

**INSPECTION OF BRIGADE HEADQUARTERS  
RECRUITING, RETENTION, OPERATIONS, INCENTIVES, MARKETING CHECKLIST**

<b>1. General Administration. Brigade personnel will show proficiency to access the following sites.</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
<b>a) Is the ROO proficient in accessing and navigating the US Army Publication Directorate (APD) site? <a href="http://www.apd.army.mil/">http://www.apd.army.mil/</a></b>				
(1) AR 25-1				
(2) AR 145-1				
(3) AR 600-20				
(4) AR 601-2				
(5) AR 635-200				
(6) AR 601-208				
(7) AR 601-210				
(8) AR 40-501				
<b>b) Does the BDE have access to Cadet Command Right Site and do they demonstrate ability to navigate the site?</b>				
(1) Access CC Regs, Pamphlets, Circulars				
(2) Access MOI/SOP/Policy Letters				
<b>c) Does the BDE have access to and the ability to navigate through the Enterprise Portal?</b>				
(1) Access to and demonstrate how to log on to ROO Zone?				
(2) Access and log onto Blackboard?				
(3) Access the ADC warehouse and demonstrate use of the site?				
(4) Access Report Management Zone (RMZ) and access reports?				
(5) Access and open the Weekly Blast				
(6) Access and navigation of PaYS site				
(7) EMM				
<b>d) Does the BDE have access to and can demonstrate how to navigate CCIMS?</b>				
(1) Access Scholarship Processing Module				
(2) Access Student Management Module				
(3) Access Mission Set Management Report				
(4) Directory Module				
(5) Training Module				
<b>e) Other sites and applications</b>				
(1) Is the BDE proficient in accessing and navigating the National Guard Bureau Publication site? <a href="http://www.ngbpc.ngb.army.mil/">http://www.ngbpc.ngb.army.mil/</a>				
(2) LTC Web Page				
<b>2. Mission Status</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
<b>a) Overall Missions.</b>				
(2) Did the brigade achieve its line and nurse contract mission(s) for the current mission set?				
a. Mission Set + 1				
b. Mission Set + 2				
c. IAW the current REAP and Mission Set + 3				
d. IAW the current REAP and Mission Set + 4				
(2) Did the BDE achieve or is it expected to achieve commission mission (line and nurse) for the current mission set?				
a. Mission Set + 1				
b. Mission Set + 2				
(3) Have enough prospects, as indicated in ROO Zone and CCIMS, been identified to achieve contract mission for outlying mission sets (current mission sets +2 and +3)? (Current APR mission guidance and REAP goals.)				
<b>b) Targeted Missions/Goals</b>				
(1) Does the BDE ROTC Cohort diversity represent at a level equal to or exceeding the school populations?				
(2) Did/will the BDE make the AR/ARNG mission goals for the current mission set if applicable?				
a. Mission Set + 1				
b. Mission Set + 2				

(3) Does the ROTC Cohort have current Cadet Command goal according to FY mission letter of ADM 2-4 (STEM) contracted Cadets?				
<b>c) MSMR</b>				
(1) Is the BDE monitoring/maintaining BN's monthly MSMR report on file?				
<b>3. Scholarship Management.</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	
a) Does the BDE ROO ensure the Battalions update CCIMS directory module with current information?				
b) Does the brigade cross-level scholarships? (CCR 145-1, para 1-4 c.(1))				
c) Does the brigade manage scholarship funds by properly obligating all resources while ensuring that the amount budgeted is not exceeded? (CCR 145-1, para 1-4 c.(4))				
d) Did the brigade (properly delete) prioritize adjustment pool offers? (CCP 145-1, para 2-1 g(4)(h).)				
e) Does the brigade review battalion USAREC referral mission objectives, strategies, and plans as part of assistance visits, and oversee the achievement requirement as part of the MSMR? (CCR 145-16)				
f) Does the brigade conduct spot checks of CCIMS database entries during scheduled command visits to battalions? CCR 145-16, para 6-2c)				
g) Does the BDE S2 use the OML to process scholarship offers.				
<b>4. Recruiting and Retention (R&amp;R) Activities.</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	
<b>a) General.</b>				
(1) Have the brigade ROO and brigade Nurse Counselor attended, or are scheduled to attend, the resident SOCC ROO Course and is the Memorandum For Record of completed training on file? (MOI Cadet Command's ROO Development Plan, 24 Feb 04)				
(2) Have the brigade ROO and brigade Nurse Counselor been counseled on his/her duties within 30 days of the rating period? (AR 623-105, para 2-11b)				
(3) Does the brigade have a systematic approach to ensure attendance of all battalion ROOs, brigade ROOs and brigade Nurse Counselors to the resident ROO Course (within 60-180 days of arrival) and inspect for completion during OIP visits?				
(4) Has the BDE developed a recruiting SOP?				
<b>b) Recruiting Multipliers</b>				
<i>(1) Partnership for Youth Success (PaYS)</i>				
a. Does the Brigade ensure that the battalions actively incorporate the ROTC PaYS Program into recruiting and marketing campaigns? (CCP 601-33, Chapter 3, section 3-1)				
b. Does the unit actively offer the ROTC PaYS Program to each eligible applicant, GRFD Cadets and Cadets involuntary assessed into the RC? (CCP 601-33, Chapter 3, section 3-1)				
c. What is the percentage of the BNs eligible Cadets that have executed a statement of understanding (SOU) with PaYS.				
d. Does the BDE ensure that the BNs actively solicit participation in the PaYS program from employers within their AOR?				
e. Are PaYS Partners within the unit's footprint engaged to support recruiting efforts? (CC Pam 601-33, Chapter 3, Section 3-3)				
<i>(2) Employer Partnership of the Armed Forces (EPAF) - www.employerpartnership.org</i>				
a. Does the BDE actively incorporate the EPAF into recruiting and marketing activities?				
b. Does the unit actively offer enrollment and account creation in EPAF to eligible applicant, GRFD Cadets and Cadets involuntary assessed into the RC?				

(3) Social Media (DA Social Media SOP dated 1 Nov 2010 Included in the US Army's Social Media Handbook dated Jan 2011)				
a. Does the BDE monitor BNs Facebook Pages?				
b. Do the facebook pages include Commander's approved names and logos? (Para 5b)				
c. Do the facebook pages include a statement that it is the Organizations "official" facebook page? (Para 5d)				
d. Do the facebook pages include "Posting Guidelines" under the "Info Tab"? (Para 5f)				
e. Do the facebook pages include recent and up-to-date posts (Not older than 1 month since last post) (Para 5g)				
f. Does all social media presence adhere to the standard policies outlined in the DA memo (Facebook, Twitter, YouTube, Flickr, etc.)				
<b>c) Leads/Referrals Management. (CG and DCG Policy Letters)</b>				
(1) Does the unit use ROO Zone as its leads management system?				
(2) Is the contact history updated in ROO Zone as leads are contacted or attempted to be contacted?				
(3) Are Hot Leads, other leads and referrals sent to ROO Zone contacted or attempted to be contacted within 72 hours of receipt (96 hours on four day weekends).				
(4) Are leads not enrolled in college with no plans of enrolling in college who otherwise appear to be qualified for military service referred to USAREC via ROO Zone?				
(5) Does the BDE monitor the School Criteria Report in RMZ to ensure that battalions enter/update school enrollment criteria for all host and partnerships programs in ROO Zone each year?				
(6) Did the BDE ROO ensure the BN's utilized ROO Zone to create their advertising and local purchase budget requirements?				
(7) Are leads tracked in ROO Zone by lead source and campaign?				
(8) Are leads that are collected by the BDE entered into ROO Zone and referred to the appropriate school in a timely manner?				
<b>5. Green to Gold. (CCR 145-6)</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
a) Does the brigade update HQCC with changes to counterpart battalion assignments (CCR 145-6)				
b) Below applies to brigade headquarters assigned as counterparts only:				
(1) Does the brigade have a Memorandum of Agreement with the Installation Commander on file? (CCR 145-6, para 1-6 d.(2))				
(2) Has the brigade appointed a Green to Gold representative for their assigned Army installation? (CCR 145-6, para 1-6 d. (1))				
(3) Has the brigade developed a program at each Army installation to locate Soldiers with SAL attributes and provide them information? Are referrals received from the installation retention office, installation chain of command, and Army Education Center? (CCR 145-6, para 1-6 d. (3))				
(4) Are potentially qualified Soldiers referred to the ROTC battalion directly? (CCR 145-6, para 1-6 d. (4))				
(5) Has the brigade developed a targeted, SAL list from various sources, such as the Army Education Center, MGIB participants list and unit commanders? (CCR 145-6, para 3-3)				
(6) Are Green to Gold referrals contacted within seven days of receipt? (CCR 145-6, para 3-4 a.(1))				
c) Has the Green to Gold brigade representative developed a system to facilitate referrals through ROO Zone? (CCR 145-6)				
d) Does the BDE insure all BN's know the process for NON-Scholarships Green to Gold?				

<b>6. Recruiting Coordination: Brigade Partnership Program (BPP) - USAAC OPOD 10-016 28 March 2010</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
a) Has the brigade established an active relationship with USAREC brigades and BN within the Partnership Zone?				
b) Has the brigade ensured each battalion provided a one-year calendar of advertising, marketing and recruiting events to the local USAREC battalion and company?				
c) Has the brigade conducted joint recruiting operations with USAREC brigades to simultaneously offer more Army opportunities in a single engagement? Maximize synergy and efforts to break into hard to enter places/markets of opportunity (i.e. schools, communities)?				
d) Does the brigade facilitate the referral of qualified disenrolling Cadets and other students to the closest USAREC recruiter via ROO Zone?				
e) Does the brigade ensure the battalions display USAREC RPIs in the ROTC battalion and/or campus common areas?				
f) If assigned, do the brigades monitor on-campus USAREC recruiter's that are assigned to the battalions are provided appropriate office space and that they are actively assisting with increasing SMP enrollment of prospects and Cadets?				
g) Do brigade nurse counselors and USAREC Health Care Recruiters exchange information on scheduled conventions, career days, and job fairs?				
h) Has the brigade provided representation at Army Reserve BN and BDE Partnership Zone conferences?(Formaly RPC)				
<b>7. Leaders Training Course. (CCR 145-5)</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
a) Does the brigade adjudicate recommended LTC allocations with battalions, track battalion cycle slotting, and track graduation to contract rates? (CCR 145-16)				
b) Does the BDE ensure that Cadets who were signing part II of DA Form 597-3 (Scholarship) applications were entered in CCIMS prior to entry into the LTC Training Module?				
c) What percentage of LTC Cadets contracted NLT 15 Dec (of the year attended LTC) over the past 3 years?				
<b>8. Recruiting and Enrollment Planning (CCR 145-17)</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
a) Does the brigade receive, review, and maintain copies of each battalion's REAP annually? (CCR 145-17)				
b) Does the brigade coordinate brigade-level workshops/conferences to share best practices, concerns, and changes? (CCR 145-17)				
c) Did the brigade produce and publish annual REAP planning guidance for their battalions according to the timeline established in CCR 145-17?				
d) Does the BDE REAP guidance address the Command's priority shaping campaigns (STEM, Diversity, etc.)?				
e) Did the brigade use ROO Zone to monitor battalion's use of resources and track return on investment through lead source analysis?				
f) Did the brigade review battalion REAPs to ensure all required campaigns were included, as described in CCR 145-17 and goals were identified for both line and nurse by mission set?				
g) Did the brigade ensure battalion REAPs adhere to the required format shown in CCR 145-17?				
h) Did the brigade ensure battalions utilized ROO Zone's recruiting event matrix to create recruiting calendars to support mission shortfalls?				
<b>9. Marketing and Advertising</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Remarks:</b>
<b>a). COI Program</b>				

(1) Does the brigade maintain a relationship with their local USAREC BDEs/BNs and their subordinate USAREC elements to foster synergy, to include sharing resources and referrals via ROO Zone?				
(2) Is there a plan in place to secure support and actively solicit referrals from key influencers, including regional or state counseling associations, LTC and LDAC?				
(a) Educator Visit COIs (to include Nurse Educators)				
(b) AAB COIs, as well as USAREC COI referrals?				
(3) Is there a system in place to ensure that BDE maintains a list of key COIs in the high school market, including state guidance counselor association presidents? (COI database does this)				
(4) Have all BDE S2 & BN ROO personnel received training on the COI Database? Is a representative familiar w/database?				
(5) Has the Brigade been working with USAREC BDE/BN counterparts to link into the existing Grassroot Advisory Board Network?				
(6) Does the Brigade ensure each Battalion maintains a web site and that the BN website is linked to <a href="http://www.goarmy.com/rotc">http://www.goarmy.com/rotc</a> ?				
(7) Does the Brigade conduct recruiting operations that provide visibility of Army ROTC at key events in the high school market, including scheduling and managing booth presence at college fairs and annual regional guidance counselor or school district conferences attended by key COIs? (CCR 147-17)				
<b>b) Advertising and Marketing Funds Request Process</b>				
(1) Does the brigade ensure battalions utilize ROO Zone to build battalion REAPs and to project local purchase and contract advertising?				
(2) Does the brigade track battalion REAPs according to CCR 145-17 and forward required advertising budget information to HQ CC G7/9, according to lines/procedures (CCR 145-17)?				
(3) How does Brigade track the total advertising and marketing funds allocation, distribution to BNs and ensure use of funds supports Cadet Command Guidance, Bde guidance and the overall Bde mission? Add Current Branding? (delete whats in blue) Comment G4/8 provides guidance for use of funds.				
<b>c) Accessions Distribution Center (ADC) Support</b>				
(1) Does the Brigade track ADC point usage at BDE and BN level to ensure mutual BN support and/or BDE support when necessary?				
(2) Does BDE ensure list of ADC account holders is kept current and verify BNs do the same?				
(3) Does the brigade use only current national PPI & RPI materials (ie has not been using/issuing from a stock of outdated items)?				
<b>d) Managed Unit Production Account (MUPA)</b>				
(1) Does BDE have a designated MUPA Program Manager & an existing MUPA SOP/TTPs?				
(2) Does BDE have a method to track and manage MUPA allocation and BN MUPA orders, make BNs aware of this resource, ensure all BNs feed MUPA orders through BDE to ASB MUPA POC & cc to HQ CC G7/9 POC?				
<b>e) Accessions Targeting Board (ATB)</b>				
(1) Does BDE have a designated ATB Program Manager?				
(2) Does BDE proactively put out HQ CC-published quarterly ATB targeting guidance, ensure BNs submit timely ATB nominations, verify that nominations support BDE Cdr's Targeting Guidance as determined in BDE QUAD Charts, Quad-chart equivalent BN analysis of mission & required targeting, and other applicable guidance?				

