



DEPARTMENT OF THE NAVY

NAVY RECRUITING DISTRICT RICHMOND
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RICHMOND, VA 23219-2243

NRDRICHINST 1510.1A
2 Jan 08

NAVCRUITDIST RICHMOND INSTRUCTION 1510

Subj: PRODUCTION ACCOUNTABILITY AND STANDARDS

Ref: (a) COMNAVCRUITCOMINST 1130.8G VOL I & II
(B) COMNAVCRUITCOMINST 5400.2E

Encl: (1) Performance Standards and Improvement Plan

1. Purpose. To promulgate enlisted production standards in accordance with references (a) and (b) to support mission requirements.

2. Cancellation. NRDRICHNOTE 1510

3. Discussion. Successful leaders establish clear and well defined operating standards and policies for efficient and effective mission accomplishment. Leadership involves the highest levels of accountability and responsibility. To assist us, as individuals and as a team, in meeting our mission and achieving our maximum potential, enclosure (1) specifies the minimum standards by which the NRD Richmond enlisted production team will be held accountable. I challenge each individual to exceed the prescribed minimum standards.

4. Action.

a. The Enlisted Programs Officer (EPO), Chief Recruiter (CR), Assistant Chief Recruiter (ACR) and Command Trainer will ensure that all Zone Supervisors (ZS), Recruiters in Charge (RinC) and Recruiters adhere to this instruction. Individual performance at all levels will be reviewed on a monthly basis and the CR will make any recommendations to the Chain of Command regarding further action deemed necessary.

b. The Command Trainer will establish and maintain a filing/tracking system for monitoring the actions outlined in enclosure (1).



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Distribution:
NRDRICHINST 5216.1G
List V

Performance Standards and Improvement Plan

1. Performance Standards. The **MINIMUM** performance expectations of each member of the production team are specified below. **All members of the production team should strive to exceed these standards in order to make themselves more competitive for awards and advancement opportunities.**

a. Zone Supervisors. Attain monthly assigned missions to include: Prior Service Attainment, Active and NAT new contract objective, nuclear field goal, SPECOPS goal, and maintain an in-month loss rate (including roll-outs) of less than ~~12~~⁵%.

b. Recruiters in Charge. Attain monthly assigned missions to include: Prior Service Attainment, Active and NAT new contract objective and all assigned sub goals.

c. Recruiters. Attain a minimum net production per recruiter (PPR) of 1.0 per month.

2. Improvement Plan. To provide training and support to the field in an effort to ensure each Sailor is on track for success. The following accountability standards will be applied if the minimum performance standards are not attained.

a. Zone Supervisors:

- (1) The first month of not achieving minimum performance standards will result in formal review and written counseling by the ACR, and will include any required training/follow-up plan.
- (2) The second consecutive month of not achieving minimum performance standards will result in a Zone production inspection by the Chief Recruiter; a peer board and a non-punitive letter of counseling

from the CR to include any required training/follow-up plan.

Encl (1)

2 Jan 08

- (3) The third consecutive month or any period of two out of three months of not achieving minimum performance standards will result in a Letter of Instruction from the Commanding Officer outlining the requirements of the Zone Supervisor over the next 60 days. Failure to comply with the standards set forth in the Letter of Instruction will result in EPO/CR recommendation to Commanding Officer for required additional training or administrative action deemed necessary.

b. Recruiters in Charge:

- (1) The first month of not achieving minimum performance standards will result in a peer board consisting of the Zone Supervisor and the Zone RinCs. A training syllabus and a diagnosis and action plan will be submitted by the Zone Supervisor to the ACR.
- (2) The second consecutive month of not achieving minimum performance standards will result in a station production inspection and formal written counseling from the ACR with recommended follow-up training.
- (3) The third consecutive month or any period of two out of three months of not achieving minimum performance standards will result in formal counseling from the CR with recommendations to the Chain of Command for any further action.
- (4) Continued failure to meet monthly minimum performance standards will result in a letter of instruction from the Commanding Officer outlining the requirements of the Recruiter in Charge over the next 60 days. Failure to comply with the standards set forth in the Letter of Instruction will result in EPO/CR recommendation to the Commanding Officer to include any additional training or administrative action deemed necessary.

Encl (1)

4 Jan 08

c. Recruiters:

- (1) The first month of not achieving minimum performance standards will result in a diagnosis and action plan with documented training from the RinC, submitted to the Zone Supervisor for approval. Zone Supervisor will submit training/follow-up plan to the ACR.
- (2) The second consecutive month of not achieving minimum performance standards will result in a performance review and formal written counseling from the Zone Supervisor and recommended training/follow-up will be submitted to the ACR.
- (3) The third consecutive month or any period of two out of three months of not achieving minimum performance standards will result in counseling from the CR and training/follow-up recommendations will be provided to the Commanding Officer via the EPO.
- (4) Continued failure to meet minimum performance standards will result in command review for any required additional training or administrative action deemed necessary.