

USAAC Regulation 601-1

Personnel Procurement

The Accessions Targeting Board

**Headquarters
United States Army Accessions Command
90 Ingalls Road
Fort Monroe, Virginia 23651-1065
2 August 2007**

UNCLASSIFIED

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USAAC Regulation 601-1

Effective 15 August 2007

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The Accessions Targeting Board

For the Commander:

ANTHONY G. CRUTCHFIELD
Colonel, GS
Deputy Commander/Chief of Staff

Official:

ROGER H. BALABAN
Chief Information Officer

History. This regulation publishes a new USAAC Reg 601-1, which is effective 15 August 2007.

Summary. The Accessions Targeting Board process establishes a working group tasked with synchronizing and scheduling national and strategic assets used for communication, advertising, and marketing in support of the command's mission on a quarterly basis. This regulation also establishes

the Council of Colonels, which has recommendation authority to the Deputy Commanding General, who has final approval. Once approved, the schedule of assets is published in the quarterly annex and the command's annual event marketing operations order.

Applicability. This regulation applies to the U.S. Army Accessions Command and all subordinate units.

Proponent and exception authority. The proponent of this regulation is the U.S. Army Recruiting Support Brigade. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Any proposed exceptions will first be routed through the Council of Colonels.

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 provided.

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the U.S. Army Recruiting Support Brigade, ATTN: Operations, Munoz Building, 9th Cavalry Regiment Avenue, Fort Knox, KY 40121-2725.

Distribution. This regulation is produced in electronic media only and is available online at <http://www.usaac.army.mil>.

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Chapter 1

Introduction

1-1. Purpose

This regulation prescribes the mission, functions, roles, and responsibilities of the Accessions Targeting Board (ATB) which is charged with scheduling and synchronizing strategic assets to support national and local accessions assets and evaluate their effectiveness.

1-2. References

Required publications and prescribed forms are listed in appendix A.

1-3. Explanation of abbreviations and terms

Abbreviations and special terms are explained in the glossary.

1-4. Responsibilities

- a. U.S. Army Accessions Command (USAAC).
 - (1) Assign a dedicated liaison officer to the ATB Working Group (WG).
 - (2) Provide the G-3 to sit on the ATB Council of Colonels (COC).
 - (3) Publish annual operation order (OPORD) and quarterly fragmentary orders (FRAGOs).
 - (4) Incorporate the ATB schedule into USAAC's command calendar.
 - (5) Provide orders process support for advanced unit planning guidance (PG) and ATB orders to include commandwide publication and distribution.
 - (6) Coordinate USAAC Deputy Commanding General's (DCG's) calendar for the ATB decision brief each quarter.
 - (7) Ensure the coordination, staffing, and submission of Army command-directed nominated events.
 - (8) Assist in the coordination for senior officer and noncommissioned officer guest speakers as requested by the ATB for national conventions and special events.
 - (9) Provide the commander's intent, planning, and budget guidance quarterly, as appropriate.
- b. U.S. Army Recruiting Command (USAREC).
 - (1) Provide Chief of Staff (CofS) for COC.
 - (2) Provide the G-7/9, senior marketing representative, for the ATB WG and a representative from each brigade. Attendance is mandatory.
 - (3) Be prepared to brief each brigade's plan at the COC. Plans will include as a minimum, the commander's intent and confirmation that the commander has approved the plan. Sample provided at figure 1-1.
 - (4) Identify U.S. Army Cadet Command (USACC) targets of opportunity that afford USAREC market potential and ensure representation within your capabilities.
 - (5) Participate in teleconference back briefs after publication of quarterly PG for common understanding.
- c. USACC.
 - (1) Provide CofS for COC.
 - (2) Provide a USACC headquarters senior marketing representative to the ATB WG and a representative from both regions. Attendance is mandatory.
 - (3) Be prepared to brief each region's plan at the COC. Plans will include as a minimum, the commander's intent and confirmation that the commander has approved the plan. Sample format provided at figure 1-1.
 - (4) Identify USAREC targets of opportunity that afford USACC market potential and ensure Reserve Officers' Training Corps (ROTC) representation within your capabilities.
 - (5) Participate in teleconference back briefs after publication of quarterly PG for common understanding.
- d. U.S. Army Accessions Support Brigade (ASB).
 - (1) Provide commander for COC.
 - (2) Cochair the ATB.
 - (3) Chair the quarterly National Conventions Scheduling Conference and coordinate through the U.S. Army Mission Support Battalion (MSB), National Conventions Division, all aspects of the quarterly conventions planning session.
 - (4) Publish the quarterly national conventions schedule and participate with the USAAC G-7/9 in the annual budget presentation to the Assistant to the Secretary of the Army (Manpower and Reserve Affairs).
 - (5) Assign an ASB staff officer as a central point of contact for all ATB planning and coordination.

(6) Provide a liaison officer to the ATB WG from the U.S. Army Marksmanship Unit (AMU), U.S. Army Parachute Team (APT), and MSB.

(7) Be the proponent for USAAC Form 111 (Strategic Asset Support Request) (fig 1-2) for asset-to-event advancing that has applicability throughout the command. The form will include requirements for adjacent unit coordination and assignment of an event mission commander.

e. USAAC G-7/9 and ASB.

(1) Cochair the ATB.

(2) Provide the G-7/9 to the COC.

(3) The G-7/9 coordinates and provides liaison to the Office of the Chief Public Affairs (OCPA), Army Brand Group (ABG), and advertising agency elements. ATB will coordinate and provide liaison to Special Operation Forces, Silver Wings, West Point, and other contributing organizations for their participation at the ATB WG.

(4) ASB is responsible for the drafting of the quarterly PG while the G-7/9 is responsible for timely distribution of the quarterly ATB plans.

(5) Provide schedules for planning purposes on strategic national assets to include: NASCAR Show Car, National Hot Rod Association (NHRA), Rodeo, Professional Bull Riding (PBR), and specialized campaigns.

(6) Provide a G-7/9 representative to the quarterly National Conventions Scheduling Conference.

(7) Coordinate all aspects of the COC session to include agenda build (fig 1-3), distribution of plans, and scheduling for brigade and region briefings.

(8) Provide a representative to the USAAC DCG brief.

f. USAAC G-2.

(1) Provide the G-2 for the COC.

(2) Serve as overall assessment cell for the ATB.

(3) Assign an analyst to the quarterly ATB WG.

(4) Provide analysis of events and assets performance and utilization for the most recently concluded quarter's national and ATB and/or ASB events.

(5) Assign an analyst to serve on the PG WG and to draft the situation paragraph of the quarterly PG.

(6) Serve as the ATB manager for a universal events evaluation that is accessible via the Internet.

(7) Provide an analyst to the quarterly National Conventions Scheduling Conference.

(8) Provide additional targeting analysis or market research results to the ATB WG to enhance asset allocation and utilization (as necessary or by request).

1-5. ATB

a. The ATB is cochaired by the ASB and the USAAC G-7/9. The ATB meets quarterly and produces a quarterly event marketing tactical plan two quarters in advance of execution. Board membership consists of representatives from USAAC, USAREC, USACC, OCPA, and other specialized agencies that provide unique marketing assets and capabilities to the command.

b. The ATB has three phases. Phase one is a 3-day WG that produces a draft quarterly event marketing tactical plan. Attendance at the WG is mandatory for all designated ATB board members. The WG consists of representatives from ASB; USAAC G-7/9, G-2, and G-3; USAREC G-7/9 and brigades; USACC and regions; MSB; and the Army's advertising agency and its subcontractors. Phase two is a representative assembly of senior officers called the COC who evaluate the plan (membership is defined in para 3-1). The concluding third phase is a decision brief to the USAAC DCG for approval of the plan.

c. The ATB will utilize an Army fires methodology as outlined in FM 5-0, appendix H, as its organizational framework. FM 5-0 ties the operations process activity of planning, preparation, execution, and assessment into the targeting process activity of decide, detect, deliver, and assess; and provides for a common understanding of the ATB process. The ATB process flow is at figure 1-4.

d. Event plans will be classified into four target priorities.

(1) Strategic national targets are national events that are considered high value targets and must be supported. Included in this group are: Command-directed events, USAAC G-7/9 national campaigns, NASCAR Show Car, NHRA, PBR, and large minority conventions.

(2) Strategic theater targets are regional events that meet specific designated market criteria or have historically been highly successful and clearly justify a specified degree of support.

(3) Operational targets are events planned by brigades and battalions in support of the unit commander's event

marketing plan. ROTC campus orientations, college sporting events, and civic observances are examples of operational events. Operational targets are generally weekend oriented and have significant market penetration potential.

(4) Tactical targets are planned events that can be supported by “opportunity” targeting or other assets that are available. For example Silver Wings, World Class Athlete Program, 82d Chorus, and AMU olympians.

e. Plans will be brought by each board member to the ATB WG in a format similar to the sample in figure 1-1, sample ATB support plan. During the ATB WG, an asset allocation matrix will be developed. Sample asset allocation matrix is at figure 1-5.

f. Many tactical targets can be engaged with allocated tactical support days (TSDs). TSDs provide exhibiting assets to units when the asset is idle or time is available as the exhibiting asset transits, into and out of, a designated target area. For example, TSD targets are generally a day or more in duration, occur during weekdays, and support high school and college program visits. TSDs can support the commander’s training mission to include: Future Soldier functions, centers of influence events, and cadet on-campus training assemblies. Within 10 days of completing an accessions event where strategic assets were present, the mission commander submits an after-action review (AAR) to the USAAC G-2. This information is then used for future asset allocation using leads generation as a basis to measure the return on investment (ROI).

1-6. PG

a. Critical to the ATB process is the timely publication of PG. The WG develops PG for the next quarter’s ATB and provides event marketing information for the next quarter in OPORD format, to include: The commander’s intent; USAAC G-2 data analysis; asset availability and geographical end state; command-directed targets; known strategic national and theater targets; incorporation of the national convention schedule; unit target sets based on their command’s priorities; and other general information required for the unit to develop its draft quarterly event marketing plan. The WG provides this PG to the USAAC G-7/9 who sends to the USAAC G-3 for tasking. PG for the next quarter must be staffed to subunits within 10 working days upon conclusion of the ATB WG current quarter.

b. PG provides the commander situational awareness on the full spectrum of events occurring in his or her area of operation. Similar to a warning order, it assigns target sets for planning and enables the commander to positively influence his or her mission through the synchronized delivery and massing of exhibiting systems where and when he or she believes them to be the most effective.

c. Development, publication, and accuracy of PG are the specific responsibility of the ATB WG cochairs and the USAAC G-2. Upon USAAC publication, ASB and USAAC G-7/9 will conduct telephonic back briefs with staffs and unit marketing representatives to ensure PG understanding. PG will be as accurate as possible and include information on all Army-sponsored event marketing schedules as known at the time of publication. Confirmed PG will then allow units and staffs to develop their command’s quarterly events marketing plan based on target nominations provided to them from unit submissions. Units must ensure these target nominations are submitted within the time lines of the ATB process.

d. PG is developed before the 3-day ATB WG schedule and provided to subordinate and supporting units at the ATB WG for the next quarter to maximize planning time and coordination. Sample ATB WG agenda is at figure 1-6. A listing of marketing assets by organization is at figure 1-7.

1-7. National Convention Program integration

a. The MSB National Conventions Division is resourced to conduct approximately 86 national conventions each year. Historically, half of the conventions are in support of the U.S. Army Medical Department (AMEDD) recruiting missions. The remaining balance of the MSB National Conventions Division schedule supports minority conventions, specialized USAREC missions (band, language, Partnership for Youth Success employment program, and educational programs), and large strategic reoccurring conventions to include: Future Farmers of America National Convention, Distributive Education Clubs of America National Convention, Skills USA/Vocational Industrial Clubs of America National Convention, and Association of the U.S. Army National Convention. As the various associations who sponsor conventions require payment for exhibitor space months in advance, the MSB National Conventions Division schedule is developed a quarter in advance of the ATB planning horizon which is three quarters in advance of execution.

b. The MSB National Conventions Division program manager is responsible to prepare, coordinate, synchronize, and conduct a quarterly scheduling conference occurring prior to the ATB WG. Chaired by the MSB commander, the National Conventions Division Scheduling Conference will include participants from USAREC G-7/9, Health Services Directorate (AMEDD), and G-3 (Special Missions Branch); USACC; ASB; and USAAC G-7/9. Conference partici-

pants will provide advanced convention targets, and the session will produce a draft quarterly MSB National Conventions Division schedule three quarters in advance of execution for command approval. Within 10 days after national events, the event exhibitor provides an AAR to the USAAC G-2. This information is then used for participating in national conventions during the next year using leads generation as a basis for determining ROI.

c. The MSB commander will present the MSB National Conventions Division schedule to the ATB COC for consideration, and the recommended plan will be presented to the USAAC DCG for approval in conjunction with the ATB process. Once approved, the national convention schedule will be fully integrated into the PG and the ATB event marketing tactical plan.

Chapter 2

ATB WG

2-1. ATB WG process

a. The ATB WG meets quarterly to construct and synchronize new and existing event marketing plans in support of Army enlisted and officer recruiting. Utilizing an Army joint fires targeting methodology, the WG consists of four phases as outlined in figure 1-4, that either builds a plan (decide phase), synchronizes existing plans (detect and deliver phases), or assesses the concluding quarter's plan (assess phase).

(1) The decide phase looks two quarters out and builds a draft quarterly plan for consideration by the COC and approval by USAAC DCG. A typical agenda is at figure 1-3. Critical to this phase is advance preparation by board members in the construction of their unit and agency plans, and the ability to clearly articulate their commander's intent and mission priorities.

(2) Next during the 3-day WG session, the board will relook the previous quarter's plan during the detect phase. The detect phase is designed to identify changes to the plan, enable the massing of other contributing assets to targets, and most importantly to coordinate and synchronize the plan between adjacent units for maximum ROI. Changes noted during the detect phase are addressed in the FRAGO to the plan published by USAAC.

(3) The deliver phase looks at the plan 30 to 45 days out. During this phase, mission commander assignments are confirmed and changes to the plan are identified. Plan changes identified during the deliver phase will normally result in reallocation of assets to alternate targets or cancellation of the event for operational savings. Monthly conference calls are held between the ASB, USAAC G-7/9, MSB, USAREC, and USACC representatives to make last minute adjustments in order to adjust fire on desired targets of opportunity. It is during this phase, through the monthly conference calls, that final changes are made to the asset schedule and the mission tracker.

(4) Board members and unit representatives are required to address event performance during the assess phase. Under the direction of the USAAC G-2, a formal AAR will be conducted during the assess phase with the results, trends, and lessons learned presented to the COC and USAAC Command Group for future PG.

b. The WG will consist of the following board members and invited representatives: USAAC G-7/9; ASB (MSB, APT, and AMU); USAAC G-2; USAREC G-7/9 and 1st, 2d, 3d, 5th, and 6th brigades; and USACC regions. The USAAC G-7/9 will invite representatives from the McCann-Erickson Agency, OCPA, and the ABG to attend. Other units and agencies with unique marketing asset capabilities will also be asked to attend. Participation is required for all ATB WG board members for the duration of the 3-day planning session.

c. The ATB process flow is at figure 1-4. The WG works in accordance with the agenda (sample at fig 1-6).

2-2. Unit plans

USAREC and USACC will present targeting plans based upon the PG from the previous ATB and their commander's intent. Each USAREC brigade and USACC region will present separate but coordinated and synchronized plans to the WG in the format provided and outline how strategic national targets in their areas will be supported.

2-3. Assessment

During the assessment phase, the USAAC G-2 provides an overview of the previous quarter's AARs analyzing trends and makes WG recommendations on events to support or not support based upon previous results as reported in these AARs. This information is used and fed back into the ATB process for the scheduling of assets in the future. Each asset assigned to a recruiting event must generate leads or have some ROI.

2-4. Mission commander

The mission commander is the point of contact on the ground that is responsible for coordinating the logistical support, overall success of the mission, and completing the AAR. This person and contact information is identified as soon as possible but not later than 45 days out from the event and articulated on the events matrix of the appropriate appendix. The mission commander may designate the uniforms for those Soldiers that are part of any marketing and/or recruiting event.

2-5. USAAC Form 111

a. Units will provide completed USAAC Forms 111 (see fig 1-2) to the MSB S-3, 30 days prior to an event. Support not locked in with USAAC Form 111, 2 weeks prior to the start date of the event can be canceled. Monthly status reports on received USAAC Forms 111 is provided by the MSB S-3 directly to USAREC G-7/9 and USACC regions. On the 31st day, if the USAAC Form 111 is not received, the MSB S-3 will contact the appropriate ASB point of contact for status. It is the responsibility of this point of contact to contact the battalion for USAAC Form 111 data. All USAAC Forms 111 and changes to them will come through the MSB S-3. Any USAAC Forms 111 sent directly to exhibitors from units will not be supported. Exhibitors do not have the authority to accept changes directly from units. All USAAC Forms 111 must be in compliance with PG and match support as listed in the ATB approved support matrix in the appropriate annexes A through D or they will be returned to the submitting unit as incomplete. Support not locked in with a valid USAAC Form 111, 2 weeks prior to the start date of the event can be canceled at the discretion of the MSB commander.

b. It is worth noting that planners of events should, at the beginning of the planning phase, determine the size, space, and other logistical requirements necessary to accommodate the large mobile exhibit vehicles. Depending on the recruiting venue, sometimes a large, commercial over-the-road exhibit vehicle or a smaller mobile exhibit vehicle works best. The venue may limit the size and space available.

Chapter 3 Recommending and Approval Authority

3-1. COC

The COC meets quarterly after the ATB WG to refine, synchronize, and confirm existing event marketing plans in support of Army enlisted and officer recruiting. The COC is the second phase of the ATB. Critical to this phase, is advance preparation by WG board members in the construction of their unit's or agency's plans and the ability to clearly articulate their commander's intent and mission priorities. During the COC session, the COC will cover the strategic situational analysis by the USAAC G-2, discuss the AAR from three quarters prior, receive ATB process feedback, and receive unit briefings from USAREC and USACC. Topics of interest to the COC may be presented by any sitting member of the council. The COC includes the ASB commander; the USAAC G-7/9, G-2, and G-3; USAREC and USACC CofS'; USAREC G-7/9; and USACC G-2. Sample agenda format provided at figure 1-3.

3-2. Decision brief

During this phase of the ATB process, the results from the COC will be presented to the USAAC DCG. The COC members will each present their plans that were decided on in the previous phase. This current phase will result in the approval of the specific quarter's plan by the USAAC DCG. Once this is done, that particular quarter's plan is set for approval. The USAAC G-7/9 will create an OPORD or FRAGO to be published by the USAAC G-3.

| Event, Date, Location, Source | Previous Attendance, Expected Attendance, Demographics | Requested Assets | Justification Expected Results |
|--|--|---|---|
| <p>Event: Incoming Freshmen Campaign Date: XX Sep XX Location: Any college campus</p> <p>USACC Mission Commander Name: Phone number: Cell: E-mail:</p> | <p>Example: 800 honors program students</p> | <p>Example: American Soldiers Van (AV4) requested (in order of preference): AV3-Aviation Van AV2-Special Operations Van AV1-Adventure Van</p> <p>Event will provide instant marketing visibility for the battalion, Army ROTC, USAREC, and the Georgia National Guard.</p> | <p>Example: The primary market of this event directly targets Scholars, Athletes, Leaders currently enrolled in the university. With the concentration of Scholars, Athletes, Leaders for this event, this is a great opportunity to attract prospects. Besides quality leads and publicity, we expect that these attractions will provide a vast amount of visibility for the Army ROTC program on this campus.</p> <p>Brigade point of contact information:</p> |

Figure 1-1. Sample ATB support plan

HEADQUARTERS: _____
 POC/PHONE: _____

STRATEGIC ASSET SUPPORT REQUEST
 (For use of this form see USAAC Reg 601-1)

| | |
|--|--|
| ASSET: <input type="checkbox"/> AV <input type="checkbox"/> IV <input type="checkbox"/> AMT <input type="checkbox"/> MEV <input type="checkbox"/> OCC <input checked="" type="checkbox"/> AMU <input checked="" type="checkbox"/> GK <input type="checkbox"/> TTTS <input type="checkbox"/> ACT <input type="checkbox"/> Other _____ | NAME OF RECRUITING COMPANY OR SCHOOL: <hr/> NAME OF COMPANY COMMANDER OR PMS: <hr/> TELEPHONE NO.: _____ |
|--|--|

| (1) DATE AND TIME SCHEDULED | (2) SHOW SITE NAME AND ADDRESS | (3) MILES TO NEXT SHOW SITE | (4) RECRUITING COMPANY NAME POINT OF CONTACT NAME AND TELEPHONE NUMBER | (5) ROTC DEPARTMENT NAME POINT OF CONTACT NAME AND TELEPHONE NUMBER | (6) SHOW SITE POINT OF CONTACT NAME AND TELEPHONE NUMBER | (7) MISSION COMMANDER NAME AND TELEPHONE NUMBER | (8) ADJACENT PROPONENT ADJACENT PROPONENT PARTICIPATION OTHER ASSETS IN SUPPORT |
|---|--|--------------------------------|---|--|--|---|---|
| SUNDAY DATE: 1 May START TIME: END TIME: | Smith HS 209 Blue Street Jackson, OH | | Jackson Company SFC Davis 513-555-5544 | Rio Grande ROTC CPT Schwartz 513-555-5555 | Ms Smith A Principle 513-444-4444 | CPT Anybody 513-555-1212 | Sister unit notified: Yes Sister unit participating: No Other support: None |
| MONDAY DATE: 2 May START TIME: 0830 END TIME: 1430 | Barnes HS 33 Cassy Ave Galopolise, OH | 31 | Jackson Company SFC Davis 513-555-5544 | Rio Grande ROTC CPT Schwartz 513-555-5555 | Ms Todd A Principle 513-444-4444 | CPT Anybody 513-555-1212 | Sister unit notified: Yes Sister unit participating: No Other support: None |
| TUESDAY DATE: 3 May START TIME: END TIME: | Travel to Dayton, OH | 137 | | | | | |
| WEDNESDAY DATE: 4 May START TIME: 0830 END TIME: 1430 | Jones HS 22 Wilshire Circle Dayton, OH | 0 | Dayton Company SFC Reynolds 555-555-5555 | Dayton CC CPT Jones 515-444-5454 | Ms Drake A Principle 513-444-4444 | CPT Lee 513-555-1313 | Sister unit notified: Yes Sister unit participating: Yes Other support: 2 cadets and a table |
| THURSDAY DATE: 5 May START TIME: END TIME: | Travel to Cincinnati, OH | 159 | | | | | |
| FRIDAY DATE: 6 May START TIME: 1000 END TIME: 1830 | U of Cincy ROTC Bldg 1 Army Ave Cincinnati, OH | 0 | Cincy Company SFC Snipes 222-222-2222 | U of Cincy ROTC LTC Tilly 222-222-3333 | LTC Tilly PMS 222-222-3333 | Gen Snipes 222-555-1212 | Yes, ASD given to ROTC ROTC event, USAREC not participating Other support: None |
| SATURDAY DATE: 7 May START TIME: END TIME: | | | | | | | |

USAAC Form 111, 1 Aug 2007

THIS FORM SUPERSEDES USAREC FORM 973 WHICH IS OBSOLETE

VERIFIED BY (A&PA or PMS): _____ **V1.00**
 DATE: _____

Note: This is an example. This USAAC Form 111 is for 1-7 May where AV1 is in a TSD status for USAREC. 1 and 2 May are USAREC events where the local ROTC department was contacted and declined to participate. 3 May is a travel day to another USAREC event on 4 May. However, the local ROTC department opted to participate with two cadets and a table with pamphlets. 5 May is travel day to the Cincinnati area to support a University of Cincinnati ROTC event. This was slotted as a USAREC TSD at the ATB, but during coordination a USAREC battalion and a USACC brigade determined USAREC had no mission for the 6th and the University of Cincinnati was having a "back to school parent's appreciation day" and could use the support; so USAREC scheduled that event during their TSD and put the ROTC PMS they coordinated with as the show site point of contact. The unit that is allocated the TSDs during the ATB, in this case USAREC, is responsible for contacting the other USAAC commander and let them know they have an asset and event scheduled in their area of operation and see if we can get a better "bang for the buck" by massing fires.

Figure 1-2. Sample of a completed USAAC Form 111

COC/DCG Brief

- Opening Comments (G-7/9)
- G-7/9 Update Calendar for National Events (i.e., NASCAR)
- Strategic Situational Analysis (G-2)
- ATB Process Feedback (ASB)
- Unit Briefings
 - USACC
 - USAREC
- QXFYXX National Conventions (MSB)
- Issues
- Questions/Conclusion



Figure 1-3. Sample agenda for COC/DCG brief

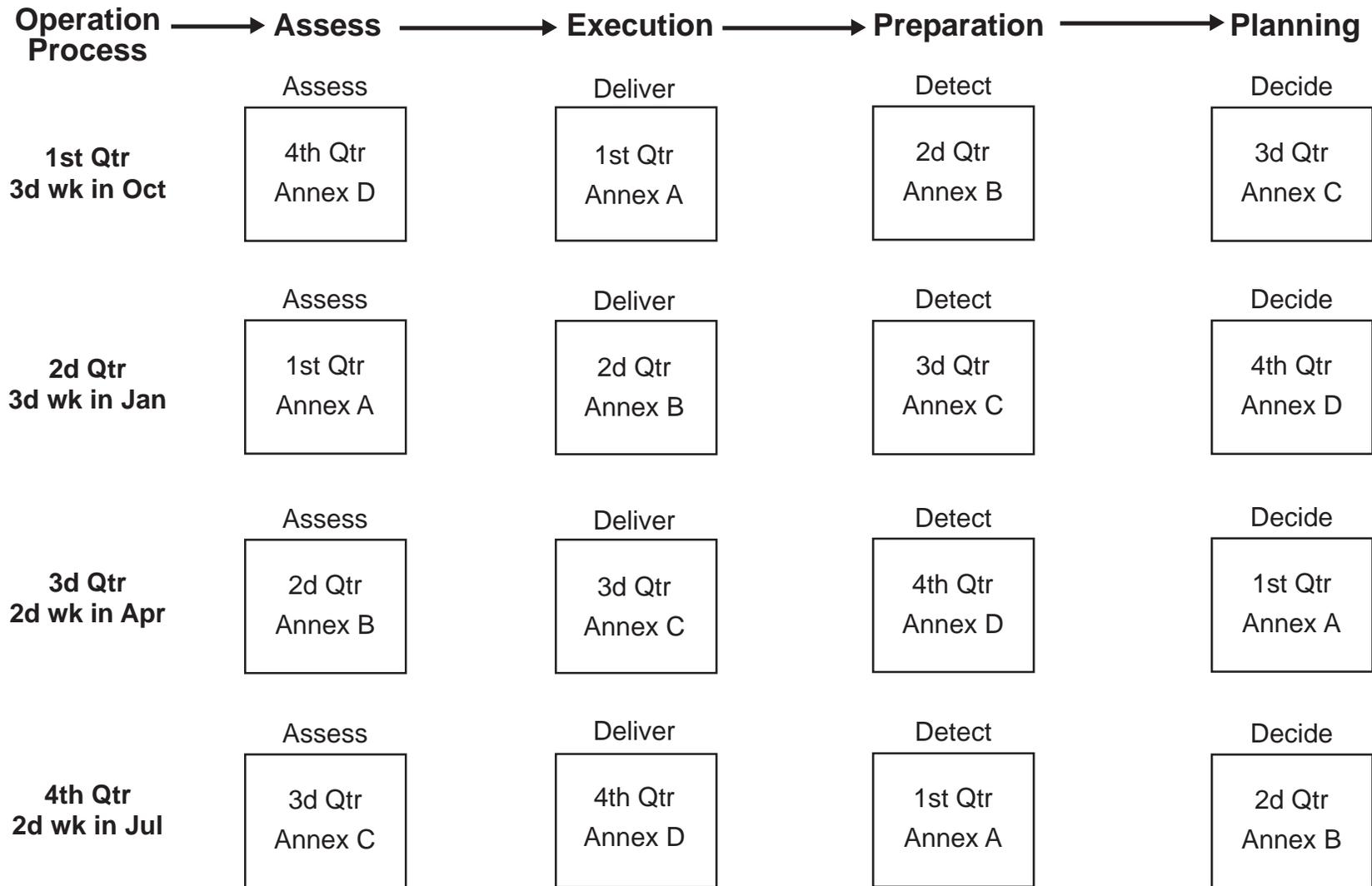


Figure 1-4. ATB process flow

Agenda

Day 1

- 0900-0915: Opening Comments—Hosting ASB Commander
- 0915-1030: FYXX Operational Plan Review and Implications for X Quarter - G-7/9 ATB “Assessment Phase”
- 1030-1200: QXFYXX Annex X, AAR - G-2
- 1200-1300: Lunch
- 1300-1330: Review XQFYXX Planning Guidance and Asset Availability - ASB
- 1330-1700: USAREC and USACC Plan Coordination - USAREC and USACC coordinate their XQFYXX plans with each other, agency, ASB, and USAAC G-7/9 representatives, identify any opportunity targets and coordinate for assets controlled by the other unit, agency controlled assets, or an available asset within the ASB. Units then adjust plans with changes.

Day 2

- ATB “Decide Phase” XQFYXX, Annex C, Build
- 0830-0945: USACC Plan Presentation
 - Ø Eastern Region
 - Ø Western Region
- 0945-1230: USAREC Plan Presentation
 - Ø 1st Brigade
 - Ø 2d Brigade
 - Ø 3d Brigade
 - Ø 5th Brigade
 - Ø 6th Brigade
- 1230-1400: Lunch
- ATB “Detect Phase”
- 1400-1700: Review XQFYXX, Annex X, Event-by-event review of the previous.

Day 3

- ATB “Deliver Phase”
- 0900-1030: XQFYXX Annex X Review - Event-by-event review of all events remaining in the quarter.
- 1030-1130: Planning guidance for next released.
- 1130-1300: Lunch
- 1300-UTC: USAREC and USACC individual time with their visiting representatives.

Figure 1-6. Sample agenda for ATB WG

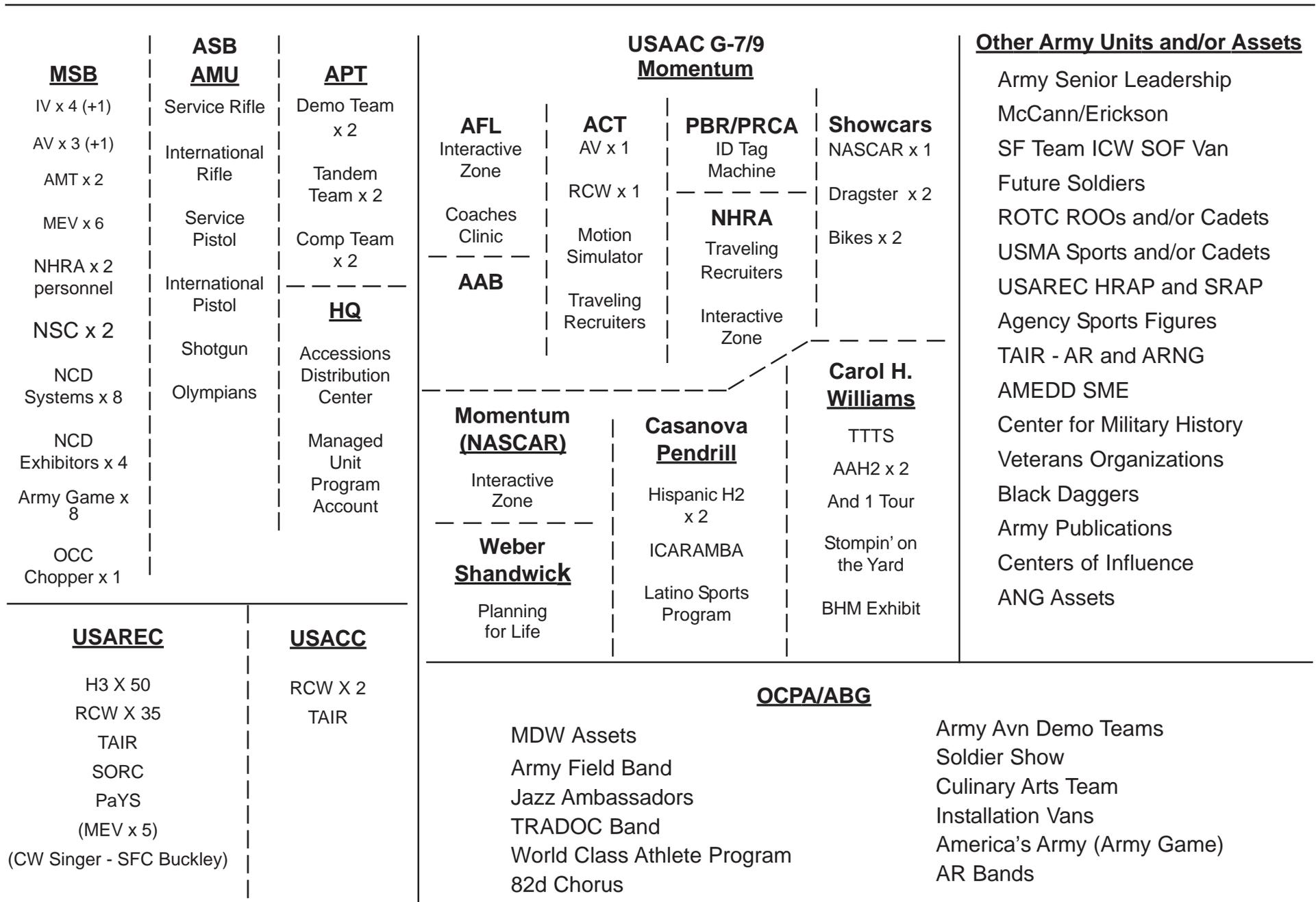


Figure 1-7. Weapons systems (marketing assets)

Appendix A References

Section I Required Publication

FM 5-0

Army Planning and Orders Production. (Cited in para 1-5c.)

Section II Related Publications

There are no entries for this section.

Section III Prescribed Form

USAAC Form 111

Strategic Asset Support Request. (Prescribed in paras 1-4d(7) and 2-5a.)

Section IV Referenced Forms

There are no entries for this section.

Glossary

Section I Abbreviations

AAR

after-action review

ABG

Army Brand Group

AMEDD

Army Medical Department

AMU

U.S. Army Marksmanship Unit

APT

U.S. Army Parachute Team

ASB

U.S. Army Accessions Support Brigade

ATB

Accessions Targeting Board

COC

Council of Colonels

CofS

Chief of Staff

DCG

deputy commanding general

FRAGO

fragmentary order

MSB

U.S. Army Mission Support Battalion

NHRA

National Hot Rod Association

OCPA

Office of the Chief Public Affairs

OPORD

operation order

PBR

Professional Bull Riding

PG

planning guidance

ROI

return on investment

ROTC

Reserve Officers' Training Corps

TSD

tactical support day

USAAC

U.S. Army Accessions Command

USACC

U.S. Army Cadet Command

USAREC

U.S. Army Recruiting Command

WG

working group

Section II**Terms****Accessions Targeting Board**

Group that works to determine the strategic asset allocation and schedule of assets on a quarterly basis.

after-action review

Written review with input from all supported personnel provided after each event.

Army College Tour

Organization that visits college campuses depicting Army life.

centers of influence

Influential people effective to the recruiting process. For example, parents and educators.

Health Services Directorate

Organization involved in selecting national medical conventions that the Army will support.

National Conventions Division

The division within the MSB responsible for the execution phase of all conventions.

Office of the Chief Public Affairs

Oversees all national Army communications.

strategic national

Events that are part of the strategic recruiting process on a national level.

strategic theater

Events that are important to making the overall mission for leads generation or Army awareness.

tactical support days

Days dedicated to specific recruiting events usually in conjunction with an ATB-directed event.

U.S. Army Mission Support Battalion

The organization executing the schedule for all mobile exhibit vehicles.

USAAC

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