



DEPARTMENT OF THE NAVY

NAVY RECRUITING DISTRICT, PORTLAND

7028 N.E. 79TH COURT

PORTLAND, OREGON 97218-2813

NAVCRUITDISTPORTLANDINST 1133.3E

R-OPS

28 Jun 13

NAVCRUITDIST PORTLAND INSTRUCTION 1133.3E

Subj: COMMUNITY COLLEGE AND JUNIOR COLLEGE RECRUITING

Ref: (a) COMNAVCRUITCOMINST 1130.8J (Vol I)

Encl: (1) Step-by-Step Community College Recruiting Plan

1. Purpose. To ensure that community and junior colleges are regularly prospected by recruiters, per reference (a).

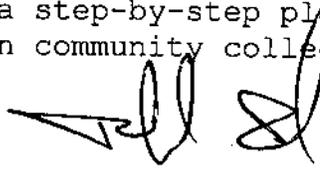
2. Cancellation. NAVCRUITDISTPORTLANDINST 1133.3D.

3. Background. Recruiters are welcome on many community and junior college campuses to set up booths, leave information and give classroom presentations. This opens a market that should be actively prospected. These colleges offer a superb location for recruiters to establish contact with the target market.

4. Action. All community colleges within each station's assigned territory shall be visited at least once per month by a recruiter. Station Leading Chief Petty Officers/Leading Petty Officers (LCPOs/LPO) shall assign a dedicated recruiter to each community college and establish an up-to-date community/junior college school folder for each. Division Leading Chief Petty Officers (DLCPOs) may make exceptions for colleges which are too remote to facilitate monthly prospecting. DLCPOs shall incorporate all junior colleges into the division school canvassing plan, which is due annually to the Chief Recruiter by 15 August. During visits, recruiters should set up booths, where allowed, and actively prospect. Potential recruits are those who have already made an independent decision to leave college (i.e., dropouts and graduates). Do not jeopardize our welcome by violating the Stay-in-School policy. Students shall not be approached with the suggestion that they quit college. Those desiring to complete their education shall be encouraged to do so, while also being presented with opportunities to enlist after graduation, often with advanced paygrade. Officer Program referrals shall be conducted as required. LPOs and DLCPOs shall monitor community college visits and results to ensure that this policy is being carried out and documented in school folders.

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5. Enclosure (1) suggests a step-by-step plan that leads to more effective recruiting on community college campuses.



T. D. BODE

Distribution:

NAVCUITDISTPORTLANDINST 5216.1U

Lists A (5, 6, and 7 only), B, C, and D

**Step-By-Step
Community College Recruiting**

1. Establish a regular visitation itinerary (minimum of once per month).
2. Arrange for a Navy booth on campus after mid-term exams and just prior to final exams each quarter.
3. On initial visit, meet with Vice President or Dean of Student Personnel Services. Explain the Stay-in-School policy and present recruiter procedures and protocol. Determine other points of contact as well as times and places that a Navy booth can be set up.
4. Meet with Director of Placement to explain advanced paygrades and collegiate programs. Officer Recruiter and Education Specialist (EDSPEC) assistance is available.
5. Leave file of Navy materials and place RADS in the Placement and Counseling Center. Remove any outdated RADS or Navy material.
6. Meet with the Director of the Adult High School Completion program and explain the requirements to join the Navy.
7. Meet with the Dean of Instruction, explaining Navy programs and determining which programs coincide with Navy rates.
8. Meet with the Math/Science/Technology Department Heads and establish rapport.
9. Contact individual professors and instructors to request classroom talks. Target viable classes for presentations. Request permission to administer the Navy Advanced Programs Test in classes or other locations.
10. Ask for any available lists (graduates, drops, enrollment, etc.) from the registrar's office, dean's financial aid office and job placement office. Provide CDs for download and notify EDSPEC of results.
11. Look for ex-military and Naval Reserve staff/instructors who can be of assistance. Many institutions have military liaison officers or Veterans' Affairs advisors on campus.

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12. Invite Officer Recruiters and/or EDSPEC to help man booths and make campus visits.

13. In addition to recruiters, local command personnel from headquarters or MEPS may be attending the college. They can provide assistance and help improve recruiter awareness of the campus staff.

14. Track results and lessons learned in school folders.