

Effective 31 July 1992

Personnel Procurement

Total Army Involvement in Recruiting

This UPDATE printing publishes a revised regulation which is effective 31 July 1992. Because of the extensive changes, no attempt has been made to highlight changes from the previous edition.

For the Commander:

STEWART K. MCGREGOR
Colonel, GS
Chief of Staff

Official:

ROGER H. BALABAN
Director, Information Management

Summary. This regulation provides guidance and instruction for implementation of the Total Army Involvement in Recruiting Program.

Supplementation. Supplementation of this regulation by recruiting brigade commanders is authorized.

Applicability. This regulation is applicable to the personnel of the United States Army, the Army staff, major Army commands, field operating agencies, the Army National Guard, and the United States Army Reserve. This regulation applies to and is binding on all individuals and commanders subordinate to Headquarters, United States Army Recruiting Command.

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-PA), Fort Knox, KY 40121-2726.

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

Distribution. Distribution of this issue has been made in accordance with USAREC Pam 25-30, distribution A plus. Plus equals:

5-HQDA (DAPE-MPR-M)
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This regulation is published in the Recruiting Station Operations UPDATE.

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Chapter 1

General

1-1. Purpose

a. This regulation provides guidance and instruction for implementation of the Total Army Involvement in Recruiting (TAIR) Program which is governed by AR 601-2. Major Army commands (MACOM), field operating agencies (FOA), the Army National Guard (ARNG), and the United States Army Reserve (USAR) participate by furnishing equipment and personnel as requested by the United States Army Recruiting Command (USAREC) to participate in recurring and continued promotional events which enhance attainment of the total Army recruiting mission. This includes both funded and no-cost

events coordinated by USAREC units for use in the public domain. Support for TAIR will be directed toward events which fall into two basic categories.

- (1) Prospects (primary).
- (2) Army awareness (secondary).
 - b. Objectives are:
 - (1) To help maintain the Army's authorized personnel strength by providing recruiters with Army personnel and equipment to penetrate schools and to reach prospects and influencers.
 - (2) To help attain quality recruiting goals each fiscal year (FY).
 - (3) To enhance the Army's image and credibility through the use of Army assets which will increase awareness and generate interest in Army opportunities.
 - (4) To establish and maintain essential coordination between the recruiting force, the Army staff, the Army in the field, the ARNG, and the USAR.

1-2. References

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

1-3. Explanation of abbreviations and terms

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

*This regulation supersedes USAREC Regulation 601-85, 14 October 1987.

1-4. Responsibilities

a. Director of Advertising and Public Affairs will:

(1) Exercise overall staff supervision and management of the TAIR Program and develop policy guidance, instructions, and procedures for implementation.

(2) Evaluate TAIR Program implementation effectiveness and efficiency.

(3) Provide funding guidance and monitor funding requirements, budget development, and execution for the TAIR Program.

(4) Recommend to Chief of Staff, approval or disapproval, of recruiting battalion (Rctg Bn) requests for prospective enlistee and nurse prospect tours conducted outside respective recruiting brigade (Rctg Bde) geographic boundaries.

b. Director of Medical will:

(1) Provide assistance to the Director of Advertising and Public Affairs in determining policy, implementation procedures, instruction, and evaluation concerning the nurse portion of the TAIR Program.

(2) Review and recommend to Director of Advertising and Public Affairs approval or disapproval of requests for nurse prospect tours outside Rctg Bde geographic boundaries.

(3) Review and endorse requests forwarded by Rctg Bdes for non-USAREC Army Nurse Corps (ANC) officers to participate in TAIR activities.

c. Director of Recruiting Operations will monitor funding requirements, budget development, and execution in active duty for special work support of TAIR.

d. Director of Resource Management and Logistics will:

(1) Allocate funds to support the TAIR Program through the USAREC budget cycle process.

(2) Maintain TAIR accounting processing codes as identified in USAREC Cir 37-1.

e. Commander, United States Army Recruiting Support Command (RSC) will assign a national TAIR program manager who serves as the administrative coordinator for the national TAIR assets. (See glossary for definition of national TAIR assets.)

f. Rctg Bde commanders will:

(1) Develop and provide to subordinate elements of the Rctg Bde memorandum(s) of instruction (MOI) containing appropriate supplemental guidance and instructions for the efficient and effective implementation of the program as specified in this regulation (see paras 2-3 and 2-10). Rctg Bde commanders may issue a single MOI covering all elements of the program, or may issue separate MOI for some or all of the different types of authorized TAIR activities (i.e., enlistment prospect functions, nurse prospect tours, and nurse prospect events or functions). A sample MOI is at fig 2-1.

(2) Approve or disapprove Rctg Bn requests for TAIR events, including orientation tours within Rctg Bde geographic boundaries as specified in this regulation.

(3) Forward to Headquarters, United States Army Recruiting Command (HQ USAREC), Rctg Bn requests for out-of-boundary TAIR activities which the Rctg Bde endorses. Rctg Bde commanders may disapprove out-of-boundary requests.

(4) Appoint a Rctg Bde TAIR program manager who will:

(a) Recommended approval or disapproval of TAIR activities.

(b) Maintain a master control log for all Rctg Bde TAIR events by Rctg Bn using Rctg Bn control numbers.

(c) Ensure funding of approved events in accordance with AR 37-1.

(d) Receive and submit reports as specified in this regulation.

(e) Establish liaison with TAIR points of contact at supporting Army installations and activities and with the national TAIR program manager at the RSC.

(g) Rctg Bn commanders will:

(1) Supervise planning and execution of TAIR activities at Rctg Bn level as specified in this regulation and applicable Rctg Bde MOI.

(2) Assign a local project officer for each TAIR project.

(3) Assign a Rctg Bn TAIR program manager responsible for the following:

(a) Recommended approval or disapproval of Rctg Bn TAIR activities.

(b) Maintaining a master control log for all approved Rctg Bn TAIR events using Rctg Bn project numbers.

(c) Submitting reports as specified in this regulation and as may be directed by higher authority.

(d) Ensuring that the support necessary for each project is obtained from the nearest Army installation or activity that can support the requirement. (Rctg Bn requests for orientation tours outside Rctg Bde geographic boundaries must be submitted to and endorsed by Rctg Bde to HQ USAREC for approval at least 60 days in advance of the desired tour dates.)

(e) Ensuring that copies of travel orders are forwarded to the Rctg Bde TAIR manager.

1-5. Policy

a. TAIR provides maximum support to all elements of the Army recruiting force in executing the Army's recruiting mission. TAIR priorities are directed to activities that help attain recruiting objectives.

b. MACOM and FOA (other than USAREC) provide recruiting support from within their own resources whenever possible. MACOM and FOA (other than USAREC) inform USAREC of any resource requirement beyond their ability to furnish. USAREC will either fund these requirements, request additional funding support from Department of the Army, or modify or withdraw the request to support.

c. The primary thrust of the TAIR Program is to help recruiters reach and influence the primary recruiting audience.

d. Secondary emphasis will be devoted to increasing general public awareness of Army recruiting offers through the appearance of Army assets in public activities.

1-6. Authorized TAIR activities

The following guidance is provided to identify activities authorized and applicable to the two basic TAIR campaigns to be conducted in support of recruiting. Only those activities (funded or unfunded) that are approved by the Rctg Bde will be conducted.

a. Primary recruiting audience campaign. The following activities are applicable and authorized to reach the primary recruiting audience:

(1) Military occupational specialty and skill clinics.

(2) Band clinics.

(3) Static displays (i.e., communications equipment, radar equipment, vehicles, etc.).

(4) Sports clinics.

(5) Orientation tours of military installations for prospective enlistees. (Authorized funding applies to travel only. Food and lodging costs must be borne by the prospective enlistees or by the host installation.)

(6) Orientation tours of Army medical treatment facilities (MTF) for prospective ANC applicants. (Authorized funding includes travel, meals, and overnight accommodations as authorized by JTR, Vol 2.)

(7) Presentations to nurse prospects by USAREC and/or non-USAREC speakers at prospecting luncheons, coffees, workshops, seminars, and similar events.

b. Army Awareness campaign. The following activities are applicable and authorized to reach the general public through participation in public awareness activities:

(1) Bands and ceremonial units. (Participation must meet criteria in AR 360-61.)

(2) Demonstration units (i.e., Rangers, Golden Knights, drill teams, demonstration teams, etc.).

(3) Military equipment displays and presentations.

(4) Military occupational specialty and skill demonstrations.

(5) Sports clinics.

1-7. Unauthorized TAIR activities

The following types of events are not authorized:

a. Small arms weapons of any sort will not be present during a clinic presentation or demonstration. This includes opposing forces (OPFOR) weapons display. Weapons used by ceremonial units are the only exception.

b. When demonstration teams are used, the local project officer must ensure that only demonstration team members are used in the conduct of the demonstration. This rule applies to such activities even on military installations. In no case will persons other than qualified members of the demonstration team be used in the conduct of potentially dangerous demonstrations (such as rappelling).

c. No audience member is allowed to fly in military aircraft used in a TAIR event.

d. K-9 demonstrations. The use of K-9 teams, other than in a controlled demonstration area on a military reservation is prohibited.

e. OPFOR demonstrations. Use of OPFOR demonstrations do not contribute to the goals of TAIR. It is not USAREC's function to portray pseudo-civic instructors. Use of OPFOR demonstrations is prohibited.

f. TAIR funds will not be used to purchase exhibit or booth space.

g. TAIR funds will not be used for orientation tours solely for Junior Reserve Officers' Training Corps (JROTC) students. Students in JROTC may be included provided they do not comprise more than 50 percent of the tour.

h. Student nurses who are in the Reserve Officers' Training Corps (ROTC) will not be funded by TAIR, but by the United States Army Reserve Officers' Training Corps Cadet Command in all instances.

Chapter 2 TAIR Program Implementation

Section I Local TAIR Activity

2-1. General

This section addresses implementation procedures for all local TAIR activity within the Rctg Bde. Procedures for national TAIR activity and nurse prospect activity are addressed later in this chapter.

2-2. Request procedures

The following procedures apply to requests for TAIR support from within the geographic boundary of each Rctg Bde. See paragraph 1-4f(3) and e below for requesting TAIR support from installations or activities outside the Rctg Bde geographical boundaries.

NOTE: The 5th Rctg Bde may elect to use Fitzsimmons Army Medical Center in Aurora, Colorado, without obtaining further HQ USAREC approval when travel costs make using that facility practical.

a. Each TAIR project should be separately requested by the Rctg Bn on USAREC Fm 551 (TAIR Support Request/Evaluation and Nurse Prospect Tour Checklist) (see fig 2-1, encl 5). The request must be submitted with sufficient lead time for processing documents at the supporting installation or activity.

b. When a single TAIR project involves use of several separate support units or multiple TAIR assets from a single support unit, it should be counted as a single project.

c. Rctg Bns originating the request will assign a project number. Project numbers will be in numerical order with the appropriate FY designated. Status of TAIR projects will be maintained on a ledger by project number; Rctg Bdes will maintain a TAIR project ledger by Rctg Bn project number.

d. To help facilitate early commitment of TAIR assets and processing of TAIR funding, Rctg Bns should coordinate with support units prior to forwarding USAREC Fm 551. Under no circumstances will any representative of USAREC make any commitment to any person or organization that TAIR support will be provided until the following actions have been accomplished:

(1) The installation or unit from which TAIR support has been requested has confirmed in writing that the asset is available to participate in the TAIR event.

(2) The Rctg Bde headquarters has approved the request as an authorized TAIR activity.

(3) If Rctg Bde funding is required, the Rctg Bde headquarters has certified the necessary funding document(s) confirming the availability of funds and has provided a copy to the provider of the asset and the Rctg Bn.

e. Requests for TAIR support, including nurse prospect tours, from installations or activities outside the Rctg Bde geographical boundaries and not otherwise aligned with the Rctg Bde should be limited.

f. Requests for use of funds will be processed in accordance with USAREC/USARC Reg 601-72.

g. Requests by civic and community organizations for Army assets (such as bands) to participate in public activities not related to Army recruiting will be referred to the public affairs office of the Army installation responsible for that geographic area in accordance with AR 5-9 and USAREC Suppl 1 to AR 360-61.

2-3. Scheduling of enlistment prospect TAIR events

Each Rctg Bde will develop an MOI (see fig 2-1) which provides specific procedural guidance for requesting, scheduling, implementing, and reporting enlistment prospect TAIR activities conducted by its Rctg Bns. Rctg Bdes will provide an information copy of the MOI and any subsequent changes to HQ USAREC (RCAPA-PA), Fort Knox, KY 40121-2726. The following is general guidance for Rctg Bde and Rctg Bn conduct of enlistment prospect TAIR projects.

a. Maximum use of assets. Every effort must be made to maximize the availability of assets through saturation scheduling in high schools (HS) and other target audience locations. Recruiters should consider scheduling TAIR assets at HS in the weeks immediately prior to Armed Services Vocational Aptitude Battery testing. This is done to heighten awareness and interest in the Armed Services Vocational Aptitude Battery.

b. Recruiter support on site. The TAIR Program is for the recruiter and should be used by the recruiter. The recruiter is the local host for the TAIR activity. As such, the recruiter should remain on site through the duration of the activity to maximize exposure and lead generation opportunities.

c. Geographical considerations. Care must be exercised to schedule TAIR assets in a reasonable geographic sequence. This will avoid

excessive lodging costs, repetitive driving routes, excessive mileage on vehicles, and other unnecessary logistical problems.

d. Logistics. On-site personnel in charge of coordinating a TAIR activity must be aware of requirements for space, electrical support, and other needed services required by the TAIR asset. Be aware of motel or hotel check-in and check-out times, flight schedules, and travel time required to specific locations. The cost of any necessary supplies for the TAIR asset must be indicated on USAREC Fm 551.

e. Lead time. TAIR projects must be coordinated far enough in advance to ensure that site support is available as desired. For example, an HS administrator should never be placed in a position of finding out that a skill clinic is available to conduct a performance the same day he or she is notified. Detailed itineraries should be developed a minimum of 10 working days prior to the start of the project.

f. Helicopter landings. TAIR events that require landing of Army helicopters must be fully coordinated and meet the local requirements of both the Federal Aviation Administration and the state's Department of Transportation.

g. Required briefing of TAIR participants. Rctg Bn TAIR project representatives will coordinate with the point of contact of the supporting Army installation or activity to ensure all supporting TAIR participants are properly briefed on their duties and responsibilities, the standards of conduct, appearance expected, and the general demeanor to be displayed during the TAIR activity. If in the judgment of the Rctg Bn TAIR representative, the TAIR support is unacceptable and cannot be corrected, the support can be declined and the activity canceled. In such an event, the Rctg Bde TAIR program manager will be notified immediately for resolution with the supporting Army installation or activity.

2-4. Evaluation

After the project is completed, the evaluation section of USAREC Fm 551 must be completed and submitted to the Rctg Bde within a timeframe established by the Rctg Bde MOI. The completed USAREC Fm 551 shall serve as the recruiter's afteraction report for the TAIR event and should, as a minimum, briefly address the success or failure of the event and/or details of any discrepancies. The nurse counselor or other individual designated by the Rctg Bde must provide the Rctg Bde, through channels determined by the Rctg Bde, a separate afteraction report on nurse prospect tours. Each participating Rctg Bn should also provide an information copy of the completed USAREC Fm 551 and afteraction report to each supporting installation or activity point of contact. The Rctg Bde MOI should assign responsibility for obtaining and submitting USAREC Fm 960 (Army Nurse Corps Tour Evaluation) (see fig 2-2).

2-5. Reports

Submission of USAREC Fm 551, afteraction report, or other periodic interim reports on com-

pleted TAIR events, including nurse prospect tours, to HQ USAREC is not specifically required. However, Rctg Bdes and Rctg Bns should maintain cost, evaluation, and afteraction report information sufficient to provide detailed information that HQ USAREC may from time to time request concerning effectiveness and costs of TAIR and costs of TAIR activities.

Section II

National TAIR Activity

2-6. General

The RSC is responsible for administrative management of national TAIR assets (see glossary for the definition of national TAIR assets). These assets are coordinated by the RSC and their use is funded by the requesting Rctg Bde. All national TAIR assets used by any USAREC unit will be coordinated through the RSC national TAIR program manager.

2-7. Request procedures

Initial coordination for national TAIR assets will be with the RSC which will serve as the supporting installation.

2-8. Coordination

Upon notification by the RSC of the asset's availability and project approval by the Rctg Bde, the requesting Rctg Bn may begin direct coordination with the supporting national TAIR asset.

Section III

Nurse TAIR Activity

2-9. General

The nurse recruiting mission is especially important to the command. A number of special activities are available to the nurse recruiter to achieve the mission. Policies governing planning, execution, and evaluation of nurse TAIR activities are described in paragraph 2-10.

2-10. Nurse prospect activities

Each Rctg Bde will develop an MOI which provides specific procedural guidance for requesting, scheduling, implementing, and reporting nurse prospect TAIR activities, including nurse orientation tours, conducted by its Rctg Bns. Rctg Bdes will provide an information copy of the MOI and any subsequent changes to HQ USAREC (RCAPA-PA). See figure 2-1 for a sample MOI. The following is general guidance for Rctg Bde and Rctg Bn conduct of nurse prospect TAIR projects.

a. Nurse prospect tours.

(1) A nurse prospect tour is an orientation tour as defined in the glossary.

(2) Nurse prospect tours, like all TAIR events, must be approved by the Rctg Bde. Tours outside the Rctg Bde geographic boundaries must be endorsed by the Rctg Bde and approved in advance by HQ USAREC.

(3) The United States Army Health Services Command and its health care facilities are desirable tour sites because of their potential assis-

tance in support of the nurse recruiting mission. These facilities provide vivid examples of modern Army facilities and current health care practices to prospective nurse applicants.

(4) The use of United States Army Health Services Command facilities must be based upon their availability for touring on schedules which do not conflict with accomplishment of their primary health care mission during peacetime and their preparation for mobilization.

(5) A tour will normally consist of no less than 10 nurse prospects. However, Rctg Bdes may approve tours consisting of as few as five prospects provided their travel does not exceed a 100-mile radius of the facility visited, and provided the frequency of such smaller tours does not unduly burden the facility visited. Tours will be accompanied by no more than one nurse recruiter escort per five prospects with a maximum of five escorts per tour.

(6) Travel costs for USAREC personnel serving as tour escorts will be funded from local mission travel funds. At no time will TAIR funds be used for USAREC personnel participation in an orientation tour.

(7) Each nurse prospect is limited to one orientation tour.

(8) At no time will invitational travel orders be issued to nurse prospects. Every effort should be made to use installation facilities for meals and lodging for tour participants. Tour participants are responsible for payment for meals in military dining facilities. (See USAREC Cir 37-1.)

(9) Tour sites that both meet tour objectives and can be scheduled during normal duty hours will be selected. Whenever feasible, tours will be conducted at the nearest Army MTF. Nurse prospect tours will be limited to no more than two days excluding travel time.

(10) The Rctg Bde MOI should provide specific guidance concerning obtaining tour participants' evaluation of the tour using USAREC Fm 960 (see fig 2-2).

b. Nurse prospect activities other than orientation tours.

(1) TAIR resources can fund per diem and travel for prominent non-USAREC Army nurse personnel who make presentations to nurse prospects. Use of USAREC speakers at such events as conferences, symposiums, workshops, luncheon, and coffees is allowed but will be funded from mission travel funds and not by TAIR except as provided for in (6) through (9) below.

(2) Use of non-USAREC nurse personnel must be approved by HQ USAREC, Medical Directorate, in advance. See figure 2-1, enclosure 1, for a sample request memorandum and figure 2-1, enclosure 2, for a sample confirmation memorandum with itinerary.

(3) Use of USAREC personnel as speakers at routine school program events such as prospect luncheons and coffees may be approved at Rctg Bde level. Use of any USAREC speaker will be funded by unit mission travel funds.

(4) Meals for prospects and for non-Department of Defense (DOD) individuals used as speakers will be contracted, except for meals consumed in military dining facilities which will be the responsibility of each participant.

(5) Funding for meals for DOD civilian or military attendees at TAIR activities is authorized under the conditions specified in (6) through (9) below. No exceptions to these conditions will be granted.

(6) There will be at least three nurse prospects and/or civilian guests for each DOD civilian or military member in attendance. (Example: Thirteen nurse prospects and civilian guests attend event, four DOD personnel may have meals paid.)

(7) Ratio computation will be based upon the actual attendance at the event, not upon the number of individuals invited.

(8) If attendance is not sufficient to maintain the approved ration, the excess number of DOD personnel will pay for their meals.

(9) Names of all DOD personnel attending an event must be shown on an attendance list which must be submitted with the completed USAREC Fm 551, section III. The attendance list must be annotated to show whether meals were paid for at Government expense.

Rctg Bde Letterhead

Office Symbol (MARKS File No.)

Date

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Memorandum of Instruction - TAIR Nurse Prospect Activities

1. References:

- a. USAREC Reg 601-85, (date), Total Army Involvement in Recruiting.
- b. USAREC Cir 37-1, (date), Budget, Accounting, and Management Categories.

2. Funding for TAIR nurse prospect events, functions, and orientation tours has been made available for FY ____ .

3. TAIR nurse events and functions funding provides the following:

- a. Per diem and travel for non-USAREC ANC personnel who make presentations to nurse prospects.
- b. Meals for nurse prospects and civilian guests and, under conditions stipulated in paragraph 4g, DOD military and civilian personnel attending nurse prospect events or functions.

4. TAIR nurse prospect events and functions policy:

- a. An ANC officer must be present at all TAIR nurse events and functions.
- b. Participants should be those individuals who have expressed interest in the ANC, but have yet to submit their applications. These events and functions must be used to generate new applicants.
- c. ANC officers can be used as speakers at non-USAREC conferences, symposiums and workshops, routine school events, and USAREC-sponsored luncheons and presentations.
- d. Requests for non-USAREC ANC officers are to be coordinated by the ANC counselor. Requests are to be submitted to the Rctg Bde nurse staff officer 75 to 90 days prior to the planned activity. Sample request memorandum is at Enclosure 1. Sample information memorandum is at Enclosure 2.
- e. Request for the use of USAREC personnel, other than supporting ANC counselor, will also be coordinated by the ANC counselor with the Rctg Bde nurse staff officer.
- f. Meals for prospects and for non-DOD individuals used as speakers will be contracted, except for meals consumed in military dining facilities which will be the responsibility of each participant.
- g. Travel and per diem for USAREC speakers will be funded by local mission travel funds. However, funding for meals of DOD civilian or military attendees who are not in a temporary duty (TDY) status is authorized under the following conditions:
 - (1) There will be at least three nurse prospects and/or civilian guests for each DOD civilian or military member in attendance. (Example: Thirteen prospects and civilian guests attend event, four DOD personnel may have meals paid.)
 - (2) Ratio computation will be based upon the actual attendance at the event, not upon the number of individuals invited.

Figure 2-1. Sample MOI

Office Symbol (MARKS File No.)

SUBJECT: Memorandum of Instruction - TAIR Nurse Prospect Activities

(3) If attendance is not sufficient to maintain the approved ratio, the excess number of DOD personnel will pay for their meals.

h. Coordination of TAIR nurse events and functions must start at least 90 days prior to the event or function.

i. Coordination begins concurrently with the Rctg Co commander, nurse counselor, and nurse recruiter(s). A sample milestone checklist is at Enclosure 3.

j. Maximum allowable number of participants at each USAREC-sponsored luncheon or presentation is 15 prospects; 30 to 40 prospects for general student presentation with light snacks and beverages. RSVP and an attendance list showing status of guests are required. Sample attendance list is at Enclosure 4.

k. Meal costs must not exceed \$10 per person. In the event meal costs are higher, exception must be requested from Rctg Bde headquarters and approved in advance.

l. USAREC Fm 551 with section I completed must be submitted to the Rctg Bde headquarters at least 30 days prior to the event or function date to allow adequate processing time.

m. Procedures for completing and submitting USAREC Fm 551 (sample USAREC Fm 551 is at Encl 5) and other forms for nurse prospect events and functions are as follows:

(1) USAREC Fm 551 is initiated by the Rctg Bn. Careful attention must be given to completing all elements of section I accurately. Incomplete forms received by the Rctg Bde will be returned to the Rctg Bn without action. The following information must be entered in block 12: Agenda, vendor's name and address, name of guest speaker(s), presentation topic(s), and the concurrence of the nurse counselor.

(2) Rctg Bn must maintain a control log listing each event project number. TAIR project numbers will be assigned in numerical order with the FY and Rctg Bn RSID designated (e.g., 4A-01-92).

(3) Per diem estimates will be based upon approved per diem rates.

(4) Rctg Bde will complete section II indicating approval or disapproval and return the form to the Rctg Bn.

(5) Information for section III of USAREC Fm 551 will be forwarded to the Rctg Bn advertising and public affairs section by the nurse recruiter through the company leadership team.

n. The nurse counselor will submit a separate afteraction report (format at Encl 6) to the Rctg Bde nurse staff officer not later than 10 days after the event or function. The afteraction report will include event date and purpose, listing of all participants' names and status (e.g., student, working nurse, etc.), agenda, overall evaluation, and recommendations. The nurse counselor will also submit an information copy of the afteraction report to the Rctg Bn commander.

o. The completed evaluation will be forwarded by the Rctg Bn to arrive at the Rctg Bde advertising and public affairs section not later than 20 calendar days after the event or function.

p. Completed SF 44 (Purchase Order Invoice Voucher) and buff copy of Government transportation request or Diners Club airfare receipts must be forwarded directly to the Rctg Bde comptroller as shown on DD Form 448 (Military Interdepartmental Purchase Request). When a contract is awarded, DD Form 1155 (Order for Supplies or Services), copies 7 and 8 must be signed in blocks 26, 27, 38, and 39. A dated invoice must be included. If the Rctg Bn receives an original of the DD Form 1155, do not sign it; forward it directly to the Rctg Bde comptroller.

5. TAIR nurse orientation tours policy. The following policy and procedural guidance supplements general policies provided in USAREC Reg 601-85 and is applicable to all TAIR nurse prospect orientation tours planned and conducted by Rctg Bns of ____ Rctg Bde.

a. Policy.

Figure 2-1. Sample MOI (Continued)

Office Symbol (MARKS File No.)

SUBJECT: Memorandum of Instruction - TAIR Nurse Prospect Activities

(1) Army MTF that both meet tour objectives and can be scheduled during normal duty hours will be selected. Whenever feasible, tours will be conducted at the nearest Army MTF within ____ Rctg Bde.

(2) Nurse prospect tours will be limited to no more than 2 days excluding travel time.

(3) Each nurse prospect is limited to one orientation tour.

(4) At no time will invitational travel orders be issued to nurse prospects. Every effort should be made to use installation facilities for meals and lodging for tour participants. Fund cites will be issued on DD Form 448. Participants must pay for their own meals in military dining facilities.

(5) A tour will normally consist of no less than 10 prospects. However, the Rctg Bde may approve tours consisting of as few as five prospects provided their travel does not exceed a 100-mile radius of the facility visited, and provided the frequency of such smaller tours does not unduly burden the facility visited. Tours will be accompanied by no more than one nurse recruiter escort per five prospects with a maximum of five escorts per tour.

(6) Travel costs for USAREC personnel serving as tour escorts will be funded from local mission travel funds. Per diem estimates will be based upon approved per diem rates. At no time will TAIR funds be used for USAREC personnel participation in an orientation tour.

(7) Rctg Bns must maintain a control log listing each event project number. TAIR project numbers will be assigned in numerical order with the FY and Rctg Bn RSID designated (e.g., 5A-01-92).

b. Procedures.

(1) Ninety days prior to the desired tour date, the Rctg Co commander, nurse counselor, and/or nurse recruiter will coordinate the tour with the MTF to establish tentative tour dates. The Rctg Co commander is responsible for providing the Rctg Bn TAIR program manager with all information needed to complete USAREC Fm 551, section I.

(2) A minimum of 60 calendar days before the planned tour date the Rctg Bn commander will send a memorandum to the MTF commander requesting support for the tour. Sample request is at Enclosure 7.

(3) Upon confirmation of tour date by the MTF, the Rctg Bn TAIR program manager will complete USAREC Fm 551, section I, and forward the form to the Rctg Bde TAIR program manager. The USAREC Fm 551 must be accompanied by a copy of the request which was sent to the MTF and the MTF commander's response. Careful attention must be given to completing all elements of section I and section IV, and the required attachments accurately. Incomplete submissions will be returned to the Rctg Bn without action.

(4) Rctg Bde will complete section II indicating approval or disapproval and return the form to the Rctg Bn.

(5) Upon Rctg Bde approval of the tour, the nurse recruiter will identify qualified prospects. A nurse prospect is defined as one who does not hold an Army Reserve ANC commission and has directly indicated interest in a commission as an ANC officer in the RA or USAR to a recruiter through face-to-face or telephonic communication, by Lead Evaluation and Distribution System, centers of influence or other referrals, and/or hometown recruiter aides.

(6) The nurse counselor will submit an afteraction report to the Rctg Bde nurse staff officer within 10 calendar days after completion of the tour.

(7) The senior nurse recruiter escort is responsible for providing each nurse prospect tour participant with a USAREC Fm 960 (Army Nurse Corps Tour Evaluation) and requesting each participant to complete and return the form. The Rctg Co commander will ensure that the senior nurse recruiter escort is provided sufficient copies of USAREC Fm 960 prior to the start of the tour. All completed USAREC Fm 960 will be forwarded within 5 days after completion of the tour to the nurse counselor for use in preparing the required afteraction report.

(8) The Rctg Bn TAIR program manager will forward USAREC Fm 551 with a completed section III to the Rctg Bde TAIR program manager within 15 days after completion of the tour.

Figure 2-1. Sample MOI (Continued)

Office Symbol (MARKS File No.)

SUBJECT: Memorandum of Instruction - TAIR Nurse Prospect Activities

6. The Rctg Bde TAIR program manager is (name), (telephone number).

FOR THE COMMANDER:

Encls

(Signature Block)

DISTRIBUTION:

1-ea Rctg Bn Commander

CF: (____)

Rctg Bn Letterhead

Office Symbol (MARKS File No.)

Date

MEMORANDUM THRU

Commander, (Appropriate Rctg Bde, ATTN: Nurse Staff Officer) (address)

Commander, U.S. Army Recruiting Command, ATTN: RCMED (address)

FOR Commander, U.S. Army Health Services Command, ATTN: HSIO-PA (Community Relations), Fort Sam Houston,
TX 78234-6000

SUBJECT: Request ANC Officer TDY Assignment to Assist in Nurse Recruiting Activities

1. Request ANC officer, designated below, be authorized TDY to assist in ANC recruiting activities.
 - a. NAME:
 - b. PRESENT DUTY ASSIGNMENT:
 - c. DATES OF TDY:
 - d. NUMBER OF DAYS:
 - e. EVENT/PURPOSE OF TDY: (For continuing education offerings, state number of contact hours.)
2. If (ANC officer's rank and name) is not available or not authorized TDY, request your office select an appropriate ANC officer. (Provide specifics about the type of officer needed.)
3. The ANC officer will not be assigned direct recruiting duties. He or she will support the ANC recruiting effort by (state how the ANC officer will be used).
4. Upon approval of this request, TDY funds will be provided by U.S. Army_____ Recruiting Brigade.
5. This recruiting battalion's point of contact is (name and telephone number.)

FOR THE COMMANDER:

/signed/
(Signature Block)

Encl 1

Rctg Bde Letterhead

Office Symbol (MARKS File No.)

Date

MEMORANDUM THRU

FOR (Rank, Name, and Address of ANC Speaker)

SUBJECT: Nurse TAIR Event - ANC Speaker

1. We have been advised by Headquarters, United States Army Recruiting Command (HQ USAREC) that you have been designated to be our guest speaker for (event) to be held (dates) at (place). The topic we would like you to address is "(topic)" and is planned for (length).
2. Enclosed is your proposed itinerary. Please note that it identifies your flight schedule and the hotel at which you will be staying while in our area. Your command will be notified of your fund cite and prepare your TDY orders. Please contact them immediately. All ground transportation once you arrive in our area will be provided by the nurse recruiters or nurse counselor.
3. As soon as possible, please send your curriculum vitae (CV) and the objectives of your presentation to: (Nurse counselor's address).
4. The audience is interested in your professional expertise and your opinions and experiences of the Army and of the Army Nurse Corps. Please feel free to answer their questions candidly, but remember that the audience will probably not have a military foundation from which to make objective judgments about your remarks. Common sense and honesty should legislate your comments.
5. The point of contact for this event is (nurse counselor's name and telephone number). We look forward to your participation and assistance in this important nurse recruiting activity.

FOR THE COMMANDER:

Encl

/signed/
(Signature Block)

Encl 2

Figure 2-1. Sample MOI (Continued)

ITINERARY FOR (ANC SPEAKER'S NAME)
(INCLUSIVE DATES)

<u>DATE AND TIME</u>	<u>EVENT</u>	<u>POINT OF CONTACT</u>
<u>(DATE)</u>		
0900 - 0910	Arrive/Check-in, (airline) ticket counter (airport)	(Speaker's name)
0940	Depart (airport) via (airline and flight number)	(Speaker's name)
1055	Arrive (destination airport)	(Speaker's name)
1055 - 1215	Travel to hotel	(Driver's name and telephone number)
1215	Check-in (name of hotel, city)	(Hotel point of contact and telephone number)
1230 - 1530	Lunch (location), free time	
1530 - 1545	Travel to (location)	(Driver's name and telephone number)
1545	Arrive (location)	(Escort's name and telephone number)
1545 - 1600	Meet with (meeting participant's names and titles)	(Escort's name)
1600	Introduction	(Introducer's name)
1610 - 1740	Lecture (topic and title)	(Speaker's name)
1740 - 1750	Presentation	(Presenter's name)
1750 - 1830	Reception	(Escort's name)
1830	Travel to (name of hotel)	(Driver's name)
1845	Free time	
<u>(DATE)</u>		
0800 - 0900	Breakfast (location)	(Escort's name)
0900 - 0915	Checkout (hotel)	(Speaker's name)
0915	Travel to (next location)	(Escort's or driver's name)

---COMPLETE ITINERARY AS ABOVE---

Encl 1 to Encl 2

Figure 2-1. Sample MOI (Continued)

MILESTONE CHECKLIST FOR NURSE TAIR ACTIVITY

(REFERENCE: ___ Rctg Bde Memorandum of Instruction, Subject: Nurse TAIR Activity, dated _____)

EVENT:

PROPOSED DATE:

NUMBER OF PARTICIPANTS:

ANC OFFICER ATTENDEE:

PRESENTATION TOPIC:

<u>TIMEFRAME</u>	<u>DATE</u>	<u>ACTION</u>	<u>RESPONSIBLE PERSON(S)</u>
90 - 120 days prior		Planning - Determine market, purpose of event, agenda	Nurse recruiter, nurse counselor, Rctg Co commander
75 - 90 days prior		Request for ANC officer assistance	Nurse counselor
45 days prior		Agenda and announcement to prospects, RSVP date	Nurse recruiter, nurse counselor, Rctg Co commander
No later than 30 days prior		Request TDY fund cite for non-USAREC ANC officer, contract meals (USAREC Fm 551)	Nurse recruiter, nurse counselor, Rctg Co commander, Rctg Bn advertising and public affairs
20 days prior		Prequalify attendees	Nurse recruiter
15 days prior		Formalize attendee list/alternates	Nurse recruiter, nurse counselor
5 days prior		Reconfirm attendees	Nurse recruiter
Day of event		Sign-in roster of attendees	Nurse recruiter
No later than 10 days after		USAREC Fm 551 (Evaluation)	Nurse recruiter with Rctg Bn advertising and public affairs
		Afteraction report to nurse staff officer	Nurse counselor
No later than 14 days after		Prospect followup	Nurse recruiter, Rctg Co commander
No later than 20 days after		Letters of appreciation to ANC officers assisting at event	Nurse counselor

Encl 3

Figure 2-1. Sample MOI (Continued)

NURSE EVENT ATTENDANCE LIST

PROJECT NO:

EVENT:

DATE/TIME:

LOCATION:

MILITARY HOSTS:

SPEAKER'S NAME AND TITLE:

PRESENTATION TOPIC:

ATTENDEES

STATUS

student nurse (junior/senior), working nurse, etc.

(List all attendees and status.)

TAIR SUPPORT REQUEST/EVALUATION AND NURSE PROSPECT TOUR CHECKLIST
(For use of this form see USAREC Reg 601-85)

SECTION I - TAIR SUPPORT REQUEST (COMPLETED BY RCTG BN)			
1. FROM: Chicago	Rctg Bn	2. RSID: 5A	3. Event Name: MOS Tour
4. Project Number: CHI-10-92			
5. TO: 5th Rctg Bde	6. Event Location(s): 5 to 7 high schools in Chicago		7. Event Date(s): 11 - 15 May 1992
8. Number and Type of Support Requested: 2-man dental team		9. Name, Address, Telephone Number of Support Unit Point of Contact: SFC Smith (913) 239-5381 1st Inf Div and Ft Riley, KS ATTN: ASG-RSCO Fort Riley, KS 66442	
10. Total Projected Attendance: 700			
11. Funding Information		a. Name, Address, and Telephone Number of Support Installation Point of Contact to Receive Funding Document:	
b. AMS: RHWB		Same as unit point of contact	
c.		Non-USAREC Personnel	USAREC Personnel
Per Diem Rate \$ 75 x 6 days x 2 Personnel= \$ 900		\$	
Per Diem Rate \$ _____ x _____ days x _____ Personnel= \$ _____		\$	
Travel Cost Per Person \$ 338 x 2 Personnel= \$ 676		\$	
Other Costs: \$ 0 + _____ + _____ = \$ _____		\$	
Total Projected Cost:		\$ 1,576	\$ _____
d. Funding Method (Enter dollar amount)			
DD Form 448 to Support Unit \$ 1,576			
DD Form 448 to Support Unit \$ _____			
DD Form 448/FAD to Rctg Bn \$ _____			
12. Remarks (Include concurrences and/or other information required by Rctg Bde):			
13. Rctg Bn Point of Contact:			
Name: Al Seibert		Title: Public Affairs Specialist	Telephone No.: (708) 926-2640
SECTION II - APPROVAL/DISAPPROVAL (COMPLETED BY RCTG BDE)			
1. Request is:		2. Remarks:	
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved			
3. Approval Authority Name: Marv Britton			
		Grade: GS-12	Title: Chief, Advertising and Public Affairs
Signature: /signed/		Date: 1 April 1992	

Figure 2-1. Sample MOI (Continued)

SECTION III - EVALUATION (COMPLETED BY RCTG BN)				
1. FROM: Chicago	Rctg Bn	2. TO: 5th Rctg Bde	3. Project Number: CHI-10-92	
4. Date: 18 May 92				
5. Project Type (check one) <input checked="" type="checkbox"/> Enlistment prospect event/function <input type="checkbox"/> Enlistment prospect tour <input type="checkbox"/> Nurse prospect event/function <input type="checkbox"/> Nurse prospect tour <input type="checkbox"/> Public awareness event	6. Participation/Support (answer all) Recruiter(s) on site? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A How many prospects attended/participated? <u>625</u> <input type="checkbox"/> N/A ANC officer(s) on site? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A How many leads? <u>12</u> <input type="checkbox"/> N/A Total audience at awareness event <u> </u> <input checked="" type="checkbox"/> N/A How many HS/colleges were involved? <u> </u> <input checked="" type="checkbox"/> N/A How many personnel from support unit participated? <u>2</u>		7. Recommend repeating? NOTE: Provide rationale in block 8. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	8. Remarks (Include rationale for recommendation made in block 7, and other information required by your Rctg Bde): <p style="text-align: center;">The team helped recruiters gain access to schools which were previously hard to penetrate.</p>			
9. Rctg Bn Point of Contact Name: <u>Al Seibert</u> Signature: <u>/signed/</u> Telephone Number: <u>(708) 926-2640</u>				
SECTION IV - NURSE PROSPECT TOUR CHECKLIST (COMPLETED BY RCTG BN)				
1. Tour Site	a. Name and location of Army MTF:			
	b. Date MTF contacted:	c. MTF point of contact spoken to:	d. Confirmed by:	
	e. Comments/special needs:			
2. Travel	a. Destination:	b. Date reservations made:	c. No. of seats reserved:	
	d. Departure Date: Time: Airline: Flight Number:			
	e. Return Date: Time: Airline: Flight Number:			
	f. Tickets to be prepaid (GTR)? <input type="checkbox"/> Yes <input type="checkbox"/> No	g. Total transportation cost of prospects: \$		
3. Lodging	a. Hotel:	b. Date reservations made:	c. Number of rooms reserved:	
	a. Date: Time: Location:	b. Date: Time: Location:		
4. Meals	c. Date: Time: Location:	d. Date: Time: Location:		
	5. Remarks (Attach a separate sheet if needed for additional information required by your Rctg Bde):			
6. Checklist prepared by:			Date:	

Encl 5

Figure 2-1. Sample MOI (Continued)

Rctg Bn Letterhead

Office Symbol (MARKS File No.)

Date

MEMORANDUM FOR Nurse Staff Officer

SUBJECT: Afteraction Report - Nurse Prospect Tour

1. Event: Nurse prospect tour to (MTF).
2. Purpose: Expose prospective ANC applicants to a representative Army medical facility and professional opportunities for practicing nurses in the ANC.
3. Participants: Prequalified BSN junior and senior students and working nurses from (Rctg Bn) area.
4. Itinerary: Tour (MTF); attend a forum with ANC representatives (RA and USAR) from (units); (add additional items as appropriate).
5. Evaluation:
 - a. Accommodations - Excellent motel but too far (30 minutes) from tour site.
 - b. Meals - Excellent overall: MTF's recently remodeled dining facility was very impressive (although atypical); food and service were good.
 - c. Hospital tour - NESD representatives provided informative tour with many excellent examples of military nursing.
 - d. Forum - ANC officers who participated in forum were outstanding and made a very positive impact on the tour participants.
 - e. Transportation - No problems other than long travel time between the motel and MTF due to unanticipated heavy traffic and construction. Departed motel at designated time but arrived at MTF 15 minutes late.
6. Recruiting results: Six appointments.
7. Recommendations for future tours: Check out local driving conditions in advance and adjust timing and/or routing accordingly.
8. Additional comments:

/signed/
(Nurse Counselor Signature Block)

Encl 6

Figure 2-1. Sample MOI (Continued)

Appropriate Letterhead

Office Symbol (MARKS File No.)

Date

MEMORANDUM FOR Commander, (Name and Address of MTF)

SUBJECT: Request for Support in Army Nurse Corps (ANC) Recruiting Activity

1. The purpose of this memorandum is to request your support for a nurse prospect tour that is being planned by this headquarters for (tour dates). The tour will include (number of student nurses) student nurses, (number of working nurses) working nurses, and (number of recruiting personnel) ANC recruiting personnel from (names of Rctg Bn(s)).
2. We have found that a tour of an Army medical facility has a positive impact on prospects' decisions to apply for an ANC commission. Such tours provide an opportunity for prospects to see an Army hospital firsthand and to recognize Army nursing as a logical consideration in choosing a career. Recently accessed ANC officers have indicated that the knowledge gained from the tour of an Army hospital was a major influencing factor in their decision to join the Army. Previous tours to your facility have been highly effective in supporting the recruiting effort.
3. Request your support in the following areas:
 - a. Provide an orientation briefing of (MTF) with emphasis on the organization and functions of the Department of Nursing on (date).
 - b. Provide a tour of the hospital on (date).
 - c. Provide ANC officers from various clinical specialties to participate in panel discussions.
 - d. Permit participation of selected ANC officers in evening dinners to be held at (location) on the evening of (date(s)).
4. (Nurse counselor's name), an ANC counselor from this command, has made preliminary coordination with (point of contact) in your Department of (name of department).
5. Through careful coordination with the Department of Nursing, we will ensure that this support does not cause undue disruption in the operation of your facility.
6. A tentative itinerary is enclosed for your reference.
7. This command's point of contact is (name, title, and telephone number(s) of point of contact).
8. Thank you for your assistance. Your efforts will impact directly on this command's success in recruiting high quality nurses for our Army.

Encl (prepare and enclose itinerary)

/signed/
(Rctg Bn Commander's Signature Block)

Encl 7

Figure 2-1. Sample MOI (Continued)

ARMY NURSE CORPS TOUR EVALUATION

(For use of this form see USAREC Reg 601-85)
(Please use the back of this sheet if you need more space.)

1. Have you had any prior exposure to the Army Nurse Corps? If so, how? None.

2. Prior to this tour, I would have rated my knowledge about Army Nurse Corps educational opportunities and programs as:

_____ Excellent _____ Good X Fair _____ Poor

3. How has this tour increased your understanding? I now have a much more favorable perception of serving as an Army nurse.

4. Has knowledge gained on the tour helped you make a decision about Army nursing? Yes. I feel that I have enough about what Army nursing is really like.

5. Have your perceptions of the Army in general changed as a result of this tour? In what way? Yes. I saw and met with several soldiers at Fort Sam Houston who displayed both professionalism and dedication to service to country.

6. Would you recommend the Army Nurse Corps to other nurses or nursing students? Yes.

7. How would you rate the hotel accommodations? _____ Excellent X Good _____ Fair _____ Poor

8. Were travel arrangements satisfactory? Yes.

9. Did you feel the dinner at the Officers' Club was beneficial and how did you gain from it? Yes. It let me see the social opportunities which the Army offers to its officers.

10. Was the time provided with the nursing staff in the clinical settings helpful? Yes.

11. How could the recruiting staff have better helped you prepare for this tour? I wish the recruiter had warned me to bring comfortable walking shoes.

12. What might have we included in this tour to better inform you about the Army Nurse Corps? More time on the MAST tour.

13. Would you have eliminated any part of this tour? If so, which part(s)? Yes. The tours of the PX and commissary were nice, but I would like more time at the hospital.

14. Any other comments or suggestions? No.

NAME Ms. Gladys Smith

THANK YOU FOR YOUR TIME.

USAREC Fm 960, Rev 1 Jul 92 (Previous editions are obsolete)

Figure 2-2. Sample of a completed USAREC Fm 960

Appendix A
References

Section I
Related Publications

AR 5-9

Intraservice Support Installation Area Coordination.

AR 37-1

Army Accounting and Fund Control.

AR 360-61 with USAREC Suppl 1 thereto

Community Relations.

AR 601-2

Promotional Recruiting Support Programs.

JTR, Volume 2

Department of Defense Civilian Personnel.

USAREC Reg 601-37

Army Nurse Corps Officer Recruiting Program.

USAREC/USARC Reg 601-72

United States Army Reserve Active Duty for Special Work Program.

USAREC Cir 37-1

Budget, Accounting, and Management Categories for Fiscal Year 1992.

Section II
Required Forms

USAREC Fm 551

TAIR Support Request/Evaluation and Nurse Prospect Tour Checklist.

USAREC Fm 960

Army Nurse Corps Tour Evaluation.

Section III
Related Forms

DD Form 448

Military Interdepartmental Purchase Request.

DD Form 1155

Order for Supplies or Services.

SF 44

Purchase Order Invoice Voucher.

Appendix B Recruiter Checklist and Presentation Outline

B-1. Purpose

To provide appropriate presentations for use by field recruiters to enhance their abilities to inform and identify potential applicants. In addition, this appendix outlines other related responsibilities of the field recruiter to ensure the maximum exploitation of TAIR assets.

B-2. Procedures

a. All TAIR assets will be accompanied by the field recruiter (or appropriate substitute) in whose area of operation the asset appears.

b. The assigned recruiter(s) will remain with the TAIR asset throughout each scheduled presentation.

c. Prior to the presentation, the recruiter will offer members of the audience an all-purpose mailback card (RPI 954) with appropriate instructions. This card should contain the recruiter's station address.

d. The field recruiter, when appropriate, should introduce to the audience members of the Delayed Entry Program (DEP) and USAR members who attend the HS (unit members, split-training participants, or USAR bonus participants).

e. The field recruiter may use the introduction outlined in paragraph B-3 for TAIR events in HS and colleges.

f. All TAIR asset presentations at HS and colleges will be given in the following sequence:

(1) Students are admitted and seated.

(2) Recruiter introduces himself or herself and welcomes the students to the presentation and demonstration.

(3) Recruiter and TAIR demonstrator(s) handout RPI 954 and advise the students that anyone desiring additional information should fill it out and turn it in at the conclusion of the presentation or place it in the mail.

(4) Recruiter gives the presentation outlined in paragraph B-3 or similar remarks.

(5) Recruiter introduces TAIR demonstrator by name, rank, and unit or installation.

(6) Demonstrator takes the floor, introduces the subject, and gives the presentation, allowing approximately 10 minutes for a question and answer period.

(7) Recruiter joins TAIR demonstrator; they answer questions.

NOTE: All technical questions regarding qualifications, options, and benefits will be answered by the recruiter.

(8) Prior to dismissing the students, the recruiter asks them to turn in the completed RPI 954.

(9) Recruiter(s) and demonstrator(s) dismiss the students and stand by the exits to distribute recruiting publicity items and business cards.

B-3. Presentation outline

The following presentation remarks are provided as an example. Variations which still comply with regulations and policy are authorized.

Recruiter introduction:

Hi! I'm Sergeant _____, the Army and Army Reserve representative for _____ HS (or college). I would like to have a chance to talk to each of you about some of the ways that the Army and Army Reserve can help you "Be All You Can Be." For instance, if you can qualify, the active Army can offer you 2-, 3-, and 4-year enlistments.

The Army will give you a written guarantee on the specific job training you choose prior to your enlistment, and there are more than 350 jobs from which to choose.

By taking advantage of the Army's DEP, you can reserve your job training up to 12 months in advance.

The Army pays cash bonuses in a variety of job specialties. Some of the jobs that offer a bonus are _____, _____, _____, and _____.

The Army will help you to take college courses while you are on active duty (AD) and will pay up to 75 percent of your tuition costs. In addition, the Army has a program called, The Army College Fund, which supplements the G.I. Bill and can provide you the opportunity to earn over \$25,000 if you qualify. This money can be used by you after you leave the Army to help pay for college or vocational schooling.

The Army gives you the chance to grow, to prove yourself, to travel, and to serve your country while you serve yourself.

You may also want to look into Army Reserve programs.

If you are an HS junior, you can enroll in the Reserve split-training option. This means that you can take basic training this summer, earn drill pay for a weekend a month during the winter, and complete your advanced training the summer after you graduate.

Split-training is also available to you (HS) seniors--as is a program called Paid Drill Program, which allows you to receive pay for attending Reserve drills for up to 6 months before you go to basic training.

The Reserve program also offers bonuses. You can receive a bonus for joining a high mobilization priority unit, or a bonus if you enlist in a critical skill program. You can also receive money for college tuition and fees.

If you are college bound, your combined Reserve pay and G.I. Bill could net you a substantial amount you could use for college or vocational school.

You may also enlist in a Reserve unit and receive pay as a sergeant E-5 and be an ROTC cadet at

the same time. It is referred to as the ROTC/Simultaneous Membership Program.

Both the active Army and the Army Reserve have outstanding opportunities for young men and women: Guaranteed skill training, a chance to prove yourself in new and challenging tasks, and great ways to get money for college and vocational training.

I would like to introduce you to some of your fellow classmates who enlisted in the DEP or split-training option. (Have them stand up and identify the specialty for which each has enlisted.) You might want to talk to them later about what they learned about the Army.

I have some pamphlets about the Army that will be available after the presentation. If you would like any of these items or additional information, please see me after the program.

Glossary

Section I Abbreviations

AD

active duty

ANC

Army Nurse Corps

ARNG

Army National Guard

DEP

Delayed Entry Program

DOD

Department of Defense

FOA

field operating agency

FY

fiscal year

HQ USAREC

Headquarters, United States Army Recruiting Command

HS

high school

JROTC

Junior Reserve Officers' Training Corps

MACOM

major Army command

MOI

memorandum of instruction

MTF

medical treatment facility

OPFOR

opposing forces

Rctg Bde

recruiting brigade

Rctg Bn

recruiting battalion

Rctg Co

recruiting company

ROTC

Reserve Officers' Training Corps

RSC

United States Army Recruiting Support Command

TAIR

Total Army Involvement in Recruiting

TDY

temporary duty

USAR

United States Army Reserve

USAREC

United States Army Recruiting Command

Section II

Terms

Army Awareness Campaign

A secondary recruiting support campaign intended to promote understanding of the Army by the general public through participation in public events by Army promotional assets.

Army recruiting force

All recruiting elements of USAREC, ARNG, and USAR.

awareness activities

Activities which do not usually communicate a recruiting message but are intended to create a favorable impression of the Army among the general public and/or influencer groups through the use of skill demonstrations and other performing assets.

centers of influence

Individuals other than DOD, AD, or USAR, military or civilian personnel, who can help develop a better image of the Army, influence individuals to seek an enlistment or commission in an Army program, or refer names of leads to Army recruiters. A center of influence may be a civic or business leader, educator, member of a professional group, HS or college student identified as a class leader or influencer, news media representative, convention official, or other influential person.

high-tech event

An event which uses Army personnel to demonstrate the sophisticated equipment and state of the art electronics of today's Army. Examples include, but are not limited to, communications-electronics repair, avionics, satellite communications, and the wide application of computers.

leads

Information pertaining to prospects for Army or Army Reserve enlistment or commission program application. Leads should contain a name and address or telephone number of a potential enlistee or applicant.

national TAIR assets

Singularly accomplished or talented individual soldiers or groups of soldiers serving on AD who, in the course of their routine or assigned duties, perform a skill or activity or such high quality and universality of appeal that they are nationally recognized for excellence or leadership by the public or others who work in the same skill area. Specific national TAIR assets include the following: The U.S. Army Parachute Team (Golden

Knights), demonstration and performing elements of the 3rd Infantry (The Old Guard), The U.S. Army Band and Chorus, The U.S. Army Field Band and Soldiers' Chorus, and demonstration elements of the U.S. Army Special Operations Command; additional Army assets may be designated as national TAIR assets by HQ USAREC from time to time.

nurse prospect

An individual who has directly indicated interest in a commission as an ANC officer in the Regular Army or USAR to a recruiter through face-to-face or telephonic communication, by the Lead Evaluation and Distribution System, centers of influence or other referrals, and/or hometown recruiter aides.

orientation tour

An informational escorted tour, usually of 1 day's duration, for enlistment, warrant, or commission program prospects at an Army installation or activity which highlights the Army skill opportunities, equipment, and training.

promotional assets

Any asset which has the potential of generating leads and creating increased awareness of opportunities available in the total Army (e.g., skill clinics, equipment displays, and speakers).

prospect

An individual who has directly indicated interest in an enlistment or commission in the Regular Army or USAR to a recruiter through face-to-face or telephonic communication, by the Lead Evaluation and Distribution System, centers of influence, DEP or other referrals, and/or hometown recruiter aides.

Prospect Campaign

The main campaign of the TAIR Program. This campaign is intended to reach primary audiences and increase enlistments or commission applications in the Regular Army and USAR.

student nurse

One who does not hold an Army Reserve ANC commission and has yet to complete the basic nursing program, but who is in the major area or upper division courses of nursing programs which meets accreditation requirements recognized by the Army in accordance with USAREC Reg 601-37.

TAIR unit support coordinator

Any individual at a supporting unit level who is responsible for coordinating the scheduling and funding of TAIR projects with USAREC activities and other elements of the supporting unit.

Total Army Involvement in Recruiting

A program which consists of recurring and continued involvement of the entire Army supporting the Regular Army and Army Reserve recruiting effort by providing personnel and equipment for use in promotional activities.