

Effective 31 January 1997

Administration

**Management of Centers of Influence Events**

This UPDATE printing publishes a revised regulation which is effective 31 January 1997. Because of the extensive changes made, no attempt has been made to highlight changed material.

For the Commander:

RICHARD L. TETERS, JR.  
*Colonel, GS*  
*Chief of Staff*

Official:

ROGER H. BALABAN  
*Director, Information Management*

**Summary.** This regulation prescribes policies and procedures for the requisition, approval, conduct, and evaluation of centers of influence events.

**Applicability.** This regulation applies to and is binding upon all individuals and commanders subordinate to Headquarters, United States Army Recruiting Command. Exceptions to non-statutory provisions may be made by this command or Headquarters, Department of the Army. In case of conflict between this regulation and any other United States Army Recruiting Command publication setting forth procedures con-

cerning centers of influence events this regulation will take precedence. Except as otherwise prohibited by law, Department of Defense directives, or Headquarters, Department of the Army publications, this regulation applies to Army Reserve personnel on active duty and to Army National Guard personnel performing recruiting duties within this command.

**Impact on New Manning System.** This regulation does not contain information that affects the New Manning System.

**Supplementation.** Supplementation of this

regulation is prohibited.

**Suggested improvements.** The proponent agency of this regulation is the Office of the Director of Advertising and Public Affairs. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCAPA-LA), Fort Knox, KY 40121-2726.

**Distribution.** Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution A. This regulation is published in the Recruiting Station Administration UPDATE.

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**Glossary**

**1. Purpose**

This regulation prescribes policies and procedures for the requisition, approval, conduct, and evaluation of centers of influence (COI) events.

**2. References**

For required and related publications and blank forms see appendix A.

**3. Explanation of abbreviations and terms**

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

**4. Policy**

a. Procurement for COI events will be accomplished in accordance with policies and procedures established by the servicing contracting officer. Headquarters, United States Army Recruiting Command (HQ USAREC) recommends International Merchant Purchase Authorization Card (IMPAC) Visa card officer authority for all recruiting battalion (Rctg Bn) and Army Medical Department detachment (AMEDD Det) commanders for the maximum allowable level of \$2,500, to facilitate vendor payment.

b. Funds in support of COI events will only be used to pay for meals, refreshments, and nonalcoholic beverages (see j below). Within the constraints set forth at h below, the approval authority for COI events is the Rctg Bn or AMEDD Det commander. For costs above \$1,500, advance approval of the recruiting brigade (Rctg Bde) commander will be required when the cost of the event or function falls between \$1,501 and \$3,000, and HQ USAREC when the cost is expected to exceed \$3,000. When SF 44 (Purchase Order Invoice Voucher) authority sets a lower limit (e.g., \$2,500 limit), local guidance will

also be followed in obtaining exception to that limit. Under the Federal Acquisition Regulation, United States Army Recruiting Command (USAREC), as a matter of policy, will place a fair amount of its contracts with small and disadvantaged businesses.

c. If recruiter expense allowance funds are used for mini-COI events with three or fewer COI, guidelines set forth in USAREC Suppl 1 to AR 37-106 apply. Funds may not be used to pay for the meals or snacks of military or Department of Defense (DOD) civilian personnel.

d. Due to the nature of COI events, which are business and professional functions, spouses of COI are not normally invited since such expenditure reduces funds available for hosting legitimate COI. When there is justification for inviting a COI's spouse to take part in a meal at an event, the justification must be on USAREC Fm 544 (COI Event Request) and have prior approval of the Rctg Bn or AMEDD Det commander before the invitation is issued. Parents of Delayed Entry Program (DEP) members or student leaders are not considered to be COI for the purpose of participating in meals at COI events solely because they are parents of DEP members or student leaders. It must be readily apparent that the individual can influence members of the target market to enlist in an Army program (Regular Army, DEP, United States Army Reserve), refer

\*This regulation supersedes USAREC Regulation 1-18, 31 August 1993.

names of leads to Army recruiters, or provide better access to prospects for recruiters (i.e., principals who can influence school policy in favor of increased recruiter access to their schools).

e. Inviting COI to more than one event on the same topic is not normally appropriate. COI will not be invited to more than three events per year. This does not preclude their attendance as guest speakers.

f. Every effort will be made to schedule COI events with restaurants or other vendors that agree to charge only for the number of meals served. Payment is not authorized under this regulation for more meals than the approved number of attendees who actually attend the event. COI costs may not be recomputed after the fact to pay for meals for nonattendees. Exceptions may be granted by HQ USAREC. Requests for exceptions must justify restaurant selection and document what measures were taken to avoid no-shows.

g. Frequency. One COI event will normally be conducted within each recruiting company (Rctg Co) and health care recruiting team (HCRT) during each calendar quarter.

h. Cost. Total cost for any single COI event will not exceed \$1,500. Cost per person at a COI event will not exceed \$15 including nonexempt tax and any gratuity. Events which exceed either of these two constraints will be considered high-cost events, and will be undertaken only when fully justified and approved in advance by the Rctg Bde commander concerned for amounts of \$1,501 through \$3,000, and by HQ USAREC for amounts expected to exceed \$3,000, or when the cost per meal is expected to exceed \$15 per person.

i. Events which exceed the cost and frequency constraints must be approved by Rctg Bde commanders or HQ USAREC as outlined in h above.

j. Prohibitions. COI event funds will not be expended for any of the following:

(1) Purchase meals, snacks, or refreshments for military or DOD civilian personnel or their spouses.

(2) Lavish or extravagant functions.

(3) Expense of hiring personnel.

(4) Purchase of alcoholic beverages.

(5) Rental of commercial conveyances for transportation of COI.

(6) Rental of facilities, equipment, or hiring of servicing personnel.

(7) Organizational anniversaries.

(8) An event, facility, or activity where admission, seating, or other accommodations or facilities connected with the event or function are restricted as to race, color, creed, sex, or national origin.

(9) Purchase of tickets or admissions to sporting, recreational, or to other public activities.

(10) Entertaining individual prospects and/or applicants who are not COI.

(11) Circumventing regulations or restrictions prescribed by any other directive.

(12) Any purpose for which use of appropriated funds is expressly prohibited.

(13) Incidental expenses that are payable from other sources (e.g., registration fees, materials, and costs to develop announcements, signs, etc.).

(14) Student nurse luncheons. These events are primarily targeted toward prospects and are covered by Total Army Involvement in Recruiting (TAIR) funds. Nurse educator events are paid from COI funds.

## 5. Responsibilities

a. Director of Advertising and Public Affairs, HQ USAREC, will provide overall staff supervision, support, and management of the COI Event Program.

b. Chief of Local Advertising and Promotions Division, Advertising and Public Affairs Directorate, HQ USAREC, will:

(1) Monitor and evaluate COI event programs.

(2) Process approvals or disapprovals for COI events (from Rctg Bdes) expected to exceed \$3,000 per event or \$15 per COI and requests to pay for meals for nonattendees.

c. Rctg Bde commanders will:

(1) Designate a Rctg Bde point of contact for administration of the Rctg Bde COI Event Program from the advertising and public affairs staff, who will receive, consolidate, and forward reporting data, as appropriate. Rctg Bde commanders may also designate a representative to exercise "for the commander" authority to recommend and request exceptions to policy required of HQ USAREC and Headquarters, Department of the Army.

(2) Make guidance and assistance in the planning of COI events available to Rctg Bn and AMEDD Det commanders and their staffs.

(3) Consider requests for high-cost events and special events, and approve such requests in advance. Endorse and forward for approval to HQ USAREC those COI event requests expected to exceed \$3,000 in cost or \$15 per person and believed justified.

(4) Include funding requirements for COI events in applicable budgetary reports and planning.

(5) Establish a program for the Rctg Bde to assign control numbers and funds for each event receiving Rctg Bde approval. Maintain a master control log for all such COI events. Disseminate policy and procedures regarding Rctg Bde control numbers and fund assignment.

(6) Monitor and evaluate the effectiveness of the COI event programs held within Rctg Bns and AMEDD Dets. Review USAREC Fm 544 and USAREC Fm 545 (COI Event Afteraction Report) (see apps B and C) to ensure compliance with regulations.

(7) Provide a quarterly status report to HQ USAREC (RCAPA-LA), Fort Knox, KY 40121-2726. Report will consist of copies of all Rctg Bde, Rctg Bn, and AMEDD Det COI logs showing current balance and funds spent year-to-date.

d. Rctg Bn and AMEDD Det commanders will:

(1) Assign staff responsibility for the management of the COI program to an officer or GS-9 or above within the Rctg Bn advertising and public affairs staff or AMEDD Det staff, who will manage, monitor, and evaluate the program and consolidate and forward reporting data, as appropriate.

(2) Plan and conduct COI events in accordance with USAREC marketing plans and local Rctg Bn or AMEDD Det guidance to support the recruiting effort, to gain access to schools, and to communicate Army opportunities. Ensure that participant leads and pledges of support are followed up by recruiting station (RS) commanders or recruiters.

(3) Evaluate and approve, when appropriate, requests for COI events.

(4) Evaluate and forward to the Rctg Bde commander, as necessary, requests for high-cost COI events.

(5) Establish a program for the Rctg Bn or AMEDD Det to assign control numbers for each Rctg Co or HCRT event receiving Rctg Bn or AMEDD Det approval. Maintain a master control log for all such COI events. Disseminate policy and procedures regarding Rctg Bde control numbers and fund assignment.

(6) Provide local guidance for procurement actions concerning COI events in accordance with policies and procedures set forth by the Rctg Bn or AMEDD Det servicing contracting officer and the supporting finance and accounting office. Review budget and accounting procedures regarding opportunities to avoid payment of state and community taxes, where available, for COI events.

(7) Direct the Rctg Bn education services specialist (ESS) to participate in the planning of education-related COI events, to include being a presenter at them.

(8) Submit invoices to the Directorate of Network Operations at the Defense Finance Services-Indianapolis within 7 calendar days of receipt.

e. Rctg Co commanders and HCRT leaders will:

(1) Establish procedures for determination and evaluation of needs for COI events within their commands.

(2) Submit requests for COI events not later than 10 working days prior to date of performance. Inform the Rctg Bn ESS of needs and plans for COI events, which involve educators, so the ESS can provide input and assist with the program. Ensure invitations have been issued and that reminder calls are made so that the meal count can be confirmed or adjusted with the vendor. Notify the Rctg Bn or AMEDD Det program manager as soon as it is known that the attendance will be less than anticipated.

(3) Ensure they or the first sergeant attend all COI events in their area.

(4) Have sponsor of COI event ask attendees to complete USAREC Fm 930 (Request for Recruiter Services) or pertinent portions of it, for

turn-in at the end of program (see app D). This does not apply to mini-COI events, although the recruiter might want to have the COI review the request list of recruiter services available.

(5) Ensure that the sponsor of the event or function submits the bill to the Rctg Bn or AMEDD Det no later than the third working day after the event. The goal is prompt payment.

(6) Ensure proper utilization and capitalization of leads and referrals developed through COI events. Followup on COI pledges to provide support to local recruiter's efforts.

(7) Evaluate the effectiveness of COI events, and complete and forward appropriate afteraction reports.

f. RS commanders will:

(1) Develop a list of candidates for COI events from among school administrators, media contacts, mayors, congressional representatives, civic and business leaders, and chamber of commerce members. Additionally, evaluate recruiter needs for COI events. Suggest invitees for COI events sponsored by the Rctg Co commander or HCRT leader.

(2) Ensure invitees have been notified and that reminder calls are made 1 day prior to the event so that meal count changes can be made with the vendor. Notify Rctg Co commander or HCRT leader as soon as a COI has declined and a replacement not identified.

(3) Make sure recruiters receive the USAREC Fms 930 prepared by participants. Ensure appropriate followup is conducted.

(4) If recruiter expense allowance funds are used, ensure recruiter has provided an explanation and purpose by completing SF 1164 (Claim for Reimbursement for Expenditures on Official Business), blocks 6(c) and 6(d).

g. Recruiters will:

(1) Evaluate assigned schools and community markets to discover restrictions to an open recruiting market and suggest names of candidates for COI events who can serve as publicity resources or who can help remove the restrictions. Suggest invitees for COI events sponsored by the Rctg Co commander or HCRT leader. Use USAREC Fm 988 (Center of Influence - Very Important Person Card) to create a list of already very important COI or potentially very important COI (by name, title, and telephone number). Also, note the purpose such COI serve or can serve (e.g., provides referrals, promotes service enlistments at the job center, invites recruiter presentations at job seeker workshops), so the notation can be used in recommending invitees to COI events (or to participate in educator or COI tours).

(2) Ensure invitees have been notified and that reminder calls are made 1 day prior to the event so that meal count changes can be made with the vendor. Notify the RS commander as soon as a COI has declined and a replacement not identified.

(3) Post the COI event attendance information to school folders and the COI list (USAREC Fm 988). Review USAREC Fm 930 prepared by the participant. Followup on COI requests,

leads, and pledges of support. Note benefit or outcome on the COI list and relay results to RS commander.

(4) Carry needed materials when making calls on COI in order to have information on hand. Include blank USAREC Fms 930 for COI use. Followup on all leads and requests for recruiter services. Update applicable school folders and COI lists and relay results to RS commander.

## 6. Procedures

Rctg Co commanders and HCRT leaders will establish procedures for determining and evaluating the need for conducting COI events within their commands. The following factors and information should be considered:

a. Market analysis.

b. Rctg Bn and AMEDD Det guidance.

c. See appendix E, COI event checklist, for RS, Rctg Co and HCRT, and Rctg Bn and AMEDD Det points of contact and budget personnel.

## 7. Afteraction reports

a. Afteraction reports. The recruiter, RS commander, or Rctg Co commander or HCRT leader will complete USAREC Fm 545 concerning each COI event in accordance with appendix C. Reports will be dispatched:

(1) By the Rctg Co or HCRT to the Rctg Bn or AMEDD Det commander not later than the completion of the third business day following the event or function.

(2) By the Rctg Bn or AMEDD Det commander to the Rctg Bde commander not later than the completion of the fifth business day following receipt of USAREC Fm 545 from the Rctg Co or HCRT.

b. Monthly Rctg Bn or AMEDD Det report. Rctg Bn or AMEDD Det program managers will consolidate all USAREC Fms 545 submitted by Rctg Cos and HCRT within their area and will file according to the Modern Army Recordkeeping System.

**Appendix A**  
**References**

**Section I**  
**Related Publications**

**USAREC Suppl 1 to AR 37-106**

Finance and Accounting for Installations Travel and Transportation Allowances.

**AR 140-1**

Mission, Organization, and Training.

**AR 601-2**

Promotional Recruiting Support Programs.

**USAREC Reg 350-7**

Recruiting Station Production Management System.

**USAREC Reg 350-9**

Recruiting Company Production Management System.

**Section II**  
**Required Forms**

**USAREC Fm 544**

COI Event Request.

**USAREC Fm 545**

COI Event Afteraction Report.

**USAREC Fm 930**

Request for Recruiter Services.

**Section III**  
**Related Forms**

**DA Form 3953**

Purchase Request and Commitment.

**SF 44**

Purchase Order Invoice Voucher.

**SF 1164**

Claim for Reimbursement for Expenditures on Official Business.

**USAREC Fm 988**

Center of Influence - Very Important Person Card.

**Appendix B**  
**Instructions for Completion of USAREC Fm**  
**544**

a. USAREC Fm 544 will be used to request COI events and to record recommendations and approvals or disapprovals concerning events (see fig B-1).

b. Requests for events will be made by completing blocks 1 through 13 and prepared by the Rctg Co commander or HCRT leader or individual requesting the event. Block 10 will contain the purpose of the event, scheduled activities, and presentation topics. Examples:

(1) Faculty lunch at high school (HS). Presentation on uses of the Armed Services Vocational Aptitude Battery (ASVAB) (20 min) followed by questions and answers. Seek school's agreement to offer and encourage ASVAB.

(2) Major city job service directors conference - luncheon in hotel dining room. Discuss opportunities for HS graduates (35 min). Seek publicity from their counselors and counselor lead referral support.

c. Upon receipt of requests for events, the Rctg Bn or AMEDD Det commander will evaluate the request. The Rctg Bn commander or designee completes blocks 14 through 16. The Rctg Bn or AMEDD Det budget and accounting technician should review the request to ensure opportunities are not missed for state and community tax exemption.

d. For requests which require Rctg Bde commander action, the Rctg Bde commander or designee will complete blocks 17 through 19. If cost of event exceeds \$3,000, or cost of meal is expected to exceed \$15 per COI, these blocks will be completed after HQ USAREC responds to the request for approval of the amount.

<b>COI Event Request</b> (For use of this form see USAREC Reg 1-18)		
<b>1. To:</b>  Commander Rctg Bn Columbia	<b>2. From:</b>  Commander Rctg Co Columbia	<b>3. Date:</b>  13 Oct 95
<b>4. Proposed date, time, and location:</b> 23 Oct 95, 11:30 a.m., Palmetto Inn, Aiken SC		
<b>5. Name and address of proposed vendor:</b>  Palmetto Inn 1224 Richland Ave. Aiken, SC		<b>Proposed menu:</b>  Virginia baked ham or turkey and dressing, salad with dressing, sweet potatoes, vegetable, rolls, dessert, coffee, tea, or soda
<b>6. Sponsor RS, Rctg Co, or HCRT:</b>  Rctg Co Columbia	<b>7. Expected Attendance:</b> <u>  32  </u>  <b>Military/DOD hosts</b> <u>    6    </u>  <b>COI</b> <u>    25    </u>  <b>TAIR Assets</b> <u>    1    </u>	<b>8. Cost:</b>  <b>Per Person</b> <u>  13.00  </u> <b>X</b> <b>Attendance</b> <u>    25    </u>  <b>Total</b> <u> \$325.00 </u>
<b>9. Area schools or counties involved:</b>  Aiken HS, South Aiken HS, Strom Thurmond HS, Aiken Technical College, USC-Aiken, Orangeburg HS, North Augusta HS, Wagner-Salley HS, Barnwell HS		
<b>10. Goals, scheduled activities, and/or information to be presented:</b>  1130 Lunch served 1215 MG Jordan speaks on Opportunities for Today's Youth 1230 CPT Houston speaks on ASVAB		
<b>11. Remarks:</b>  Request approval to invite Mrs. Irma Jones, wife of Mr. Roy Jones. Mr. Jones is a counselor at N. Augusta and Mrs. Jones is a professor at USC-Aiken.		
<b>12. Type requester's name and grade:</b>  Thomas D. Houston, III, CPT	<b>13. Requester's Signature:</b>  /signed/	
<b>14. Rctg Bn or AMEDD Det commander action:</b>  <input type="checkbox"/> Approved <input type="checkbox"/> Disapproved <b>Date:</b> _____ <b>Rctg Bn or AMEDD Det Control Number</b> _____		
<b>15. Type name and grade:</b>  Phillip R. Butler, LTC	<b>16. Signature:</b>  /signed/	
<b>17. Rctg Bde commander action:</b>  <input type="checkbox"/> Approved <input type="checkbox"/> Disapproved <b>Date:</b> _____ <b>Rctg Bde Control Number</b> _____		
<b>18. Typed name and grade:</b>	<b>19. Signature:</b>  /signed/	

USAREC Fm 544, Rev 1 Sep 96 (Previous editions are obsolete)

Figure B-1. Sample of a completed USAREC Fm 544

**Appendix C**  
**Instructions for Completion of USAREC Fm**  
**545**

**C-1. USAREC Fm 545, section I**

a. The project officer sponsoring each COI event will complete an afteraction report concerning the event using USAREC Fm 545 (see fig C-1). The report will be submitted to the Rctg Bn or AMEDD Det commander, ATTN: COI Program Manager.

b. The afteraction report will contain the following information:

- (1) Administrative information such as location, costs, and attendance.
- (2) Beneficial results, such as the number of requests for recruiter services and pledges of support.
- (3) Feedback from guests, if significant.
- (4) Problems or opportunities, if significant.
- (5) Recommendations, if significant.
- (6) Leads generated and source.

**C-2. USAREC Fm 545, section II**

a. Write in name and title or position of military and/or DOD civilians attending or participating in the event, such as CPT Houston, Rctg Co Cdr; SFC Maddox, Columbia, DT RS; David Gearheart, Rctg Bn ESS; Mrs. Mary Maddox, recruiter wife hostess; MG Jordan, GOSP speaker; SFC Irving, cinema van NCOIC, etc. Place the "H" code next to each name.

b. Write in name of COI and title. Indicate name and position or title sufficient to be able to provide audit trail. For example: Bill Barker, Aiken HS; Ron Willis, State Employment Office, Dr. Louis Hutton, Baptist College; Ed Lane, Richland County Schools; Sarah Purcell, North Augusta YMCA; etc. COI are not authorized to invite guests. Place the "C" code next to each name.

c. The completed USAREC Fm 545 will be attached to the completed USAREC Fm 544 which was used to request the event. A copy of the USAREC Fm 545 will be provided to the appropriate recruiter.

d. USAREC Fm 930 (see app D) completed by COI event attendees will be used to prepare the afteraction report and then provided to the recruiter assigned to the COI for followup action in accordance with paragraphs 5g(3) and (4). Any requests from the list of recruiter services can be listed as a beneficiary result.

**COI Event Afteraction Report**  
(For use of this form see USAREC Reg 1-18)

<b>To:</b> Commander Rctg Bn Columbia	<b>From:</b> Commander Rctg Co Columbia	<b>Date:</b> 24 Oct 95
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**Section I  
Summary**

<b>Control Number</b> _____	<b>Date and location held</b> 23 Oct 95, Palmetto Inn, Aiken, SC		
<b>No. of Military/DOD hosts</b> 6	<b>No. COI</b> 25	<b>No. TAIR/speakers</b> 1	<b>Total Attendance</b> 32
<b>Total cost</b> \$325.00	<b>Cost per person</b> \$13.00	<b>No. of leads generated</b> 3	
<b>No. of requests for recruiter services</b> 12	<b>No. of pledges of support</b> 20		

<b>Other beneficial results, feedback, problems or recommendations:</b>  State employment rep will provide display space.  School system will ASVAB all juniors and seniors next year.	<b>Leads (indicate name of referral):</b>  Dave Stewart - 555-1234 (Ron Willis)  Amie DiOrio - 555-2345 (Bill Barker)  Paul Swafford - 555-3456 (Bill Barker)
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**Section II  
Attendees**

*Print name, title, and category for all attendees. H= host (military or DOD) and C= COI*

CPT Houston Rctg Co Cdr., Columbia (H)	Mr. Ron Willis Director, State Employment Office (C)	Ms. Suzanne Worthington Financial Aid Director, USC (C)
Mr. Gearheart Rctg Bn ESS, Columbia (H)	Dr. Lucas Hutton Dean, Student Services, Baptist College (C)	Ms. Karen Flowers Counselor, Waggner-Salley HS (C)
SFC Maddox RS Cdr., Columbia DT (H)	Mr. Ed Lane Director, Student Testing Richland County Schools (C)	Mr. Earl Pitts Automotive Instructor, Aiken Tech College (C)
Mrs. Maddox Wife of SFC Maddox (H)	Ms. Sarah Purcell Director, N. Augusta YMCA (C)	Mr. Gary Burbank Journalism Teacher, Midland HS (C)
MG Jordan GOSP speaker (H)	Mr. Terry Crawford Teacher, N. Augusta HS (C)	Ms. Patricia Snyder Principal, Beech Island HS (C)
SFC Irving Cinema Van NCOIC (H)	Mr. Clint Brown Teacher, Aiken Technical College (C)	Ms. Marilyn Pack Counselor, Beech Island HS (H)
Mr. Bill Barker Counselor, Aiken HS (C)	Ms. Mary Johnson Counselor, Richland HS (C)	Ms. Tonia Vertrees Counselor, Barnwell HS (C)

USAREC Fm 545, Rev 1 Sep 96 (Previous editions are obsolete)

**Figure C-1. Sample of a completed USAREC Fm 545**

<b>Attendees (Continued)</b> <i>Print name, title, and category for all attendees. H= host (military or DOD) and C= COI</i>		
Mr. Larry Eveslage Football Coach, Aiken HS (C)		
Ms. Lottie Smith Counselor, South Aiken HS (C)		
Mr. Hank Rivers Mayor, Aiken, SC (C)		
Mr. Dave Wirth Principal, South Aiken HS (C)		
Mr. Bob Politi Band Director, South Aiken HS (C)		
Ms. Joyce Spears Counselor, N. Augusta HS (C)		
Ms. Roberta Herman Principal, N. Augusta HS (C)		
Mr. Bernis Napier Counselor, Columbis HS (C)		
Mr. Charles Taylor Principal, Columbia HS (C)		
Mr. Kevin Olesky Job Placement Counselor (C)		
<b>Signature of preparer:</b> /s/THOMAS D. HOUSTON, III		

Figure C-1. Sample of a completed USAREC Fm 545 (Continued)

**Appendix D**  
**Instructions for Completion of USAREC Fm 930**

a. Attendees at a COI event will be asked to fill out USAREC Fm 930 during the event. It should be pointed out that the reverse of the form provides a means for them to request additional services from the recruiter.

b. The forms are passed out well in advance to permit COI to peruse the form and fill it out. One host is designated to gather the sheets at the tables or at the door.

c. Extra blank forms should be available for COI to carry away as a reference keeper list regarding program topics.

d. Recruiters should followup on COI requests for more information or a request for services within 5 working days of the date of the request.

e. See figure D-1 for a sample of a completed USAREC Fm 930.

f. On rare occasions, having COI complete USAREC Fm 930 may be counterproductive. In such cases the form may be distributed as an information sheet and the recruiter may note on USAREC Fm 545, section I, the beneficial results of the event. For example, when a hostile school which severely limits access allows a recruiter to provide coffee and doughnut service to its staff during an inservice training day, the recruiter may not want to use the entire form. Instead, he or she might use it piece meal as an information piece for any faculty members who show interest. The measure of effectiveness of this low-cost event might be the number of faculty members with whom he or she developed rapport (e.g., the football coach, the guidance counselor, and the driver education teacher said they'd refer youths to him or her. The counselor would be interested in an educator/centers of influence tour if in October.).

**Request for Recruiter Services**  
(For use of this form see USAREC Reg 1-18)

**Section I. Topic List**  
(Please fill out, sign, and turn-in to recruiter)

12 April 1995

Date

Specific program topics of interest to students, graduates (high school and 2- and 4-year colleges), and to school administrators, counselors, and testing and financial aid coordinators. Check topics you would like to know more about.

1.  Montgomery GI Bill
2.  Army College Fund
3.  Cash Bonus Incentive
4.  Enlistment Option/2-year/3-year/4-year
5.  Army Skill Training
6.  Delayed Entry Program
7.  Loan Repayment Program
8.  Army Continuing Education System (ACES) In-Service Education Benefits
9.  Servicemembers Opportunity College Associate Degree
10.  U.S. Army Reserve Program
11.  Armed Services Vocational Aptitude Battery (ASVAB)
12.  Reserve Officers' Training Corps (ROTC)
13.  Officer Candidate School (OCS)/Warrant Officer Flight Training (WOFT)
14.  High School Junior Reserve Officers' Training Program (JROTC)
15.  U.S. Military Academy at West Point
16.  Joint Optical Information Network (JOIN)
17.  West Point Preparatory School
18.  Army Employer and Alumni Network (AEAN)
19.  Concurrent Admissions Program (CONAP)
20.  Other (specify): \_\_\_\_\_

USAREC Form 930, Rev 1 Jan 94 (Previous editions are obsolete)

Figure D-1. Sample of a completed USAREC Fm 930

## Section II. Request for Recruiter Services

Request the recruiter services checked below :

- Provide a career or job fair booth or desk at my school.
- Provide a financial aid day booth or desk at my school.
- Pick-up junior and senior list from my school.
- Speak to junior or senior student class or to a graduate group that seeks employment opportunities.
- Speak to following group about ASVAB  
*(topic)*
- |  |  |
|--|--|
| <input type="checkbox"/> Superintendent and School Board<br><input checked="" type="checkbox"/> Principal and Staff Group<br><input type="checkbox"/> Guidance Counselors<br><input type="checkbox"/> Job Placement Counselors<br><input type="checkbox"/> Financial Aid Counselors<br><input type="checkbox"/> Other <i>(specify)</i> _____ | <input type="checkbox"/> Board of Regents/Trustees<br><input type="checkbox"/> State Association Groups<br><input type="checkbox"/> Registrar/Financial Aids Group<br><input type="checkbox"/> Dean of Students and Staff<br><input type="checkbox"/> Testing Specialist Group |
|--|--|
- Speak to my son or daughter who is about to graduate.
- Speak to possible prospect who has expressed interest in a possible Army career.
- Arrange an Army sponsored lunch or supper meeting on "Army Opportunities for Today's Graduates," for my school/college/association.
- Help arrange free Armed Services Vocational Aptitude Battery (ASVAB) testing at my school.
- Scholar/Athlete Award.
- Arrange outdoor cinema van or indoor cinema pod showing.
- Other *(describe)* Possible guest speakers available to teachers.

Please have recruiter contact me.

Burton Fenwick

Printed Name

(919) 534-6578

Telephone

Counselor

Title

**Figure D-1. Sample of a completed USAREC Fm 930 (Continued)**

## Appendix E COI Event Checklist

### E-1. General

Checklist for recruiters, RS commanders, Rctg Co commanders and HCRT leaders, Rctg Bn and AMEDD Det points of contact, and budget personnel. This checklist presents procedures for a standard COI event. There are exceptions: For instance when Rctg Bns sponsor doughnuts and coffee at an education conference, it is difficult to have a completed USAREC Fm 545 or a completed USAREC Fm 930.

### E-2. Before the event

#### a. RS commanders and/or recruiters:

(1) Read USAREC Reg 1-18 (in RS Administration UPDATE). Call Rctg Bn or AMEDD Det COI program manager if you have questions. Construct a preliminary invitation list, USAREC Fm 544, and a plan for the event to include agenda, names of presenters, and summary of objectives sought. Select date and location.

(2) Make preliminary inquiries with a proposed vendor to develop a menu and cost estimate to include gratuity, as applicable. Generally, state tax laws don't apply to Government contracts. (However, when preparing your cost estimate, if you aren't sure, include them.) Be sure you don't make a firm commitment for the event or you may be liable to pay for it from personal funds.

(3) Provide information needed for the request on USAREC Fm 544 and submit to Rctg Co or HCRT headquarters. Once request is approved, ensure invitees are notified and followup reminder calls are made so meal count can be adjusted with vendor 1 day prior to ensure a successful event. Recruiters, RS commanders, and Rctg Co commanders or HCRT leaders who fail to ensure proper followup is conducted may be held financially liable for the cost of meals for no-shows.

b. Rctg Co commanders and HCRT leaders: Prepare USAREC Fm 544. Send to your Rctg Bn or AMEDD Det, ATTN: COI Program Manager, for approval. Don't proceed with event arrangements until you get this approval.

c. Rctg Bn and AMEDD Det program managers:

(1) Review request for accuracy and compliance with regulations and guidance. Secure signature of Rctg Bn or AMEDD Det commander or authorized representative.

(2) If all event requirements are met and no requests for exception are required, secure a control number from the Rctg Bn or AMEDD Det COI program manager. Notify the affected Rctg Co commander or HCRT leader of the approval and send USAREC Fm 545 for completion.

(3) USAREC Fm 544 will be forwarded to the Rctg Bde if their approval is necessary for high-cost events. A cover memorandum will contain justification for the request.

(4) When appropriate approvals have been obtained, the request should be taken to the Rctg Bn or AMEDD Det ordering officer or contracting

officer's representative (usually S1 or S4). DA Form 3953 (Purchase Request and Commitment) or SF 44 will be prepared to support the event, if the IMPAC Visa card will not be used. A fund cite will be added by budget personnel.

d. Rctg Bn or AMEDD Det budget:

(1) Review the COI event request (USAREC Fm 544) and the DA Form 3953 or SF 44. A fund citation will be inserted if funds are available and the IMPAC Visa card is not being used.

(2) Rctg Bn or AMEDD Det procedures for contracting apply at this point.

### E-3. After the event

a. Rctg Co and HCRT commanders:

(1) Complete USAREC Fm 545.

(2) Send completed USAREC Fm 545 and all vendor receipts to the Rctg Bn or AMEDD Det COI program manager within 3 working days after the event.

(3) Send copy of completed USAREC Fm 545 to appropriate recruiter.

b. Rctg Bn or AMEDD Det program manager: Review USAREC Fm 544, USAREC Fm 545, and bill invoice for accuracy and compliance with regulations and guidance. Send SF 44, the bill, invoice, and register receipt to the Rctg Bn or AMEDD Det budget. Forward USAREC Fm 545, USAREC Fm 544, and a copy of invoice to the Rctg Bn or AMEDD Det commander for review and further forwarding to the Rctg Bde, ATTN: COI event point of contact.

c. Rctg Bn or AMEDD Det budget: Send SF 44, the bill, invoice, register receipt, USAREC Fm 545, and USAREC Fm 544 forward for payment.

## **Glossary**

### **Section I Abbreviations**

#### **AMEDD Det**

Army Medical Department detachment

#### **ASVAB**

Armed Services Vocational Aptitude Battery

#### **COI**

centers of influence

#### **DEP**

Delayed Entry Program

#### **DOD**

Department of Defense

#### **ESS**

education services specialist

#### **HCRT**

health care recruiting team

#### **HQ USAREC**

Headquarters, United States Army Recruiting Command

#### **HS**

high school

#### **IMPAC**

International Merchant Purchase Authorization Card

#### **Rctg Bde**

recruiting brigade

#### **Rctg Bn**

recruiting battalion

#### **Rctg Co**

recruiting company

#### **RS**

recruiting station

#### **TAIR**

Total Army Involvement in Recruiting

#### **USAREC**

United States Army Recruiting Command

### **Section II Terms**

#### **centers of influence**

Individuals who can help develop a better image of the Army, influence individuals to enlist in an Army Program (Regular Army, DEP, United States Army Reserve, Army Medical Corps), provide recruiters access to prospects or refer names of leads to Army recruiters. COI are primarily educators, but they may include civic or

business leaders, members of professional groups, HS or college students identified as class leaders or influencers, news media representatives, nurse counselors, convention officials, employment counselors, civilian aides to the Secretary of the Army, or other influential individuals.

#### **centers of influence event**

A USAREC-sponsored seminar, clinic, or presentation designed to communicate information concerning Army opportunities to COI. A meal or refreshment period may be included incidental to the purpose of the gathering.

#### **high-cost event**

An event or function which exceeds the cost guidelines set forth at paragraph 4h.

#### **lead**

A name and address or telephone number of an individual who may be qualified for enlistment or commissioning, which will be used by the recruiter in prospecting.

#### **prospect**

An individual who is contacted by a recruiter for the purpose of creating interest in an Army enlistment or commissioning program.

#### **sponsor**

The USAREC commander or leader who originates the request for a COI event. In cases of doubt, this commander should be the first common superior of all organizations who will take part in the sponsorship of the event.