LESSON PLAN

RTOOLS/CIRIMS

DISCUSSION POINT	**RELATED INSTRUCTOR ACTIVITY**
I. Presentation	Ref: COMNAVCRUITCOM INST 1133.6 series

A. Recruiting Tools (R-TOOLS): R-TOOLS is an automated prospect record system; a compilation of applicant records placed into market segments and arranged to provide access to information for recruiting markets in your assigned territory. A prospect is defined as any person who initially appears to possess qualifications to enlist in the United States Navy.

B. The system employs an automated data entry system. It allows for the storage of sales activity, follow-up, contact information, recruiter remarks, blueprint information, and processing data. In addition, R-TOOLS allows for the exportation of data to an automated electronic application kit (E-KIT), and Electronic Personnel Security Questionnaire (EPSQ) to assist the recruiter in the application process.

C. Applicant Record Files: Applicant records shall be assigned to market segment files. Each recruiter shall have their own Working Tickler based on assigned territory, which will be monitored daily during Daily Production Reviews (DPR) by the RINC.

D. Market Segments:

1. The None Market Segment:

2. The School Market Segment:

DISCUSSION POINT | **RELATED INSTRUCTOR ACTIVITY**

3. The Work Force Market Segment:

4. The College Market Segment:

5. The Prior Service Market Segment:

6. The In-Service Market Segment:

7. The Female Market Segment:

8. The Inactive Market Segment:

E. The Working Tickler: Contains a file of all applicant records to be "worked" and is monitored by the RinC during the Daily Production Review (DPR).

1. Each individual Working Tickler is divided into “CURRENT”, “TODAY”, “NEXT 31 DAYS”, “DATE” and “ALL”.

2. The RINC must ensure that no record remains in the working tickler with a working tickler date older than five days. This is the first indication of a follow-up problem.

3. Qualified but not enlisted (QNE). When an applicant QNE’s, the record will remain in the recruiter’s working tickler for a six-month period, the record should be actively prospected during this period. The record can be returned to the pool after six months.

DISCUSSION POINT	**RELATED INSTRUCTOR ACTIVITY**
4. DEP Tracking. The DEP member's record shall be maintained and documented throughout the DEP period and RTC graduation.	
5. LEADS Tracking. Locally and/or nationally produced leads will be maintained in the working tickler for four months, until contracted or when disposition renders the lead non-workable, whichever comes first.	
6. Loading, maintaining, and managing a working tickler.	
a. One of the keys to effective prospecting is to ensure that you are touching the majority, if not all, of the records in your system. When you prospect, you prospect for three reasons:	
b. To get face-to-face with a prospect for a personal interview.	
c. To create Navy awareness and develop Centers of Influence.	
d. To gather enough blueprinting information to make a determination if and when you want to call this person back.	
e. At no time will the Working Tickler be loaded with more than one "working week" of activity.	

DISCUSSION POINT | **RELATED INSTRUCTOR ACTIVITY**

f. The Working tickler should be loaded the last working day of the current week for the following week.

g. The RINC should not normally let any given day build to more than 50 Records.

h. Records that require future follow-up shall be assigned to the applicable day/month of the Working Tickler.

i. During the DPR, additional records can be added based on disposition of current records.

G. Maintenance of the RTOOLS system.

1. Regular updating of the system is a must! The better you monitor the quality of input, the better record system you will have. Even though your tour may only be three years, think about the quality of the record system when you received it and strive to make it better for the next person.

2. R-TOOLS uses an ORIGINAL SOURCE code to indicate the source of downloaded records:

   a. RL – Local lead (school and direct mail, newspaper, and other locally generated lead)

   b. RN – National LEAD

DISCUSSION POINT	**RELATED INSTRUCTOR ACTIVITY**

c. AS – ASVAB

d. RZ – Prior Service

e. SS – Selective Service

f. RT – Name lists (school lists, DMV lists, etc.)

3. Backups. One of the most important things the RinC must do is to back-up the database daily. At the end of each day, two (2) copies of the R-TOOLS database must be made for each day of the week.

   a. One set of disks stay in the station and the second set are taken off site with the person who completed the back up.

   b. Do not use the same set of disks every day. There should be enough disks available to make a set every day of the week.

H. Applicant Log

1. The applicant log is generated in RTOOLS. When the recruiter makes an appointment, it is automatically recorded on the Applicant Log. The date and time of the appointment will be displayed in the APPOINTMENT section. Any interview that has been conducted in the previous 12 months and is re-interviewed will be counted as a carryover. When the

DISCUSSION POINT	RELATED INSTRUCTOR ACTIVITY
interview is conducted, the recruiter will click the interview check box for the corresponding blueprint entry. The information on the Applicant Log will update at the same time.	
I. Sales Activity Analysis	
1. The sales activity section is used to document daily production by the NRS as a whole or by individual recruiters.	
J. List Processing	
1. This feature is used to locate records that contain various information located in the RTOOLS database.	
K. COMNAVRESCRUITCOM Integrated Reserve Information Management System (CIRIMS) Concepts	
1. Recruiter 2. RINC 3. Zone Supervisor	
L. CIRIMS Launcher	
1. Internet connection (LAN, DSL, or cable modem, or AT&T). 2. Mandatory updates 3. Critical updates	

LESSON PLAN

RTOOLS/CIRIMS

DISCUSSION POINT	RELATED INSTRUCTOR ACTIVITY

4. Files updates

M. CIRIMS menu/groups.

1. System

2. Maintenance

   a. Employee file

   b. Station file

   c. Police file

   d. UIC file

   e. Zip code file

   f. Filters

3. Work

   a. Lead Selection radio buttons

      1) New Leads

      2) Hot leads

      3) Call back

      4) Mail out

DISCUSSION POINT	**RELATED INSTRUCTOR ACTIVITY**
5) IP/PS	
6) All leads	
7) DF/DL	
8) Include DF/DL	
9) Filter	
b. Kit Processing	
c. Forms	
d. Kit Tracking	
4. Reports	
5. Tools	