



DEPARTMENT OF THE NAVY

NAVY RECRUITING DISTRICT RICHMOND
411 EAST FRANKLIN STREET
SUITE 101
RICHMOND, VA 23219-2243

NRDRICHINST 5040.1B
Code 10

OCT 28 2009

NAVCRUITDIST RICHMOND INSTRUCTION 5040.1B

Subj: COMMAND EVALUATION PROGRAM (CEP)

Ref: (a) COMNAVCRUITCOMINST 5040.2M

Encl: (1) CEP Checklist
(2) Vehicle Inspection Checklist
(3) Facilities Checklist
(4) HEADS Checklist
(5) Plan of Action and Milestones (POAM) Format
(6) CEP Schedule

1. Purpose. To provide policy and procedures for Navy Recruiting District Richmond's CEP.

2. Cancellation. NRDRICHINST 5040.1A

3. Discussion. Identifying discrepancies during a National Training Team (NTT) visit is not an effective and efficient way to ensure the various programs are in compliance with regulations. Therefore, the CEP primary objectives are to:

- a. Ensure the operational and material readiness of Navy Recruiting District Richmond.
- b. Assist and improve the performance, efficiency, effectiveness, and quality of life of NRD Richmond. Evaluations provide mission-relevant assessments and recommendations that are timely, accurate, candid, and objective.
- c. Recognize and disseminate good business practices along with lessons learned.

4. Policy. The CEP will ensure that the command has an effective, ongoing self-evaluation process and that ensures each Department Head, Zone Supervisor, and Program Manager is continuously improving their areas of responsibility. When NTT or any other organization visits NRD Richmond, we will already know the areas in which we are deficient and have corrective action in place. CEP is divided into two categories:

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a. Departments/Programs Evaluations.

(1) The NRD Richmond Training Department is the primary assessment agent. They will coordinate and conduct scheduled assessments utilizing reference (a) and enclosure (1). (OPO Department evaluation will also utilize enclosure (4)).

(2) At a minimum, each Department/Program will have a CEP conducted semi-annually and prior to turnover.

(3) The command will utilize evaluations for compliance of established COMNAVCRUITCOM directives and ascertain the effectiveness of COMNAVCRUITCOM-wide policy and support mechanisms. The checklists do not represent policy; rather they are guidelines for evaluating compliance with existing policy. The checklists are located as separate enclosures under reference (a).

(4) Each evaluation will be assigned a grade of "Satisfactory" (SAT) or "Unsatisfactory" (UNSAT), based on a passing grade of 70% in both critical and total hits.

(5) Using enclosure (5), a POA&M will be put in place and a copy sent to the Training Department by the fifth working day following the CEP and updated monthly until complete.

(6) A debrief will be held with the Executive Officer, CMC, Department Head, Program Manager, and Command Trainer by the tenth working day following the evaluation.

b. Zone Evaluations.

(1) Each Zone at a minimum will be evaluated annually. Zone evaluations do not replace the Enlisted Production Department responsibility to conduct separate production-oriented station visits or required production inspections. Zone evaluations will provide a snapshot of the operational readiness and morale of each zone, help identify problem areas and provide a gateway to implement corrective actions.

(2) The NRD Richmond Training Department is the primary assessment agent. Assessments will be conducted utilizing reference (a) and enclosures (1) through (4).

(3) Zone evaluations will normally occur during the first or second week of the month. This timing is meant to minimize the effect of the evaluations on the production process.

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Alternative scheduling is authorized, but the impact on production should be considered.

(4) The Command Trainer is responsible for coordinating and scheduling the actual date and time of the evaluation at least two weeks prior to the scheduled date.

(5) Upon arrival of the evaluation team, all recruiters shall muster in ranks for a personnel inspection to be conducted by one of the team inspectors. Recruiters shall be in the uniform of the day for the inspection.

(6) A recruiter round-table will be conducted with the CMC during the evaluation team visit to discuss recruiter quality of life issues and headquarter's special interest items. The discussion should last no longer than one-hour and once completed, the recruiters will be dismissed to continue their work day.

(7) As a guideline, evaluations shall last no longer than four hours per station. These guidelines are meant both to highlight the importance of the evaluation and to minimize the impact to applicant processing and production.

5. Action.

a. Executive Officer.

(1) Implement the CEP schedule to all Department Heads, Zone Supervisors, and respective personnel who have programs in accordance with reference (a).

(2) Review this instruction annually and update as necessary to reflect current COMNAVCRUITCOM and Region East policies and procedures.

b. Command Trainer.

(1) Ensure the each team evaluated submits a POA&M, using enclosure (1), to the Command Trainer NLT five working days following the evaluation.

(2) Schedule all CEP evaluations.

(3) Use outside resources as necessary to ensure a thorough and fair evaluation is provided for each Department Head, Zone Supervisor, and Program Manager.

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(4) Attend evaluation post-brief with the Executive Officer, CMC, Department Head, Zone Supervisor, Program Manager, and specific outside resources used.

(5) Track all POA&M's through completion of all chits.

(6) Provide training and follow-up inspection date to ensure all UNSAT marks are corrected no later than 90 days after the evaluation.

(7) Maintain all CEP's and POA&M's in the Command Training File for two years.

c. Department Heads/Program Managers.

(1) Contact the Command Trainer for additional guidance upon notification of the upcoming evaluation.

(2) Ensure all IT systems and administrative requirements are in place.

(3) Ensure a POA&M is in place and routed to the Command Trainer by the fifth working day following the evaluation, with updates routed by the fifth working day of each month until completed. Ensure appropriate action is taken to correct all deficiencies, with particular attention to immediate and critical areas.

(4) Maintain copies of completed evaluations and monitor for trends for a period of two years.

d. Zone Supervisors.

(1) Meet the evaluators(s) and formally present each of the stations under their purview.

(2) At least two weeks prior to evaluation, coordinate with the Command Trainer to schedule the actual date, time, and location of the evaluation.

(3) Assist in completing the evaluation checklist to include as a minimum: a facilities evaluation, minor property inventory, training jacket review, production systems, and other items indicated on enclosure (2).

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(4) Ensure a POA&M, using enclosure (1), is in place and routed to the Command Trainer by the fifth working day following the evaluation.

(5) Update and route the POA&M by the fifth working day of each month until completed.

(6) Ensure appropriate action is taken to correct all deficiencies with particular attention to critical areas.

(7) Maintain copies of completed evaluations for a period of two years and monitor for trends.

e. Recruiter-in-Charge.

(1) Assemble all required materials for the evaluation.

(2) Complete and provide enclosure (2) to the evaluation team upon arrival.

(3) Assist the Zone Supervisor and evaluation team in completing the evaluation checklists.



WM. S. O'CONNOR

Distribution:
NRDRICHINST 5216.1H
List IV

CEP ALL HANDS CHECKLIST

ADMINISTRATION CHECKLIST (ALL)

PAGE 2 DISCREPANCIES	OF				
ESR APPLICATION NOT COMPLETE	OF				
PAGE 4 UPDATE DISCREPANCIES (AWARDS, POS, COURSES)	OF				
AWARD DISCREPANCIES (GC, REC. RIBBON, EOT, ETC)	OF				
RECALL BILL DISCREPANCIES	OF				
EVAL/FITREP DISCREPANCIES	OF				
PAY ISSUES	OF				
SGLI DISCREPANCIES	OF				
MISSING COLLATERAL DESIGNATION LETTERS	OF				
STAMP INVENTORY	SAT/UNSAT	NA			

REMARKS:

FINAL GRADE X OF X
LAST GRADE X OF X

OVERALL SAT/UNSAT

PFA PROGRAM CHECKLIST (ALL)

PASS	OF				
FAILURES	OF				
MEDICAL WAIVERS	OF				
PERSONNEL ON FEP	OF				
FEP DOCUMENTATION CURRENT	OF				
PHA CURRENT AND COMPLETE	OF				
PT SCHEDULED AND REGULARLY ACCOMPLISHED	OF				

REMARKS:

FINAL GRADE X OF X
LAST GRADE X OF X

OVERALL SAT/UNSAT

CMEO (ALL)

NAVPERS 5354/2-NAVY /FORMAL EO/SEXUAL HARASSMENT COMPLAINT FORM AVAILABLE?	YES / NO				
DO MEMBERS UNDERSTAND THE GRIEVANCE PROCEDURES?	YES / NO				
IS THE GRIEVANCE PROCEDURE POSTER PROMINENTLY DISPLAYED?	YES / NO				
IS THE CMEO'S CONTACT INFORMATION PROMINENTLY DISPLAYED?	YES / NO				
IS THE IRS BOOKLET AVAILABLE?	YES / NO				
DO MEMBERS UNDERSTAND THE IRS PROCEDURES	YES / NO				

REMARKS:

FINAL GRADE X OF X
LAST GRADE X OF X

OVERALL SAT/UNSAT

CEP ALL HANDS CHECKLIST

TRAINING CHECKLIST (ALL)										
MEMBERS HAVE STANDARDIZED TRAINING JACKET										
GMT TRAINING CURRENT/DOCUMENTED					OF					
FORMAL TRAINING CURRENT/DOCUMENTED					OF					
INDOCTRINATION TRAINING DOCUMENTED					OF					
RDB RESULTS DOCUMENTED					OF					
POS ASSIGNED AND CURRENT					OF					
DESIGNATION/WAIVER LETTERS CURRENT					OF					
POS DELINQUENT					OF					
BOARD QUALIFIED FOR POSITION					OF					
PSSA COMPLETE					OF					
PSC COMPLETE					OF					
INSPECTION HISTORY (CURRENT +2) MAINTAINED					OF					
TRAINING POC IDENTIFIED: (NAME)					OF					
REMARKS:						YES / NO				
							FINAL GRADE	X	OF	X
							LAST GRADE	X	OF	X
							OVERALL			
								SAT/UNSAT		
CAREER COUNSELOR CHECKLIST (ALL)										
MEMBERS WITHIN 9 MOS OF PRD WITH NO ORDERS										
					OF					
MEMBERS WITH ORDERS - SCREENING COMPLETE?										
					OF					
SEPARATING MEMBERS W/IN 1 YEAR?										
					OF					
TAP CLASS SCHEDULED FOR SEPS?										
					OF					
RE-ENLISTMENTS WITHIN 6 MONTHS?										
					OF					
LEADERSHIP COURSE REQUIREMENT FOR E5 EXAM										
					OF					
LEADERSHIP COURSE REQUIREMENT FOR E6 EXAM										
					OF					
LEADERSHIP COURSE REQUIREMENT FOR E7 EXAM										
					OF					
CPO LEADERSHIP REQUIREMENT										
					OF					
CDB ANNUAL REQUIREMENT COMPLETE										
					OF					
REMARKS:										
							FINAL GRADE	X	OF	X
							LAST GRADE	X	OF	X
							OVERALL			
								SAT/UNSAT		

CEP ALL HANDS CHECKLIST

SYSAD CHECKLIST (ALL)

DO ALL RECRUITERS HAVE A FUNCTIONAL LAPTOP	YES / NO				
DOES OFFICE HAVE ACCESS TO A SCANNER?	YES / NO				
CUSTODY SHEETS VALID FOR EACH RECRUITER	YES / NO				
NORTON VIRUS DEFINITION FILES UPDATED (NON-NMCI)	YES / NO				
MICROSOFT PATCHES, JAVAS UPDATED (NON-NMCI)	YES / NO				
UNAUTHORIZED SOFTWARE (ALL PC'S)	YES / NO				
DOES THE STATION HAVE A FUNCTIONAL HIGH SPEED INTERNET SERVICE	YES / NO				
REMOVE ANY EQUIPMENT NOT BEING USED	ACTION ITEM				

REMARKS:

	FINAL GRADE	X	OF	X
	LAST GRADE	X	OF	X

OVERALL	SAT/UNSAT
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ISO CHECKLIST (ALL)

MINOR PROPERTY INVENTORY UP TO DATE	YES / NO				
DO ALL PRODUCTION PERSONNEL HAVE CELL PHONE	YES / NO				
TRAVEL SUPPORT	EXC	GOOD	FAIR	POOR	
PURCHASING SUPPORT	EXC	GOOD	FAIR	POOR	
VEHICLE SUPPORT	EXC	GOOD	FAIR	POOR	
FURNITURE CONDITION	EXC	GOOD	FAIR	POOR	
JANITORIAL SERVICES	EXC	GOOD	FAIR	POOR	
STATION LEASE ON FILE?	YES / NO				
UP TO DATE NOT UP TO DATE	EXPIRATION DATE				
PARKING ISSUES?	YES / NO				
CIRCLE SERVICE COLLOCATED WITH YOU	AR/ MC/ AF/ CG/ MG				

# OF ENLISTED RCTRS	ZONE SUP	OFFICER RCTRS			
NUMBER OF VEHICLES					
IS QUARTERLY SAFETY STANDDOWN TRAINING DOCUMENTED	YES / NO				
REMOVE EXCESS EQUIPMENT	ACTION ITEM				
EQUIPMENT NEEDED/NEED SERVICED:					

SUPPLIES NEEDED:

REMARKS:					
	FINAL GRADE	X	OF	X	
	LAST GRADE	X	OF	X	
	OVERALL	SAT/UNSAT			

VEHICLE INSPECTION CHECKLIST

STATION ASSIGNED: _____ VEHICLE NUMBER: _____

	OP.	INOP.	COMMENTS
ENGINE COMPARTMENT			
OIL LEVEL			
TRANSMISSION FLUID			
BRAKE FLUID			
BATTERY			
COOLANT			
WINDOW CLEANER			
BELTS			
HOSES			
ELECTRICAL			
HEADLIGHTS HI/LOW			
TURN SIGNALS			
BRAKE LIGHTS			
BACK UP LIGHTS			
PARKING LIGHTS			
HORN			
WIPERS/WASHER			
INTERIOR LIGHT (S)			
EXTERIOR			
TIRES			
WIPER/BLADES			
LENTS/LENSES			
WINDOWS			
MIRRORS			
LOCKS			
CLEANLINESS			
INTERIOR			
SEAT BELTS			
ACCIDENT KITS			
SPARE TIRE			
JACK			
CLEANLINESS			
WINTER ITEMS			
BLANKET			
ICE SCRAPER/BRUSH			
SHOVEL			

General Comments: _____

Inspected by: _____

Date: _____

Mileage: _____



NRD RICHMOND

FACILITY INSPECTION SHEET

Facility No: _____ Lease No: _____
 Address 1: _____ Janitorial Contract: Yes or No
 Address 2: _____ Leased Parking: Yes or No
 City, State, ZIP: _____

Inspection Date: _____ Inspector's Name (print): _____

OVERALL RATING (select or enter E,S,M or U. See Legend): _____

Remarks: _____

Select or enter an option from the form field based on the legend below.

- | | |
|---|---|
| <ul style="list-style-type: none"> 1. Location w/in Community _____ 2. Location w/in Building _____ 3. Access to Building _____ 4. Exterior Condition _____ 5. Interior Condition _____ <ul style="list-style-type: none"> a. Doors and Windows _____ b. Ceilings _____ c. Floors _____ d. Walls _____ e. Lavatory Facilities _____ 6. Partitioning _____ <ul style="list-style-type: none"> a. Between Services _____ b. Around Test Areas _____ c. Test Areas _____ 7. Space Adaptability _____ 8. Parking Agreements _____ | <ul style="list-style-type: none"> 9. Space Adequacy _____ <ul style="list-style-type: none"> a. Office Area _____ b. Reception-Joint? _____ - c. Display-Joint? _____ - d. Storage-Joint? _____ - e. Testing-Joint? _____ - 10. Service and Utilities _____ <ul style="list-style-type: none"> a. Air/Heating _____ b. Electric (Lighting) _____ c. Water _____ d. Janitorial Supplies _____ e. Janitorial Services _____ 11. Signs _____ <ul style="list-style-type: none"> a. Internal _____ b. External _____ |
|---|---|

LEGEND	
E	EXCELLENT
S	SATISFACTORY
M	MARGINAL
U	UNSATISFACTORY

LEADS STATION INSPECTION FORM

ZONE:

STATION:

DATE:

RINC:

INSPECTED BY:

CO			
XO			
EPO			
GR			
LPTS			
FINAL GRADE	X	OF	X
LAST GRADE	X	OF	X
OVERALL		SAT/UNSAT	

DOES THE RINC CHECK FOR NEW LEADS DAILY? ARE RECRUITERS PLANNING LEADS ACTIVITY DAILY?

YES NO

REMARKS:

DOES EACH RECRUITER HAVE AND UTILIZE THE LEADS FOLLOW UP SCRIPT FOR SALES LEADS AND REFERRALS?

YES NO

REMARKS:

ARE LEADS BEING CONTACTED WITHIN THE INITIAL 24 HOURS?

YES NO

REMARKS:

ARE 72 HOUR LEADS RESPONSE FEEDBACK FORMS BEING FORWARDED TO THE LPTS WITH DISPOSITION IN A TIMELY MANNER?

YES NO

REMARKS:

ARE LEADS BEING MAINTAINED AND WORKED IN THE WORKING TICKLER FOR FOUR MONTHS OR UNTIL A FINAL DISPOSITION IS OBTAINED?

YES NO

REMARKS:

ARE RECRUITERS ASKING ALL APPLICANTS WHAT MOTIVATED THEM TO SEEK NAVY IN ORDER TO IDENTIFY UNKNOWN LEADS?

YES NO

REMARKS:

REMARKS: IS THE STATION RECEIVING THE SEEDED LOCAL MAILOUTS MONTHLY?	YES	NO	
REMARKS: IS THE NRS FORWARDING ALL REQUESTS FOR PAID ADVERTISING TO THE ADCCO?	YES	NO	
REMARKS: IS THE NRS FORWARDING ALL SCHOOL LISTS TO THE LPTS FOR ENTRY INTO NOLTS?	YES	NO	
REMARKS: AVERAGE TIME FROM DOWNLOAD TO CONTACT OF LEAD	# DAYS		
REMARKS: CURRENT NATIONAL LEADS CONVERSION RATIO	---		
REMARKS: CURRENT LOCAL LEADS CONVERSION RATIO	---		
REMARKS: # OF OVERDUE LEADS IN SYSTEM	#		

REMARKS: # OF INCOMPLETE LEADS IN SYSTEM		#		
REMARKS: # OF LEADS PLACED IN INACTIVE SEGMENT W/NO ACTIVITY		#		
REMARKS: IS RINC/ZS CONDUCTING LEADS TRAINING?		YES	NO	
REMARKS: DOES THE NRS HAVE ZIP CODES THAT BELONG TO ANOTHER NRS?		YES	NO	
REMARKS: DOES THE NRS ADDRESS/PHONE NUMBER MATCH THE INFO IN NOLTS?		YES	NO	
STATION WEAKNESSES:				
RECOMMENDED ACTION:				

INSPECTOR: _____

RINC/ZONE SUPE _____

NRD RICHMOND CEP SCHEDULE

DEPT/ PGM/ ZN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ADMINISTRATION			X						X			
CMEO		X						X				
PAO		X						X				
LEADS	X						X					
SUPPLY				X						X		
BA				X						X		
EDSPEC			X						X			
OPO	X						X					
EPDS			X						X			
NUCLEAR PGM						X						X
NSO/NSW PGM						X						X
SPEC INTERESTS					X						X	
CMC					X						X	
EPO	X						X					
CR		X										
ZONE 1			X									
ZONE 2				X								
ZONE 3					X							
ZONE 4						X						
ZONE 5							X					
ZONE 6								X				
ZONE 7									X			
ZONE 8										X		
ZONE 9											X	
ZONE 10												X