

Effective 1 October 2001

Personnel Procurement

Educator/Centers of Influence Tour Program

For the Commander:

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History. This UPDATE publishes a revised USAREC Reg 601-81 which is effective 1 October 2001.

Summary. This regulation provides policy guidance and establishes procedures for conducting the Educator/Centers of Influence Tour Program.

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Glossary

1. Purpose

This regulation provides policy guidance for the Educator/Centers of Influence (E/COI) Tour Program and establishes procedures for conducting an E/COI tour. This regulation also covers the policy and procedures for conducting an Army Medical Department (AMEDD) tour (see app B).

2. References

Related publications and prescribed forms are listed in appendix A.

3. Explanation of abbreviations and terms

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

4. Objectives

- a. Provide tours of Army installations to edu-

Applicability. This regulation is applicable to all elements of this command. However, it does not prohibit initiative and imagination of local commanders in implementing the guidance provided herein.

Proponent and exception authority. The proponent of this regulation is the Director of Recruiting Operations. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponent may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of GS-13.

Army management control process. This regulation contains management control provisions in accordance with AR 11-2 but does not identify key management controls that must be

evaluated.

registrars can also support recruiters and influence students. A key COI would be a mayor, police chief, city council member, clergyman, job service director, or community leader.

b. Support the recruiting field force by improving recruiter access to high schools and postsecondary institutions.

c. Improve the potential to produce grad I-III and hi-grad accessions.

d. Solicit support from E/COIs to improve access to schools, obtain directory information, schedule the Armed Services Vocational Aptitude Battery, and refer potential prospects to the local Army recruiter.

5. Policy

a. E/COI tours are designed to be professionally enriching experiences for educators and key influencers. Participants will become informed supporters who can publicize and promote Army opportunities with students, graduates, and other E/COIs.

b. Tours are resources that must be focused on those places that need attention. Tour resources will not be used in an arbitrary or random fashion. Tours are not junkets or rewards to E/COIs for cooperation with recruiters.

c. Select participants that are key influencers and decision makers. Key influencers among high school and college students are counselors and teachers who can testify as to the quality of Army educational benefits and technical training. Key policy influencers are superintendents, school board members, principals, and college administrators who can establish a policy to allow recruiters reasonable access to the campus, students, and directory information. College financial aid officers, admissions officers, and

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. The proponent agency of this regulation is the Office of the Director of Recruiting Operations. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCRO-T-ED), Fort Knox, KY 40121-2726.

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d. Do not select all friends of the Army, but some solid pro-Army participants may be helpful. Participants who are supportive of Army programs will be able to share their experiences with the other educators. However, when selecting participants the focus should be on those E/COIs who are open-minded neutrals or undecided key influencers.

e. Participant limitations.

(1) Authorized participants. A minimum of 11 E/COI tour participants are required to conduct a regular E/COI tour. This does not include escorts. When a tour size to an installation falls below the required number the recruiting battalion (Rctg Bn) project officer will contact the recruiting brigade (Rctg Bde). The Rctg Bde commander will then determine if it is cost-effective to proceed. The Rctg Bn undersize E/COI tour will not proceed without written approval from the Rctg Bde commander. The maximum amount of E/COI tour participants is 40. This does not include escorts. The intent is to keep all the participants and escorts together on one bus. When the E/COIs exceed the maximum number, written approval from the Rctg Bde commander is required to proceed.

(2) Authorized escorts. For an approved undersize Rctg Bn tour the funded escort to E/COI ratio will not exceed three escorts for up to 10 E/COI participants. For a regular E/COI tour the ratio is four escorts for 11 to 19 E/COI participants, five escorts for 20 to 29 E/COI participants, and six escorts for 30 or more E/COI participants.

*This regulation supersedes USAREC Regulation 601-81, 26 May 1994.

(3) Husbands and wives are not to participate on the same tour at Government expense (avoid any appearance of junketing). Similar restrictions apply to other family members.

(4) An individual E/COI may only participate in one E/COI tour in a 3-year period.

(5) Selected Reserve members, Junior Reserve Officers' Training Corps instructors, Military Entrance Processing Stations personnel, and other Federal Government employees will not be invited to participate on an E/COI tour.

(6) Requests with a written justification for an exception to policy (ETP) to allow these individuals to participate (see (3), (4), and (5) above) will be forwarded through the Rctg Bde to Headquarters, United States Army Recruiting Command (HQ USAREC) (RCRO-T-ED), Fort Knox, KY 40121-2726, and will be handled on a case-by-case basis. Written approval from HQ USAREC (RCRO-T-ED) is required for these individuals before a written invitation is sent out.

(7) Students will not be invited to participate on an E/COI tour.

f. Geographic limitations.

(1) For tours within Rctg Bde boundaries, the Rctg Bde commander is required to ensure that tours to installations other than the closest are fully justified.

(2) For tours outside Rctg Bde boundaries, the Rctg Bde commander will approve only when both of the following conditions apply:

(a) The sponsoring Rctg Bn has received tentative approval for the tour from the host installation both for the timeframe sought and the number of participants planned.

(b) A tour of that installation is cost effective and the expected results justify the use of this tour site compared to other installations.

g. Tours to the Military District of Washington (MDW) will be authorized only under special circumstances.

(1) Special tours to the MDW area, which include a visit to Headquarters, Department of the Army, may be authorized as an exception to the geographic limitations above on a case-by-case basis. Requests will be forwarded through the Rctg Bde to HQ USAREC (RCRO-T-ED) with proposed dates at least 120 days prior to the tour and require approval by the Chief of Staff (CofS), United States Army Recruiting Command (USAREC).

(2) The individuals invited to participate in such tours will be prominent individuals who are of key importance in determining policy within a school district or postsecondary institution.

(3) Tour plans should allow up to a half day at the Pentagon for briefing by Headquarters, Department of the Army officials and tour of its premises. The balance of each tour day will be spent at nearby Army installations.

h. Tours to the United States Military Academy or to the Military Preparatory School are not authorized. Persons wanting to participate in such a tour should be referred to the United States Military Academy.

i. Maximizing tour efficiency. The combining of undersize groups of two or more Rctg Bns to

ensure that a tour group does not fall below 11 E/COI participants is recommended and authorized. The Rctg Bde project officer will review each Rctg Bn's preliminary tour plan and will discuss with the Rctg Bns the combining of tours so that host installation resources are efficiently utilized. Attaching participants from one Rctg Bn to another Rctg Bn's E/COI tour to maximize tour participation is also authorized.

j. Tour cancellations. Invitations to E/COIs are to be issued with the understanding that if the tour has to be canceled (because of insufficient participation or other extenuating circumstances), such cancellation will be announced 48 hours prior to the departure date. To minimize tour cancellations due to an E/COI dropping out at the last minute, the nominating recruiter or recruiting station (RS) commander will contact the invitee 3 to 5 days prior to the departure date. In the event that the E/COI must cancel or might not show up, the recruiter will immediately contact the project officer. The project officer will then seek out a replacement to keep the tour group size large enough to proceed. When the host installation and Rctg Bde deems an undersize tour group (under 11 participants) too small to justify conducting the tour, the project officer will promptly notify all the invitees of the tour cancellation.

k. News media participants. News media representatives may accompany E/COI tours with the approval of the public affairs officer (PAO) of the installation(s) on which the tour occurs and the Rctg Bde advertising and public affairs chief.

l. A well-planned E/COI tour itinerary will include installation briefings, lunch with the soldiers, and hands-on activities for the educators (see table 1). Tours will not exceed 3 days, excluding travel. A tour day usually consists of 8 hours with a lunch break. It does not preclude arranging for the E/COI to voluntarily participate in organized free-time activities (e.g., dinner at the officer's club or a tour of the area's historic sites).

6. Responsibilities

a. Commanding General, USAREC, will exercise overall supervision of the USAREC E/COI Tour Program and will:

(1) Provide policy and general guidance for the operation of the program.

(2) Disburse necessary funding support to Rctg Bde commanders to conduct the tour programs.

(3) Delegate to the CofS the authority to approve or disapprove tours to the MDW.

(4) Delegate to Rctg Bde commanders the approval authority for E/COI tours conducted outside of their Rctg Bde geographical boundaries.

(5) Delegate to Director of Recruiting Operations the authority to approve or disapprove ETPs that pertain to participants, escorts, and tour size.

b. Director of Resource Management will:

(1) Coordinate current and subsequent fiscal year (FY) funding requests and provide support through the regular process of the budget cycle.

(2) Provide funding allocation to Rctg Bdes.

(3) Monitor status of Rctg Bde funds utilization.

tion.

(4) Ensure that proper funding policies, procedures, limitations, and safeguards are placed in appropriate USAREC regulations.

c. Director of Recruiting Operations will:

(1) Serve as proponent for inquiries on the conduct of the tour program generated at Rctg Bde and Rctg Bn level.

(2) Receive and review initial and quarterly E/COI reports from Rctg Bdes.

(3) Evaluate and process Rctg Bde tour requests for exceptions and provide HQ USAREC approval or disapproval for the commander.

(4) Provide program guidance to the Rctg Bde commander as to approved funding.

(5) Serve as proponent for the tour program. Quantify short- and long-term needs and anticipated benefits of tour expenditures using input from the quarterly report.

(6) Serve as HQ USAREC point of contact with Army installation staff offices handling E/COI tours.

d. Rctg Bde commanders will:

(1) Exercise overall supervision of the Rctg Bde sponsored E/COI Tour Program.

(2) Monitor and control all E/COI tours to ensure maximum participation and most efficient utilization of resources.

(3) Appoint a Rctg Bde E/COI tour project officer, normally the Rctg Bde education services specialist (ESS), with responsibility and authority for management the Rctg Bde E/COI Tour Program. When appropriate, further assign this person to serve as project officer for Rctg Bde wide E/COI tours.

(4) Review each Rctg Bn's preliminary request for upcoming FY E/COI tours. Provide written notification to Rctg Bns on tour status (approval or disapproval) by 1 September.

(5) Provide necessary funding and staff support for Rctg Bn tours.

(6) Act as the approval authority for undersize (under 11 participants) and oversize (over 40 participants) Rctg Bn E/COI tours. When tours fall below 11 E/COI participants, contact the host installation and then determine if it is cost-effective to proceed. Undersize and oversize Rctg Bn E/COI tours will not commence without the Rctg Bde commander's written approval.

e. Rctg Bde project officer will:

(1) Develop, publish, and disseminate local guidance for conducting Rctg Bn E/COI tours.

(2) Monitor to ensure Rctg Bn commanders have screened each invitee list to ascertain that only authorized persons are invited.

(3) Control and monitor the attachment of E/COI participants onto other Rctg Bn tour groups to maximize tour group size.

(4) Submit an initial USAREC Form 1220 (E/COI Tour Program Report) (see fig 1) listing projected tours for next FY to HQ USAREC (RCRO-T-ED) by 1 September. Along with the initial report forward any requests by Rctg Bns with endorsements and justifications for an ETP to tour MDW in the upcoming FY. HQ USAREC (RCRO-T-ED) will provide the Rctg Bde project officer with a response to the ETP prior to the upcoming

ing FY.

(5) Submit a quarterly USAREC Form 1220 (see fig 2) to HQ USAREC (RCRO-T-ED) by the 15th of each month following the quarter. Any E/COI tour change based on rescheduling or add-on tours should be included in the report. Review of Rctg Bns' afteraction reports will be required to complete the Rctg Bde quarterly report.

(6) Maintain a copy of Rctg Bns' afteraction reports. A copy of Rctg Bns' afteraction reports for this FY and the two previous FYs will be kept on file by the Rctg Bde project officer.

f. Rctg Bn commanders will:

(1) Appoint a tour project officer, normally the Rctg Bn ESS, to plan, manage, coordinate, and accompany the tour as an escort. A checklist of important functions (tasks) to be completed by the project officer is at table 2.

(2) Establish procedures for utilizing funds allocated from the Rctg Bde to ensure that invitees and participants meet the E/COI Tour Program objectives established.

(3) Prepare and forward a preliminary tour plan with necessary justification to the Rctg Bde by 15 August (see fig 3).

(4) Evaluate the recruiting company (Rctg Co) E/COI tour nominations to ensure that they meet the E/COI objectives and determine which nominees offer the best potential payback for the E/COI dollars committed.

(5) Accompany the Rctg Bn E/COI tour as an escort.

g. Rctg Bn tour project officer, normally the Rctg Bn ESS, will:

(1) Coordinate development of the upcoming FY's E/COI preliminary tour plan.

(2) Be responsible for timely accomplishment of planning, administrative, logistical, and follow-up requirements for the Rctg Bn E/COI tour.

(3) Request support from an Army installation to host an E/COI tour (see fig 4). Host installations normally require that a written request be made 120 days in advance.

(4) Evaluate and prioritize all tour seat nominations submitted by Rctg Co commanders.

(5) Review previous E/COI tour afteraction reports prior to planning current year tours. Ensure that planning precautions are taken to avoid stumbling blocks; that the targeted host installation has tentatively accepted the tour dates and that commercial bus transportation at the tour site is available. These arrangements should be made before written invitations are sent.

(6) Forward the names and news affiliation of nominees who are members of the news media to the Rctg Bn advertising and public affairs chief. These nominees must be cleared by the Rctg Bde and the host installation before a written invitation is sent.

(7) Ensure that the names, titles, and addresses of nominees are verified for accuracy with the sponsoring recruiter.

(8) Send out a letter of invitation to each E/COI (see fig 5). Once they have been mailed, check with the recruiter to confirm that the invitation has been received. For invitees that accept, obtain their social security number and

home address for use in preparing their invitation travel order (ITO). Ensure that a followup call is made to confirm their tour participation.

(9) Coordinate with the Rctg Bn budget section to obtain an ITO for each E/COI tour participant. The Rctg Bn budget section will prepare ITOs and track expenditures.

(10) Troubleshoot any problems that occur and ensure that required ETPs are in place before the tour proceeds.

(11) While on the tour, assist E/COI participants in completing their reimbursement request forms. Arrange for a specific time and place for doing this at the end of the tour.

(12) Review and submit all the E/COI travel vouchers to finance for reimbursement. (Advance per diem payments for ITO participants are not authorized.)

(13) Ensure that each E/COI completes USAREC Form 1221 (E/COI Tour Evaluation) (see fig 6) and attach copies of the completed forms to the afteraction report. Also, forward copies to each E/COI's respective RS for followup.

(14) Complete an E/COI tour afteraction report (see fig 7) and forward to Rctg Bde. Ensure that a copy of each E/COI participant's tour evaluation is attached. Suspense to Rctg Bde is 30 days following completion of the tour.

(15) Request support and approval from the Rctg Bde for additional E/COI tours (see fig 8). Requests should be made 120 days prior to tour date and requires Rctg Bde approval to proceed.

(16) In some cases (new project officer, full-size tour) conduct a reconnaissance tour to the host installation to ensure that the Rctg Bn E/COI tour runs smoothly.

h. Rctg Bn chief of advertising and public affairs will:

(1) Request prior approval of the Rctg Bde and host installation PAO when a member of the news media is nominated to accompany a Rctg Bn as an E/COI. The media person's name and news affiliation will be provided by the Rctg Bn project officer. Provide the Rctg Bn project officer with the decision on whether or not news media can attend the tour.

(2) Be responsible for planning public affairs coverage of the tour, developing articles of special interest, preparation of news releases (with photos), and distribution to hometown newspapers for each participant if desired.

(3) Coordinate with the installation being toured for appropriate photography service, when available. Otherwise, arrange for the project officer or an escort to take one or two group pictures. Provide one group photo to each E/COI tour participant as a souvenir, if desired by the commander. The local recruiter should make delivery of the photo during a school visit.

i. Rctg Co commanders will:

(1) Evaluate and prioritize all needs for E/COI tour seats. Confirm the justification for each. Forward a recommended nominee list for the Rctg Bn E/COI tour to the Rctg Bn project officer within the required suspense.

(2) Ensure that RS commanders and their re-

cruiters provide nominations for E/COI tours, with appropriate information on how their nominee's participation would have a positive impact on recruiting.

(3) Ensure that after the tour, recruiter followup takes place to derive benefit from each attendee's participation. Relay results to the Rctg Bn E/COI tour project officer as appropriate to justify continuance of the program. If some of the results surface later, forward a supplemental note to the project officer referencing the tour.

j. RS commanders will:

(1) Forward nominee information to the Rctg Co commander. Ensure that the custodian of the school folder has evaluated the market and has identified key E/COIs whose participation may eliminate some barriers to recruiting.

(2) Once a nominee has been selected for a tour and the project officer requests the assistance of the sponsoring recruiter, allow the recruiter enough time to encourage the E/COI's acceptance and to keep the E/COI who accepts motivated so he or she won't cancel.

(3) Ensure that proper recruiter followup takes place to derive benefit from each attendee's participation. Ensure that the local recruiter receives a copy of USAREC Form 1221 which lists the services and information requested by the E/COI participants.

(4) Perform the role of nominating recruiter for those markets that are temporarily not assigned a recruiter (pending arrival of replacement) or where the recruiter is on leave or temporary duty.

k. Recruiters will:

(1) Assess their school market and review assigned school folders to identify key influencers and policymakers whose participation on a tour may eliminate some barriers and would have a positive impact on recruiting.

(2) Submit their E/COI nominations (name, title, and address) through the RS commander to the Rctg Co commander. Provide accurate address information for written invitations. If a member of the news media is being considered as a nominee for the tour, also provide the news affiliation. The news media nominations must be preapproved by the Rctg Bn before an invitation can be sent.

(3) Avoid promising E/COIs that they will be invited on a tour, until the recruiters are informed by the tour project officer that the E/COI is being sent an invitation.

(4) Followup with the nominee to ensure the tour invitation is received. Recruiters will call invitees 3 to 5 days prior to the tour to remind them of departure arrangements, answer questions, and obtain invitee reassurances that they are participating on the tour. Tour cancellations will be reported immediately to the Rctg Bn project officer.

(5) Escort and transport tour participants to and from the departure point.

(6) Immediately following the tour make contact with the E/COIs to achieve objectives set forth. Followup on any requests for services and/or information as indicated on their completed

USAREC Forms 1221. Inform the RS commander of the results of followup visits.

7. Types of E/COI tours

- a. There are two types of E/COI tours:
 - (1) A regular tour, which is planned and conducted by one Rctg Bn, and
 - (2) A combined tour, which consists of participants from two or more Rctg Bns.
- b. A regular E/COI tour must have a minimum of 11 E/COI participants. The regular E/COI tour is planned and conducted by one Rctg Bn solely for its own participants. All organizational and functional responsibilities are tasked to the Rctg Bn project officer.
- c. A combined tour consists of E/COI participants from two or more Rctg Bns. When two or

more Rctg Bns agree to schedule and visit the same installation at the same time with the same itinerary they are planning to conduct a combined tour. When this occurs each Rctg Bn will have its own Rctg Bn project officer to coordinate the tour within their own Rctg Bn and serve as an escort, however one Rctg Bn will be designated as the lead Rctg Bn. The lead Rctg Bn plans, organizes, and controls the tour, and assumes command responsibility for all E/COI participants. The lead Rctg Bn project officer will complete the major Army command (MACOM) support request (see fig 4) and coordinate with the host installation.

d. When planning and conducting a combined tour each Rctg Bn's project officer will be responsible for their own participants' travel arrange-

ments and for submitting their travel vouchers. Also, each Rctg Bn project officer will obtain a USAREC Form 1221 from their participants and complete and forward an E/COI afteraction report (see fig 7) to the Rctg Bde.

e. The minimum number of participants for a combined tour is 11 E/COIs. The combining of undersized groups of two or more Rctg Bns to ensure that number does not fall below 11 E/COI participants is recommended and authorized. However, when two or more Rctg Bns decide to run a combined E/COI tour, a full-size tour (25 or more participants) should be planned and conducted to maximize host installation resources.

Table 1
E/COI tour itinerary (recommended activities)

1.	Observe basic training (BT) and/or advanced individual training (AIT).
2.	Tour reception battalion (interact with soldiers).
3.	Attend command group briefing at host installation.
4.	Visit airfield (static display, simulators).
5.	Observe (Infantry, Armor, Artillery) training exercises.
6.	Attend graduation ceremonies (BT and/or AIT).
7.	Lunch in military dining facility (interact with soldiers).
8.	Conduct a tour of the barracks (Starship Tour).
9.	Attend simulation exercise (hands-on).
10.	Guided tour of military museum.
11.	Attend K-9 demonstration.
12.	Visit and/or attend briefing at the Army education center.
13.	Weaponeer exercise (hands-on activity).
14.	Observe confidence training and/or weapons training.
15.	Briefing and/or tour medical facilities (hospital).
16.	Attend Army values briefing.
17.	Visit post exchange.
18.	Tour AIT schools (language, medical, etc.).
19.	Tour morale, welfare, and recreation facilities (child care, youth centers, etc.).
20.	Lunch at the officer's club.
21.	Noncommissioned officer academy.

Table 2
E/COI tour checklist

Action	Time Line
<p>Call host installation PAO to determine the lead time needed to support an E/COI tour. Set up tentative E/COI tour dates. Get address and telephone number of host installation point of contact. Make a record of conversation.</p>	<p>120-180 days</p>
<p>Send out official letter (see fig 4) requesting host installation support to conduct an E/COI tour. Confirm the E/COI tour dates and indicate the number of participants. Request that specific activities are included in the E/COI tour itinerary.</p>	<p>90-120 days</p>
<p>Solicit E/COI tour nominees from the Rctg Co commanders. Provide commanders with tour information (i.e., dates, location, tentative itinerary, transportation arrangements, and cost involved (per diem)). Indicate number of tour seats allotted per Rctg Co and suspense date for tour nominees.</p> <p>Contact two to three hotels close to the host installation to get a cost analysis and room availability. Inquire as to services provided (shuttle, hospitality room, restaurants, etc.).</p> <p>Check on the cost of airfare, bus transportation, and rental vehicles.</p>	<p>75-90 days</p>
<p>Select hotel and book rooms. Inquire as to other services provided. Request hotel brochures and inquire about tax exempt status and procedures.</p> <p>Call and obtain information on host installation and local area (check with Chamber of Commerce).</p> <p>Finalize arrangements (costs and services) for ground transportation (commercial bus or vans).</p>	<p>60-75 days</p>
<p>Obtain tour nominations from Rctg Co and RS commanders. Assess tour nominations and select participants. Conduct followup with the participants selected to ensure that they are still interested in going on an E/COI tour. Inform them that they will be receiving an official invitation from the Rctg Bn commander.</p> <p>Send out formal letter of invitation to each E/COI (see fig 5).</p> <p>Notify (provide a list) the Rctg Co commander, RS commander, and nominating recruiter of the participants selected.</p> <p>Ensure RS commander and nominating recruiter followup with invitee. Have they received their invitation? Are they still planning to attend?</p> <p>Arrange for air travel (number of projected participants).</p>	<p>45-60 days</p>
<p>Firm up E/COI list of participants. For invitees that accept, obtain their social security numbers and home addresses for use in preparing ITOs.</p> <p>Send out information packet to E/COIs. Include information on appropriate dress, flight times, hotel, per diem, and ground transportation.</p> <p>Contact host installation point of contact to check on the tour status and review the proposed itinerary.</p>	<p>30-45 days</p>
<p>Coordinate with budget section and request ITOs for each E/COI tour participant. Provide a list of participants.</p> <p>Ensure that the nominating recruiter or RS commander contact their E/COIs and arrange a military escort to and from airport.</p> <p>Determine Rctg Bn escorts for tours. Besides the project officer, E/COI tour escorts will include the Rctg Bn commander. The Rctg Bn leadership team will determine additional escorts.</p>	<p>21-30 days</p>
<p>Contact hotel and finalize arrival times. Send the hotel point of contact a guest list (E/COI tour participants).</p> <p>Contact E/COIs to ensure recruiters have arranged transportation to and from the departure location (airport).</p>	

Table 2
E/COI tour checklist--continued

Action	Time Line
<p>Send a list of the E/COIs to the host installation point of contact.</p> <p>Provide a list of E/COIs to the travel agent to confirm and secure airline reservations.</p>	14-21 days
<p>Assemble E/COI information packets to be handed out to E/COIs prior to departure. Include in the packet: Travel orders, travel voucher, pen, notepad, pay chart, recruiting publicity items, and USAREC Form 1221.</p> <p>Remind RS commanders and nominating recruiters to contact their E/COIs to confirm tour participation.</p> <p>Make any necessary adjustments to hotel and flight arrangements.</p>	7-14 days
<p>Obtain final E/COI tour itinerary from host installation. Place itinerary in E/COI information packet.</p> <p>Ensure recruiters have followed up with E/COIs. Act on tour cancellations (invite an E/COI from the alternate list).</p> <p>Report undersize tour to Rctg Bde. Undersize tour (below 11 participants) can only proceed with Rctg Bde approval.</p> <p>Ensure that all E/COIs are contacted prior to departure date, either by the recruiter or telephonically by project officer. Need to eliminate no-shows up front so that changes can be made.</p> <p>Finalize E/COI tour. Make any necessary changes and adjustments.</p>	1-7 days
E/COI Tour Followup Actions	
<p>Forward copy of USAREC Form 1221 to responsible RS commander or recruiter.</p>	1-3 days
<p>Submit E/COI travel vouchers to finance office for processing.</p>	1-3 days
<p>Complete E/COI afteraction report and forward to Rctg Bde.</p>	15-30 days

E/COI Tour Program Report

(For use of this form see USAREC Reg 601-81)

Recruiting Brigade: 4th Rctg Bde

Project Officer: Mr. Don Smith

FY: 2002

Type of Report: Initial 1st Qtr 2d Qtr 3d Qtr 4th Qtr

Recruiting Battalion	Type of Tour	Tour Status	Dates of Tour	Army Installation	Number of E/COIs	Number of Escorts	AAR Complete	Overall Rating	Total No. Rctr Svcs Requested	Total No. Info Requested	Comments
Chicago	Regular	Projected	18-21 Nov 01	Ft Campbell, KY	20	4					
Cleveland	Combined	Projected	1-3 May 02	Ft Knox, KY	10	2					Combined tour with Columbus
Columbus	Combined	Projected	1-3 May 02	Ft Knox, KY	15	3					Lead Rctg Bn - Combined tour w/Cleveland
Great Lakes	Regular	Projected	27-31 Mar 02	Ft Sill, OK	28	4					
Indianapolis	Regular	Projected	11-15 Nov 01	Ft Rucker, AL	25	4					
Milwaukee	Regular	Projected	1-3 Mar 02	Ft Benning, GA	35	6					
Minneapolis	Regular	Projected	17-21 May 02	Ft Jackson, SC	30	5					

USAREC Form 1220, 1 Oct 2001 (This form supersedes USAREC Form 665 and USAREC Form 666 which are obsolete)

Figure 1. Sample of a completed USAREC Form 1220 for initial report

E/COI Tour Program Report

(For use of this form see USAREC Reg 601-81)

Recruiting Brigade: 4th Rctg Bde

Project Officer: Mr. Don Smith

FY: 2002

Type of Report: Initial 1st Qtr 2d Qtr 3d Qtr 4th Qtr

Recruiting Battalion	Type of Tour	Tour Status	Dates of Tour	Army Installation	Number of E/COIs	Number of Escorts	AAR Complete	Overall Rating	Total No. Rctr Svcs Requested	Total No. Info Requested	Comments
Chicago	Regular	Conducted	18-21 Nov 01	Ft Campbell, KY	17	4	Yes	Excellent	48	61	
Cleveland	Combined	Projected	1-3 May 02	Ft Knox, KY	10	2					Combined tour with Columbus
Columbus	Combined	Projected	1-3 May 02	Ft Knox, KY	15	3					Lead Rctg Bn - Combined tour w/Cleveland
Great Lakes	Regular	Conducted	27-31 Mar 02	Ft Sill, OK	27	5	No				Just conducted tour/awaiting AAR
Indianapolis	Regular	Conducted	11-15 Nov 01	Ft Rucker, AL	23	4	Yes	Excellent	64	83	
Milwaukee	Regular	Projected	22-24 Jun 02	Ft Benning, GA	20	2					Canceled March tour
Minneapolis	Regular	Projected	17-21 May 02	Ft Jackson, SC	30	5					

USAREC Form 1220, 1 Oct 2001 (This form supersedes USAREC Form 665 and USAREC Form 666 which are obsolete)

Figure 2. Sample of a completed USAREC Form 1220 for quarterly report

SUBJECT: (Rctg Bn) E/COI Tour Plan for FY _____

1. Request approval of the preliminary E/COI tour plan at enclosure 1 (include the host installation, tour dates, number of tour participants and escorts, and estimated cost). All requested tours outside of the Rctg Bde boundaries require additional justification.
2. Justification for requested out of Rctg Bde boundary tours is also included at enclosure 2. Include information such as cost comparison, tour dates availability and/or nonavailability, reasons closer alternative sites are inappropriate, special nature of the tour sites (e.g., BT, AIT), and any other reason to justify out-of-boundary tour.

2 Encls

Rctg Bn Commander

Figure 3. Rctg Bn request for E/COI tour approval

SUBJECT: MACOM Support Request – E/COI Tour (Date and Location)

1. This confirms initial telephonic coordination between (tour project officer), (name of battalion), and (post point of contact), on (date contacted).
2. Request support of a tour to your installation which will include (projected number of participants and escorts) from the (Rctg Bn). As discussed the group will arrive at your installation (projected time and date) and will depart not later than (projected time and date). The senior military member on the tour will be (rank and name). (Note any special requests agreed upon with installation point of contact.)
3. Request that the key ingredients listed on the enclosed sheet be incorporated into the E/COI tour itinerary.
4. Point of contact is (project officer's name and telephone number).

FOR THE COMMANDER:

Encl

Figure 4. MACOM support request for E/COI tour

Dear (E/COI):

On behalf of the US Army Recruiting Command, I would like to extend an invitation for you to visit (location and dates). We have planned an Educator/Centers of Influence Tour of (installation) activities to include briefing and discussions of current and future Army programs. You will have the opportunity to observe (basic training, advanced individual training) and visit with young soldiers. The education and training opportunities available to students in America's Army cannot be overlooked. We firmly believe that the Army affords all high school graduates, both male and female, with a very favorable alternative to civilian employment. Therefore, we are extending this invitation to selected high school, college, and community officials to tour the (location) Training Center to experience and gain first-hand knowledge of the opportunities afforded our soldiers.

The US Army Recruiting Command will pay the expenses incurred by participants on this tour. Payment will be through reimbursement of funds spent by each individual for hotel rooms, meals, and other authorized expenses. Travel arrangements have been made through (airline) and tickets will be furnished to each participant, at no cost, at the time of departure from the airport. The tour schedule will be:

- a. (Date leaving): Departure time, airport, airline, flight number, and arrival time.
- b. (Date returning): Departure time, airport, airline, flight number, and arrival time.
- c. While in (location), tour guests will be staying at (hotel, address, and telephone number).

My representative, (name of project officer), will be calling your office to provide a more detailed itinerary, answer any questions you might have, and accept your reservation should you be able to join us. The Army is looking forward to the opportunity to have you travel with us on this tour and hopes you will find it educational and beneficial to the students and youths you serve.

Sincerely,

Rctg Bn Commander

Figure 5. Letter of invitation to E/COI

E/COI TOUR EVALUATION
(For use of this form see USAREC Reg 601-81)

Participant Information	Tour Information
Name: Stanley Shokonis	Rctg Bn: Harrisburg
Position: Guidance Counselor	Tour Installation: Ft. Benning, GA
School or Organization: Pittson Area High School	Tour Dates: 16-18 Apr 01
Telephone Number: (570) 555-1234	Tour Project Officer: Eileen Bailey, ESS
E-mail: SSHokonis@pahs.pa.edu	E-mail Eileen.Bailey@usarec.army.mil
<p>Thank you for participating on this year's Educator/Centers of Influence Tour to an Army installation. We hope that the knowledge and information you received about America's Army will be of value to you when advising young men and women on career options and opportunities. In order to evaluate this tour and help us plan more effectively for future tours, we request that you answer the following questions:</p>	
<p>1. Have you had prior experience with or exposure to the Army? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If so, what type?</p>	
<p>2. Prior to this tour I would have rated my knowledge of Army training and educational programs as:</p> <p>Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input checked="" type="checkbox"/> Poor <input type="checkbox"/></p>	
<p>3. Have your perceptions of the Army changed as a result of this tour?</p> <p>More Favorable <input checked="" type="checkbox"/> Less Favorable <input type="checkbox"/> Same <input type="checkbox"/></p>	
<p>4. What was the most informative and/or interesting section or part of the tour?</p> <p>Confidence Obstacle Course. Meeting and talking with soldiers at lunch.</p>	
<p>5. What was the least informative and/or interesting section or part of the tour?</p> <p>Classroom briefing. First day too long.</p>	
<p>6. The overall rating of this educator/centers of influence tour is:</p> <p>Excellent <input checked="" type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/></p>	

USAREC Form 1221, 1 Oct 2001 (This form supersedes USAREC Form 932 and USAREC Form 933 which are obsolete)

Figure 6. Sample of a completed USAREC Form 1221

7. In which of the following ways are you willing to help the Army's recruiting efforts? Please check each box of the services and information you are requesting.

a. Request for recruiter services:

- Refer interested youths to the local Army recruiter
- Invite a recruiter to make a presentation to a class in my school
- Encourage use of the Armed Services Vocational Aptitude Battery (ASVAB)
- Invite a recruiter to produce a career day or job fair booth at my school
- Arrange for recruiter to provide an Army literature rack in the career center
- Support the recruiter in obtaining student directory information
- Nominate a person to invite on the next educator/centers of influence tour

b. Request for information:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Montgomery GI Bill | <input checked="" type="checkbox"/> Army College Fund |
| <input type="checkbox"/> Loan Repayment Program | <input type="checkbox"/> Concurrent Admissions Program |
| <input type="checkbox"/> In-Service Education Programs | <input type="checkbox"/> Cash Bonuses |
| <input type="checkbox"/> 2-Year and 3-Year Enlistment Options | <input type="checkbox"/> Planning for Life Program |
| <input checked="" type="checkbox"/> Values Training | <input type="checkbox"/> Operation Graduation |
| <input type="checkbox"/> Scholar/Athlete Program | <input checked="" type="checkbox"/> Armed Services Vocational Aptitude Battery (ASVAB) |
| <input checked="" type="checkbox"/> College-First Program | <input type="checkbox"/> GED Plus Program |
| <input checked="" type="checkbox"/> Army University Access On-Line | <input checked="" type="checkbox"/> Junior Reserve Officers' Training Corps and Reserve Officers' Training Corps |
| <input checked="" type="checkbox"/> West Point (Academy) | <input type="checkbox"/> Station of Choice Option |
| <input type="checkbox"/> Army Civilian Acquired Skills Program | |

8. Other comments: Awesome experience! I feel more comfortable in recommending the Army as an option to my students following graduation.

SUBJECT: E/COI Tour Afteraction Report

1. An Educator/Centers of Influence (E/COI) tour was conducted to (Army installation, tour dates, and number of participants and escorts). See a list of participants and their school or community affiliation at enclosure 1. (State the specific objective sought and achieved for each E/COI.)
2. The host installation provided adequate support (if significantly inadequate, explain). The installation's tour itinerary is at enclosure 2.
3. Overall the participants rated the tour as (see USAREC Form 1221, item 6).
4. The primary purpose of the tour was to create favorable awareness of Army options and opportunities. The secondary purpose was to request support from each E/COI participant. There were a total of _____ requests for recruiter services and a total of _____ requests for information (see USAREC Form 1221, item 7). The evaluation forms containing this information were forwarded to the responsible recruiters for immediate followup.
5. List the number by category for each request for recruiter service.
6. List the number by category for each request for information.
7. Problem areas (indicate whether resolved or still needs to be addressed).
8. Recommendations.

Encls

Rctg Bn Commander

Figure 7. Sample E/COI tour afteraction report

SUBJECT: Request for Approval and Funding for an Additional E/COI Tour in FY_____

1. Request for approval of an E/COI tour to (location) on (dates).
2. Justification required. For E/COI tours outside of the Rctg Bde boundaries include cost analysis (cost per person) and targeted objectives.
3. Tour specifics:
 - a. Tour dates including travel days.
 - b. Number of tour participants and escorts. If available, enclose a roster (name, title, and school or organization) of the invitees and benefits sought from each.
 - c. The proposed itinerary is enclosed.
 - d. The estimated cost (travel, per diem, bus, etc.).
 - e. The Rctg Bn will send (insert titles of Rctg Bn personnel assigned to participate) to supervise the tour.

FOR THE COMMANDER:

Encls

NOTE: Use this request for additional E/COI tours during the FY.

Figure 8. E/COI additional tour request and approval

Appendix A References

Section I

Required Publications

This sections contains no entries.

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 publication.

AR 360-1

The Army Public Affairs Program.

AR 601-2

Army Promotional Recruiting Support Programs.

JTR, Volume 2

DOD Civilian Personnel.

USAREC Reg 37-14

Travel and Conferences.

Section III

Prescribed Forms

USAREC Form 1220

E/COI Tour Program Report.

USAREC Form 1221

E/COI Tour Evaluation.

USAREC Form 1222

AMEDD E/COI Tour Evaluation.

Section IV

Related Forms

This section contains no entries.

Appendix B

Army Medical Department Educator/Centers of Influence Tour Program

B-1. Purpose

This appendix provides policy guidance for the E/COI Tour Program for health care professionals and establishes procedures for conducting an E/COI tour.

B-2. Objectives

- a. Provide tours of Army health care facilities to educators and other COIs to improve their knowledge of Army medicine and the professional opportunities available within the Army health care system.
- b. Support the recruiting field force by improving recruiter access to health care-related professional schools and health care organizations.
- c. Improve the potential to recruit and access world-class health care professionals.
- d. Solicit support from E/COIs to improve access to schools, programs, and professional organizations.
- e. Obtain enrollment and directory information.
- f. Schedule Total Army Involvement in Recruiting events and other recruiting events.
- g. Encourage referrals.

B-3. Policy

- a. E/COI tours are designed to be professionally enriching experiences for educators and key influencers. Tours are designed to give such influencers factual, first-hand information on the Army's world-class health care system and the role, mission, and function of Army health care professionals.
 - b. Tour participants should be those individuals who are either key decision makers and/or those who can assist recruiters gain access to critical markets, programs, and individual applicants.
 - c. Participant limitations.
 - (1) A minimum of 10 E/COI participants is required. This does not include escorts. Exceptions to conduct tours with less than 10 participants will be approved by the Rctg Bde commander.
 - (2) Escorts will not exceed three per every 10 participants, four for 12 to 19 participants, five for 20 to 29 participants, or six for 30 or more participants.
 - (3) Husband and wife teams may participate on the same tour, at Government expense, only if both parties are in a position to independently be defined as educators or COIs. Tour members may bring spouses along at their own expense if they do not meet the above criteria.
 - (4) An individual educator or COI may only participate in one E/COI tour in a 3-year period.
 - (5) Tour participants may be selected based on targeting a specific mission, such as nursing, or may be multidisciplinary, such as mixing medical, dental, nursing, veterinary, and allied health professionals all in one tour. If the tour participants are multidisciplinary, tour organizers must

ensure that the tour incorporates exposure to each area of specialization and provide a global view of Army medicine. If the tour participants are a "targeted" group, then the tour will include maximum exposure to that specific discipline. As an example, if nursing is targeted, the tour will include exposure to all missions and functions of a variety of nursing specialties, education and training options, leadership opportunities, etc.

d. Geographic limitations:

(1) Army Medical Department Detachments (AMEDD Dets) should combine E/COI tours in order to facilitate cross-fertilization of health care professionals, maximize exposure of an AMEDD's state of the art facilities, minimize the number of tours to any specific facility, and maximize consolidation of resources. Any AMEDD facility may be utilized, despite geographic location, as long as such selection is justified based on the composition of the tour attendees and approved by each Rctg Bde commander who will be sponsoring a participating AMEDD Det.

(2) Recommended tour facilities include, but are not limited to: Walter Reed Army Medical Center in Washington, DC; Brook Army Medical Center at Fort Sam Houston, TX; Madigan Army Medical Center at Fort Lewis, WA; Eisenhower Army Medical Center at Fort Gordon, GA; and Womack Army Community Hospital at Fort Bragg, NC. AMEDD research facilities and other special function facilities may be utilized as necessary based on the target population and intent of the tour.

(3) Tours to Tripler Army Medical Center in Hawaii may be authorized as an exception to policy on a case-by-case basis. Requests will be forwarded to HQ USAREC (RCHS-OP), Fort Knox, KY 40121-2726, with the proposed dates at least 120 days prior to the tour and require approval by the USAREC CofS.

e. Tour cancellations. Invitations to E/COI participants are to be issued with the understanding that if the tour has to be canceled (due to insufficient participation or other circumstances), such cancellation will be announced 48 hours prior to departure. RS commanders or appropriate tour organizers will contact all invitees not earlier than 3 days prior to tour departure to confirm attendance. If tour participation falls below 10, the project officer or tour director will either cancel the tour or request an exception to hold the tour with less than 10 participants from the Rctg Bde commander.

f. News media. News media participants may accompany E/COI tours with the approval of the PAO of the installation hosting the tour.

g. Tours will not exceed 3 days, excluding travel. A tour day will usually consist of 8 hours with a lunch break. It does not preclude arranging for the E/COI participant to voluntarily participate in organized free-time activities such as dinner at an officer's club or tour of an area's historic sites. A detailed itinerary is required for each day of the tour to include a chronological listing of all tour events, names of all presenters, special instructions, and directions as needed.

B-4. Responsibilities

a. Commanding General, USAREC, will exercise overall supervision of the AMEDD E/COI Tour Program (see para 6a) with the exception that the Director of Health Services is delegated the authority to approve or disapprove ETPs that pertain to participants, escorts, and tour sizes in lieu of the Director of Recruiting Operations.

b. Director of Resource Management will manage fiscal requirements for AMEDD E/COI tours in coordination with the individual Rctg Bdes.

c. Director of Health Services will:

(1) Serve as proponent for inquiries on the conduct of the AMEDD E/COI Tour Program generated at Rctg Bde and AMEDD Det level.

(2) Receive and review afteraction reports for each AMEDD tour conducted. Such reports will be submitted within 2 weeks of tour completion.

(3) Evaluate and process Rctg Bde tour requests for exceptions and provide HQ USAREC approval or disapproval for the commander.

(4) Provide program guidance to Rctg Bde commanders.

(5) Serve as proponent for the tour program. Quantify the value added benefits of AMEDD tours based on input from afteraction reports.

(6) Serve as HQ USAREC point of contact with Army installation staff offices handling E/COI tours.

d. Rctg Bde commanders will:

(1) Exercise overall supervision of the Rctg Bde sponsored AMEDD E/COI tour.

(2) Monitor and control all E/COI tours to ensure maximum participation and efficient use of resources.

(3) Review and approve all requests for AMEDD E/COI tours.

(4) Review all afteraction reports and forward to HQ USAREC (RCHS), within 2 weeks of tour completion.

(5) Provide necessary funding and staff support for AMEDD E/COI tours.

e. AMEDD Det commanders will:

(1) Appoint a tour project officer to plan, manage, coordinate, and accompany the tour as escort.

(2) Establish procedures for utilizing funds allocated from the Rctg Bde to ensure that invitees and participants meet the E/COI objectives established.

(3) For resource planning and projection, prepare a preliminary annual AMEDD tour plan by 15 August for the Rctg Bde commander's approval. Level of detail should be overall objective, target number of invitees, site location, and estimated cost. Actual dates and itinerary will be locked in no later than 90 days out from projected tour start date.

(4) Evaluate all tour invitee lists to ensure they meet the E/COI tour objectives.

(5) Accompany all AMEDD E/COI tours as an escort. If more than one AMEDD Det is participating, only one AMEDD Det commander must accompany the tour and others may attend as deemed appropriate.

(6) Task health care leadership teams for:

(a) Names and job positions of all E/COI tour

invitees in addition to school and residency programs by area of concentration.

(b) Include barriers to resolve.

(c) Recommendations for target audience and tour sites.

f. AMEDD Det tour project officer will:

(1) Plan, manage, coordinate, and accompany tour as an escort. Refer to paragraphs 6g(1) through (12) for responsibilities. AMEDD Det requests for E/COI tour approval and MACOM support request for an E/COI tour should follow the same format as Rctg Bns.

(2) Ensure that each E/COI participant completes USAREC Form 1222 (AMEDD E/COI Tour Evaluation) (see fig B-1) and attach copies of the completed forms to the afteraction report.

(3) Ensure that each E/COI participant completes a Medical Center Satisfaction Survey. For a sample survey see figure B-2.

NOTE: A standardized USAREC form is being developed and will be fielded upon completion and approval.

(4) Complete E/COI afteraction report and forward to Rctg Bde within 2 weeks following the completion of the tour. Ensure that a copy of each E/COI evaluation (USAREC Form 1222) and medical center satisfaction survey is attached. Afteraction reports will be sent in memorandum format through the Rctg Bde commander to HQ USAREC (RCHS). Reports will contain the following: Date, location, and total cost of tour; overall objective of tour (short paragraph on what the target audience was, why the specific site was chosen; what the expected outcomes were in terms of COI development, access to new schools, etc.); quantitative assessment of invitees feedback (based on surveys); discussion of escorts feedback; quantitative feedback from installation to include speaker feedback if available; paragraph on overall assessment of tour; paragraph on lessons learned; and an attached list of invitees to include name, profession (administrator, dean of medical school, etc.), and place of employment.

(5) Develop an AMEDD E/COI tour checklist. Follow the format in table 2.

(6) If required by the Rctg Bde commander, complete and submit USAREC Form 1220. In the "Type of Tour" section of the form insert AMEDD. All other information is self-explanatory.

AMEDD E/COI TOUR EVALUATION

(For use of this form see USAREC Reg 601-81)

AMEDD Det: 2d AMEDD Det	Tour to: Fort Sam Houston	Dates: 18-22 Jun 01
Thank you for being part of this visit to an Army health care facility. We hope it has been of value to you in your continuing work with health professionals. In order to evaluate this tour and to help us plan more effectively for future tours, we request that you answer the questions below. Please use margins for special remarks.		
Name: Fay Askew	Position: Chief Internal Medicine	Institution: Nova SE University
1. Have you had prior experience with or exposure to Army health care? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
2. Have you participated in previous Army health care tours? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
3. Overall rating of this tour: Excellent <input checked="" type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/>		
4. Prior to this tour, I would have rated my knowledge about Army training, occupational opportunities, and Army health care educational programs as: Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input checked="" type="checkbox"/> Poor <input type="checkbox"/>		
5. Will the knowledge gained on this tour be useful in your work? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
6. Has your perception of Army health care changed as a result of this tour? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
7. What was the most informative and/or interesting section? Telemedicine Presentation		
8. What was the least informative and/or interesting section? Lab Tour.		
9. What changes would you have recommended to make the tour more enlightening or more valuable to you? Increase the number of days of the tour.		
10. In which of the following ways are you willing to help our Army recruiting efforts? Please check all appropriate boxes. <input checked="" type="checkbox"/> Inform interested people of Army health care opportunities made known to me on this tour. Support efforts to keep people informed. <input type="checkbox"/> Invite an Army representative to speak to a meeting of my associates. <input type="checkbox"/> Advise local recruiter on how better to approach prospects in schools and the community. <input checked="" type="checkbox"/> Refer interested health care professionals to a local recruiter. <input type="checkbox"/> Other (please specify) _____		
11. Other comments:		

USAREC Form 1222, 1 Oct 2001 (This form supersedes USAREC Form 932-A and USAREC Form 933-A which are obsolete)

Figure B-1. Sample of a completed USAREC Form 1222

TO: ARMY RECRUITING

Please have health care recruiter contact me about the service(s) checked below:

- Health care recruiter to speak to my spouse or fiancé, who has a significant interest in my future.
- Health care recruiter to speak to a possible prospect who has expressed interest to me in a possible health profession (his or her name and the means to contact provided later).
- Health care recruiter to speak to college medical, dental, veterinary, or allied professional school classes.
- Health care recruiter to speak to a resident in a residency program or allied professionals during rotations.
- Health care recruiter to speak to a group of medical, dental, or veterinary school or college administrators.
- Health care recruiter to speak to a group of career advisors or financial aid counselors.
- Health care recruiter to provide an Army health care opportunities literature rack for my career advisor's office.
- Health care recruiter to provide a career day and job fair booth or table at my school.
- Health care recruiter to consider inviting an important person (who I'll mention later) on a tour to a military installation to meet Army health care professionals and see training.
- Health care recruiter to arrange an Army opportunity seminar or event for an interested group with the Army buying coffee or lunch.
- Health care recruiter to arrange tour of an Army health care facility.
- Health care recruiter to arrange lunch and presentation.
- Health care recruiter to arrange a speaker for continuing medical education.

**USAR Educator Tour-Medical
Tripler Medical Center Satisfaction Survey FY ____**

NAME: _____

Please help us evaluate the 6th AMEDD Recruiting Detachment Educator Tour. Circle the number that corresponds with your appraisal.

	Excellent		Fair		Poor
1. Initial Tour Information: Comments:	5	4	3	2	1
2. Accommodations: Comments:	5	4	3	2	1
3. Icebreaker: Comments:	5	4	3	2	1
4. Lunches: Comments:	5	4	3	2	1
5. Social Event: Comments:	5	4	3	2	1
6. Speakers:					
Speaker 1	5	4	3	2	1
Speaker 2	5	4	3	2	1
Speaker 3	5	4	3	2	1
Speaker 4	5	4	3	2	1
Speaker 5	5	4	3	2	1
Comments:					
7. Medical Center Tour: Comments:	5	4	3	2	1
8. Breakout Group Comments:	5	4	3	2	1
9. Installation Facilities: Comments:	5	4	3	2	1
10. Additional Comments:					

Figure B-2. Sample medical center satisfaction survey

Glossary

Section I Abbreviations

AIT
advanced individual training

AMEDD
Army Medical Department

AMEDD Det
Army Medical Department detachment

BT
basic training

CofS
Chief of Staff

COI
centers of influence

E/COI
educator/centers of influence

ESS
education services specialist

ETP
exception to policy

FY
fiscal year

HQ USAREC
Headquarters, United States Army Recruiting
Command

ITO
invitational travel order

MACOM
major Army command

MDW
Military District of Washington

PAO
public affairs officer

Rctg Bde
recruiting brigade

Rctg Bn
recruiting battalion

Rctg Co
recruiting company

RS
recruiting station

USAREC
United States Army Recruiting Command

Section II Terms

combined educator/centers of influence tour
A tour consisting of participants from two or more
Rctg Bns.

educator/centers of influence
Individuals who can help develop a better image
of the Army, influence individuals to enlist or re-
fer names of leads to Army recruiters. E/COIs
are primarily educators, but may include civic or
business leaders, members of professional
groups, news media representatives, or other
influential individuals.

educator/centers of influence tours
A tour of Army installations to observe BT, sol-
dier quality of life, recreation centers, education
centers, and technical training to create a better
awareness and understanding of the Army.

lead recruiting battalion
Plans, organizes, and controls a combined E/COI
tour. Assumes command responsibility for all
participants while on the tour.

regular educator/centers of influence tour
A tour of 11 or more participants planned and
conducted by one Rctg Bn solely for its own
participants. All organizational and functional
responsibilities are tasked to the appointed Rctg
Bn project officer.

undersize educator/centers of influence tour
An E/COI tour with less than 11 participants. An
undersize tour requires Rctg Bde commander
approval to proceed.