process improving, but must be a daily execution from the CCG to the center, and from the center to the NCO 	<ul style="list-style-type: none"> o USMC remains main competition; AF/Navy increased in market share and raw production o Unemployment at 7%-static 1% below national average o Medical waivers from St. Louis MEPS due to hearing/ear cleaning; 23 applicants affected o 50 mile letter difficulties/vacancy issues remain in areas for USAR o Budget constraints o Perception that ARNG benefits are superior to USAR o Effect of recruiter removals on recruiting operations o Reduction of force





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Conclusion

- Eight recruiting companies and nine staff sections work together across three states and 150,000 square miles in conjunction with over 1100 academic institutions and more than 100 corporate entities to ensure that the Kansas City Recruiting Battalion provides the most qualified individuals to the serve in the United States Army.



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