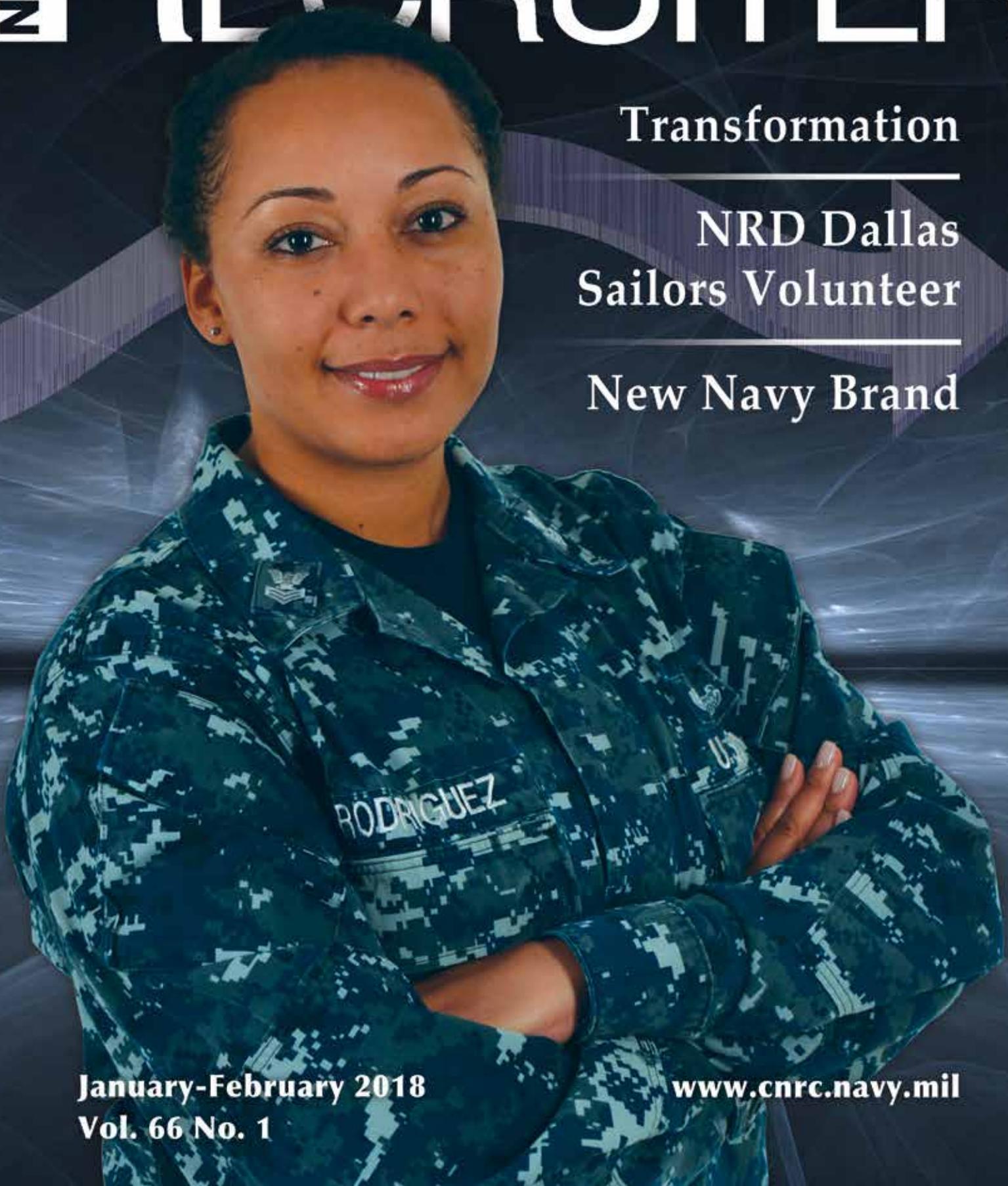


NAVY Future of the Fleet **RECRUITER**

Transformation

NRD Dallas
Sailors Volunteer

New Navy Brand



January-February 2018
Vol. 66 No. 1

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From the Admiral



Rear Admiral Peter A. Garvin
Commander, Navy Recruiting Command



Navy Recruiting,

As this edition of Navy Recruiter Magazine finds its way into your hands and those of our future Sailors around the nation, I will have been your commander for approximately 32 weeks. I have been truly impressed by your professionalism and dedication to mission achievement and bringing in the nation's best and brightest to join America's Navy.

Heading into the new year, our mission remains tough, but also achievable as evidenced by our 129th consecutive month of meeting recruiting mission in January. Bravo Zulu to you all!

Having visited several NRDs and NRSs which are gradually transitioning to NTAGs and TAOCs, I am extremely impressed by the changes and the adaptation to change that I am seeing. Not only are you making the most of the opportunities our new transformation has developed, but you are seizing them and making them work for you to be even more successful.

In this issue of Recruiter Magazine we are continuing to highlight the transformation and change that is going on within Navy Recruiting with new articles like "One Model, Four Disciplines" that speaks to our new transformation street-to-fleet model and "Central Classification" that is making your job as a recruiter even more timely and centralized. I see each of you adding to your success as you embrace all of these best practices and incorporate them in the way you do business.

Our successes are directly attributable to the support we receive from family, friends and shipmates, and we are always grateful for that support.

Again, thanks for what you and your families do each and every day in service to America's Navy and our nation. I look forward to being a part of this great Navy Recruiting Team and its continued success. Here's to a successful and healthy 2018.

Rear Admiral Peter A. Garvin
Commander, Navy Recruiting Command



FRONT COVER:

PS1 Jasmine Rodriguez poses for a portrait. (U. S. Navy illustration by MC2 Angus Beckles and Kim Hyback)



BACK COVER:

The guided-missile destroyer USS Winston S. Churchill (DDG 81) transits the Atlantic Ocean. (U.S. Navy photo by MCSN Raymond Maddocks)

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www.cnrc.navy.mil/pages-nrc-links/nrc-roundtable.htm



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Navy Recruiter encourages the submission of "Letters to the Editor" and articles expressing the opinion of individuals in the Navy recruiting community. All submissions must be signed. Send submissions to: Editor, Navy Recruiter Magazine, Navy Recruiting Command, 5722 Integrity Drive, Bldg. 784, Millington, Tenn. 38054-5057 or call 901-874-9048

From the National Chief Recruiter

Congratulations on a fantastic start to the new year and thank you for continuing to meet all recruiting goals and objectives. I wanted to take some time and provide some insight into a few topics that have come to our attention:

Recruiting Basics

Over the past few months, I have visited several districts and have been to both NTAGs Portland and New Orleans. I have heard the concerns from the field regarding transformation and legacy recruiting, ranging from loss of leadership positions, to increased attrition. Leadership doesn't need a title in order to provide guidance and mentorship. NTAGs and TAOCs are purposely streamlined and leadership is expected up and down the entire chain of command. On the production side, a tool that can be used to provide guidance and direction on a daily basis are Daily Production Reviews (DPR). Through daily engagement, leadership can gauge the status of their personnel and mission attainment, which allows leadership to identify any potential issues proactively, vice reactively.

RTC Initial Run Standards

The Navy has instituted new initial run standards for new accessions. The initial test will be a complete PFA, while the only requirement to continue training is completing the 1.5 mile run: Males: 16:10, Females: 18:07. The initial PFA will be administered within the first five days of arriving at RTC. If the member fails the assessment, another will be administered after 48 hours.

High School Prospecting

To identify and meet the greatest number of students, the recruiter must establish a good rapport with the schools, gain exposure and maintain an effective program. The recruiter must maximize contact with students by obtaining lists or canvassing in the schools. The goals of the High School/Community College Program are:

- (1) Unlimited school access to area canvas; provide school talks, interview prospects, use school facilities and distribute Navy programs literature.
- (2) Obtain contact lists of seniors and/or community college students for immediate prospecting.
- (3) Meet with Future Sailors in school to monitor, organize and direct their referral efforts.
- (4) Obtain timely education verification for applicants and other background information necessary for enlistment.
- (5) Gain exposure for the recruiter and the Navy to:
 - (a) Enhance the recruiter's ability to contact students.
 - (b) Keep school officials, faculty members, coaches, and students informed and up-to-date about Navy programs and enlistment opportunities.
 - (c) Establish a lasting and positive impression of the Navy throughout the entire school.
 - (d) The success of the High School/Community College Program depends on an aggressive and thorough annual plan that is consistently executed year after year. Even though much of the plan is based on the school year (Sep - June), the High School Program is continuous.

CRF Community Health

Currently the CRF community is going through a transition cycle where some of our senior CRF personnel (NCCM & NCCS) have reached sufficient service for retirement or have pursued a more lucrative civilian position, commensurate to their military occupation. Numerous senior CRF members have applied and been selected for CMDCS and CMDCM programs.

We recently conducted CR/ACR qualification boards in which six new Chief Recruiters & 13 new Assistant Chief Recruiters were qualified, thus replenishing our cadre of senior CRF leadership.

CRF Career Ladder

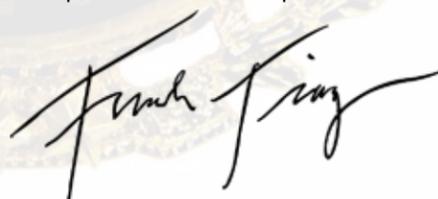
We recently submitted an update to the NC CRF career path. This update incorporates both legacy and NTAG/TAOC equivalent positions, which will provide guidance to a selection board for both CRF and 9585 personnel.

Ethics & Prohibited Practices

Increased RTC attrition and MEPS disclosures continue to be a focal point. All recruiting personal must be mindful of what is already stated in our recruiting manual.

Navy Recruiting Command must find able-bodied, spirited individuals who can endure rigorous training, accept discipline, respond to sound leadership, and perform their duties in a competent manner. The purpose of enlistment screening and processing is to determine if applicants fit these general criteria and to ascertain if they have the potential to serve as Sailors.

Recruiting personnel shall carefully inform applicants and new enlistees as to what they can expect and also what will be expected of them in return. They must also provide fact based information when giving information or responding to questions regarding naval service and enlistment opportunities. Recruiting personnel shall not make oral or written promises to applicants, parents, or to others. Implied or direct assurances and/or promises are prohibited. Misrepresentation or deception shall not be tolerated.


NCCM Franklin Tiongco 

RTIs - Keeping the Recruiters of the Future on Top

Story by David W. Crenshaw, Creative Writer, Navy Recruiting Command, Advertising and Marketing

Navy Recruiting is transforming, and one of the critical keys to the new organizational model is training. To stay competitive, future recruiters will need to stay abreast of the latest tactics, and ensuring that they have those tools always at their disposal will be the responsibility of the Recruiting Tactics Instructors (RTI).

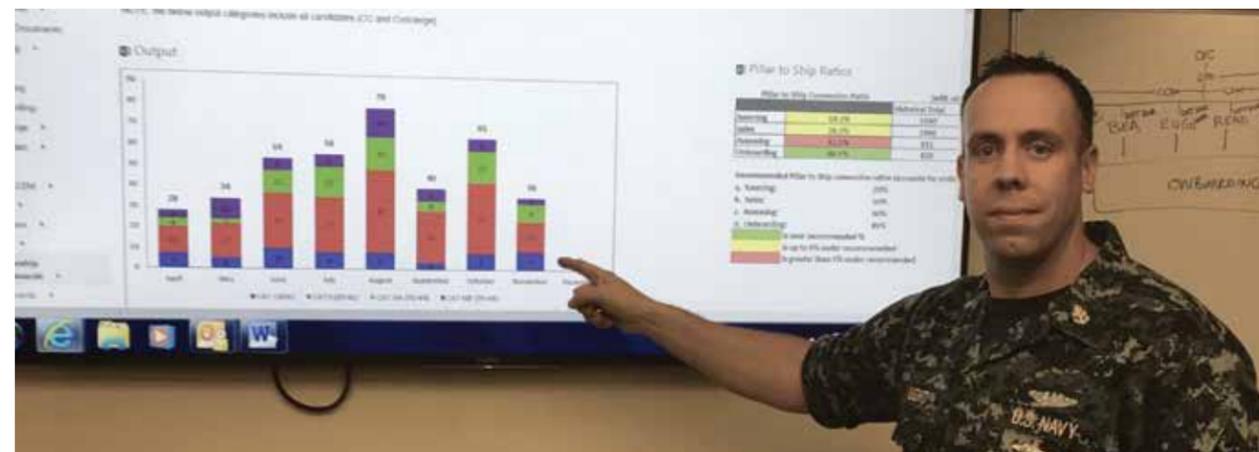
According to NCC Scott Doughty, RTI at the Navy Talent Acquisition Group (NTAG) Portland, the impetus for the RTIs came from Rear Adm. Jeffrey W. Hughes, outgoing commander of Navy Recruiting Command (NRC). He envisioned them being similar to weapons tactics instructors or "Top Gun" instructors of the aviation community.

"These proven subject matter experts were instrumental in process improvement through training," Doughty said. "They were simply free to provide 'in the cockpit' training to enhance and sharpen the skill of any pilot. [Rear Admiral Hughes'] vision included the same style of training for recruiting personnel. He visualized an individual that wasn't tied down by administrative distractions, enabling him or her the ability to train continuously while embedded in field. All of which, led to the birth of the RTI."

At the request of the commanding officer or other top leadership in the NTAG, an RTI is responsible for conducting visits to throughout the NTAG including the Talent Acquisition Onboarding Centers (TAOC), to train incumbent recruiting personnel on all recruiting tactics, techniques, procedures and systems. They deliver formal and informal training courses, as well as on-the-job training, either face-to-face or by means of virtual/e-learning platforms. They also take note of best practices being used in the field and share those practices with other RTIs so they can be shared throughout all the NTAGs.

"The RTI position is critical to ensuring that our recruiting personnel are trained with the necessary skills to be successful in their respective disciplines," said NRC's National Chief Recruiter, Master Chief Navy Counselor Franklin Tiongco. "Navy Recruiting Command is looking for our best CRF [Career Recruiting Force] Chiefs to become RTIs in order to make our recruiting team more people-centric and improve the customer experience for all."

If someone is interested in becoming an RTI, they first must successfully complete a 36-month tour as a district leading chief petty officer, and then complete a Job Qualifications Requirement for the RTI position. A command endorsement is submitted with a special duty staff screening request to NRC Training department's national RTI coordinator, and once approved, the director of training and chief recruiter will schedule and execute a ride-a-long with the RTI candidate. Once the candidate is approved, they are slated to an NTAG and attend the Navy Instructor Training Course to obtain the 9502 Navy Enlisted Classification (NEC), followed by the RTI course currently held in Millington, TN at NRC, where they will earn the A00A NEC.



NCC Scott Doughty, RTI, conducts Operations Departmental Sync meetings at NTAG Portland. (U.S. Navy photo by ICC James Wolfe)

NRD Dallas Sailors Volunteer for Hurricane Harvey Relief

Story by MCSN Nolan Pennington, Navy Recruiting District Dallas Public Affairs



Sailors assigned to Navy Recruiting District (NRD) Dallas volunteered during Labor Day weekend in Houston, responding to Hurricane Harvey's destruction.

The volunteers traveled more than 500 miles to Houston at their own expense to provide help to the affected communities during the federal holiday.

"You have no idea the devastation of southeast Texas until you see it yourself," said Chief Aviation Machinist's Mate Tyler Dexter, an officer recruiter assigned to Naval Officer Recruiting Station (NORS) Lubbock. "You can see this stuff on TV, but it's nothing compared to being there and seeing it first-hand."

With nothing more than the will to volunteer, a truckload

of donations and a bare plan, Dexter and his team left Houston, unaware of what awaited them.

Once the Sailors saw the destruction caused by Harvey, it was difficult for them to stop helping the victims knowing their volunteering was making an impact on the community.

"The first night we were there, we had gone nonstop all night long," said Dexter.

Dexter helped local, state and federal officials with search and rescue efforts by answering dispatched calls and providing support to the Texas Search and Rescue teams.

"We were the first responders to an assisted living



home that was being evacuated in Warton," said Dexter. "We all had to work together to save these people."

Dexter and the search and rescue team helped more than 75 people get to safety, retrieve high-valued items and medications, and even family pets.

The flooded city of Houston created many challenges and presented safety concerns that the volunteers assessed with risk management skills taught by the Navy.

"A lot of people didn't realize the extent of the damage," said Dexter. "The water levels were still rising after the storm because of the runoff hitting the dams and the levees, and we were in Katy, a place where the levees broke."

Sailors would regroup to rest and regain accountability for the health and wellness of each Sailor to determine if they could continue to provide support without accident or injury due to volunteering long hours.

"Exhaustion was a reality," explained Lt. Jeffrey Moore, an officer recruiter stationed in Lubbock. "With the amount of time we spent volunteering, although not that long, the amount of hours was starting to take an effect on us."

While some were volunteering with search and rescue missions, Navy Counselor 1st Class Julio Lumbano, Aviation Ordnanceman 1st Class Leonella Jones and Machinery Repairman 2nd Class Troy Marcotte volunteered in another way, creating a donation drop-off at the Morton Ranch High School's

parking lot in Katy, Texas with donations they brought from the Lubbock community.

"I knew I could take the resources donated from the Lubbock area down to individuals that needed them," said Moore. "With the donations, we helped well over 500 people in the local area."

The aid and supplies needed to care for the disaster victims changed as the Sailors continued to distribute donations. When the community was first evacuated, most of the evacuees were wet and didn't have anything, so they were looking for an immediate change of clothes.

"Hygiene and cleaning products became the priority towards the end of the volunteer work," said Moore. "All the donations were sitting there, and anybody could take what they needed."

The Sailors who arrived in Houston with only a basic plan of action found a sense of purpose and direction by adapting to the varying circumstances to help the struggling community.

"You get down there and you don't think what you're bringing to the table is a big deal, but it really is," said Dexter. "It was pretty amazing to see people come together like that to help out these communities. If I had to do it again, I would do it in a heartbeat."

For more information on NRD Dallas, visit: <http://www.cnrc.navy.mil/dallas/>

background: An MH-53E Sea Dragon assigned to Helicopter Mine Countermeasures Squadron (HM) 14, flies over flooded areas of Houston, Texas, Aug. 31, 2017, while on a mission to deliver food and water.

left: AWSCS Phillip Freer, assigned to Helicopter Mine Countermeasures Squadron (HM) 14, guides a forklift loading a pallet of water onto a U.S. Navy MH-53E Sea Dragon for Hurricane Harvey relief support at Katy, Texas, Aug. 31, 2017.

above: An aerial view of the flooding caused by Hurricane Harvey in Houston, Texas, Sept. 3, 2017.

Photos by Tech. Sgt. Larry E. Reid Jr.

NRD Atlanta: First in the Region, Second in Recruiting Nation



Trust, accountability and growth exemplify Navy Recruiting District (NRD) Atlanta's command philosophy. These characteristics also tagged them as the number one district for Navy Recruiting Region East and the number two district in the nation, championship status in the recruiting realm.

Rear Adm. Pete Garvin, commander, Navy Recruiting Command recognized Kim Y. Green, commanding officer, NRD Atlanta for her team's accomplishment during an end-of-year awards ceremony held on Fort Benning Army Installation, Columbus, Ga.

"I'd like to thank Cmdr. Green, Cmdr. Schultz, Command Master Chief Gage, Chief Recruiter Dewitte and the entire NRD Atlanta team for your dedication to the Navy's recruiting mission," said Garvin. "Each of you are the core of what we do, and recruiters are the center of gravity for the effort to bring in the best."

NRD Atlanta is the only district in Region East to make 100 percent or more of mission, consistently attaining all goals and sub-goals each month of fiscal year 2017.

NRD Atlanta qualified for the Navy Recruiting Silver 'R' Award by reaching all goals in the 'Big

Six' of medical, general officer, nuclear propulsion, chaplain, Reserve and officer diversity programs. Additionally, the team achieved 100 percent for each of the 'Big Four' of active component/Reserve component general officer and active component/Reserve component medical, to include 126 percent of active component medical goals.

"Our sustained superior performance is our greatest strength and we pride ourselves on consistently generating high quality results," said Green. "Outlining the objective, course of action and the anticipated outcome was key to meeting our mark. Our target was gold, but silver is a respectable finish for now."

"I encourage work/life balance and welcome input from my staff to improve the recruiting process as well as Sailors'/civilians' quality of life," said Green. "Active communications up and down the chain empowers people; and empowerment makes production attainable."

For more information about Navy recruiting or the NRD Atlanta team, please visit www.facebook.com/NRDAtlanta, www.facebook.com/NRDAtlantaCMC, or call NRD Atlanta Headquarters at 770-612-4360.



left: Kim Y. Green, commanding officer, NRD Atlanta brandishes a toy championship belt given by her staff during an end-of-year awards ceremony held on Fort Benning Army Installation, Columbus, Ga.

above: Kim Y. Green, commanding officer, NRD Atlanta (third from the right) and her senior leadership pose with the many team awards received during an end-of-year awards ceremony.

Self-Improvement and Navy Recruiting: How a Seabee Found His Voice

Story and photo by MC1(SW/AW) Timothy Walter, Navy Recruiting District Nashville Public Affairs

After seeing five continents and earning four warfare devices, not to mention two deployments with Navy SEAL Team 2, he knew what he had to do. He needed to become a recruiter.

For Construction Mechanic 1st Class Jason Chase, the goal was simple. He knew he needed to become a more effective communicator and so looked for the one place that would force him to improve.

"I was weighing the pros and cons for my career, and I knew where I was lacking the most personally and professionally. I needed to become more eloquent. That was where I was weak, and I wanted to make it strong. Recruiting is what I chose," said Chase, a native of Battle Creek, Mich.

When he arrived at Navy Recruiting District Nashville, he began work at a station in Columbia, Tenn. However, he was soon chosen to help stand up the newly-formed virtual recruiting effort and transferred to headquarters in Nashville. With virtual recruiting, face-to-face dialogue is limited since applicants are sometimes hundreds of miles away in remote sections of the country. Recruiters must depend on e-mail, phone calls and other technologies to fill in the gaps.

The change was difficult for the Sailor who was more at home fixing a 16-cylinder diesel engine. However, he began to find his voice. In fact, virtual recruiting forced him to find his voice in a way that traditional recruiting may not have. Often the only means of communicating the requirements and opportunities of the Navy to remote applicants was through consistent and honest dialogue on a phone.

"It has worked fantastically for me. I try to make myself accessible because a lot of applicants work factory jobs so sometimes I'm talking to them on Friday nights or on Saturday or Sunday just to keep them in the loop," Chase said. "That way they don't lose motivation. They are often secluded in the middle of nowhere and may not have anyone to directly mentor and help them. As a person, I can empathize with that, because I know what it's like to not have anyone in your corner rooting for you, and I use that to inform how I react to and help these Future Sailors.

Growing up in a town where he felt like he had few options for success, Chase said his experience helped shape the way he views opportunities and the Navy.

"Sometimes these people just want to get out of dodge and start something new to have a better chance for a better life,"



Construction Mechanic 1st Class Jason Chase poses for a photo outside of Navy Recruiting District Nashville headquarters.

Chase said. "It's been difficult sometimes but I just keep talking to the Future Sailors and encouraging them. I think about what I would want somebody to do for me. It's like the golden rule — treat others how you want to be treated. That is how I project myself, because I grew up in a town where there wasn't really a way out, and that is what most of the people I help deal with. So I can relate because I've been in their shoes and want to help them get where they want to be."

So far, he has helped many achieve that goal during his time in recruiting and credits much of his success to his personal motivation and his background in the construction battalion or "Seabees."

"I'm the kind of person that if I see

something I am deficient at, I will work at it until I become proficient," Chase said. "As a construction mechanic, I am expected to be trained and diverse enough to do all the skills of the construction battalion. I still know how to do an electrician's job, a plumber's job, carpentry and welding. I am definitely that 'Seabee' mentality. Regardless of my job, I am always going to put all my effort into it, whether I like it or hate it. I don't always enjoy recruiting but I will take away a lot from it. It has helped me to develop myself and be more mature. I can appreciate how to communicate effectively. That is what I have learned, and I have developed myself mentally working in the virtual division."

In the month of September, he wrote the most contracts of his recruiting career and helped six applicants become Future Sailors. His efforts made him

the final person to enter the district's "21 Club", which honors all the recruiters who are able to recruit 21 or more Future Sailors in a fiscal year.

He had challenged himself to earn the title of a "21 Club" member, and now that he has earned it, he is already working on his next goal of visiting the last inhabited continent that he has yet to see in person. The good news is that his next command is planning a trip for South America.

Navy Recruiting District Nashville is responsible for recruiting efforts throughout more than 100,000 square miles of the states of Tennessee, Arkansas, Alabama, Georgia, Mississippi, Kentucky and Virginia.

For more information on NRD Nashville, visit us at <http://www.cnrc.navy.mil/pages-nrd/nashville/default.html> or on Facebook at <http://www.facebook.com/NRD-Nashville>

One Model, Four Disciplines

Story and photo by MC2(SW/AW/IW) Brandon Woods, Navy Recruiting Command Public Affairs

A new street-to-fleet model is out there changing and transforming Navy Recruiting Command (NRC).

This model focuses on four disciplines that will shape an entire culture, creating a system where the customer and the recruiter are the top priority. Sourcing, sales, assessing, and onboarding, respectively, are the foundation of this new process, and one discipline cannot operate effectively without the others.

“Previously, you had to be the jack-of-all-trades, master-of-none,” said NRC’s transformation officer, Lt. Cmdr. Scott Bennie. “You had to know the whole recruiting process, which took a lot longer to learn, and you weren’t as effective for your division or for your district. It would take a recruiter six months to get up to speed. Where now, you’re coming in, you already have the basics, just like you would at the school house, and they put you where you’re already inclined to be better at anyways. And typically, if you’re better at something and you like doing what you’re doing, your job satisfaction is higher, so the idea is to improve that recruiter quality of life and not ask them to do things that they may not be as good at.”

Certain recruiters fall under the different categories depending on what they’re most comfortable with concerning their interaction with the Future Sailors.

“If I’m just a personality and that’s what I like to do – I just go out and talk to people all day about the Navy – I can generate those leads and those interviews as a sourcer,” said Bennie. “Then we have sales, typically your career recruiters because they know a little more about the programs. Your assessors are a little more detail-oriented. Maybe they aren’t as comfortable in front of other groups, or they’re just good at working one-on-one instead of a group setting, so they can work with an applicant one-on-one. They’ll get them through the process, do the paperwork, get them to MEPS [Military Entrance Processing Station] and do the physical. And then the Onboarding discipline — those are the folks that are managing the Delayed Entry Program [DEP] pool, so all those Future Sailors waiting to ship, basically making sure that they’re getting properly mentored.”

Imagine you’re a student in high school.

“One of those sourcers or presenters came to your class,” said Bennie. “They could have given a presentation, handed out some surveys, and you wrote down, ‘Hey, I’m interested in joining the Navy.’ And then that sourcer gives you a call back, and tries to set up an interview with you, or you’ll interview with someone in sales.”

The interview set-up is successful.

“Either that salesperson comes to your high school or you meet with them in the office,” said Bennie. “You will sit down and talk about what you are interested in, and sales will talk to you more about what you can do in the Navy.”

The next Sailor you meet works in the third discipline.

“If you decide you want to move forward and work on the paperwork, then the assessor will work with you from there,” said Bennie. “You get to MEPS to complete your physical, and depending on how well you did on the PICAT [Polymer Industry Competence Assessment Tool] and the ASVAB [Armed Services Vocational Aptitude Battery] and what your job interests are, the Central Classification algorithm will define the job options available to you. Once the results come back, you will receive an ‘Offer letter.’”

From there, you either enlist at MEPS or another site of your choosing via the virtual recruiting Future Sailors program.

“And at the end of the day, onboarding has got to keep them motivated to stay in the DEP and go to boot camp,” said NRC’s National Chief Recruiter (NCR), Master Chief Navy Counselor Franklin Tiongco.

All of the four disciplines intertwine with one another, making it a team-oriented system.

“One discipline cannot succeed without the other,” said Tiongco. “Sales doesn’t have anybody if sourcing doesn’t go out and find anybody and so on and so forth along the line. Every person still has to be helping each other based on the workload and understanding that even if sourcing goes out and finds fifty people, but they’re not qualified, then the sales discipline can’t move those people towards assessing. And then, if those three disciplines aren’t working hand-in-hand, onboarding could be sitting there with nobody to train and get ready for boot camp. So they all have to intertwine. My success is dependent upon your success; and vice versa.”

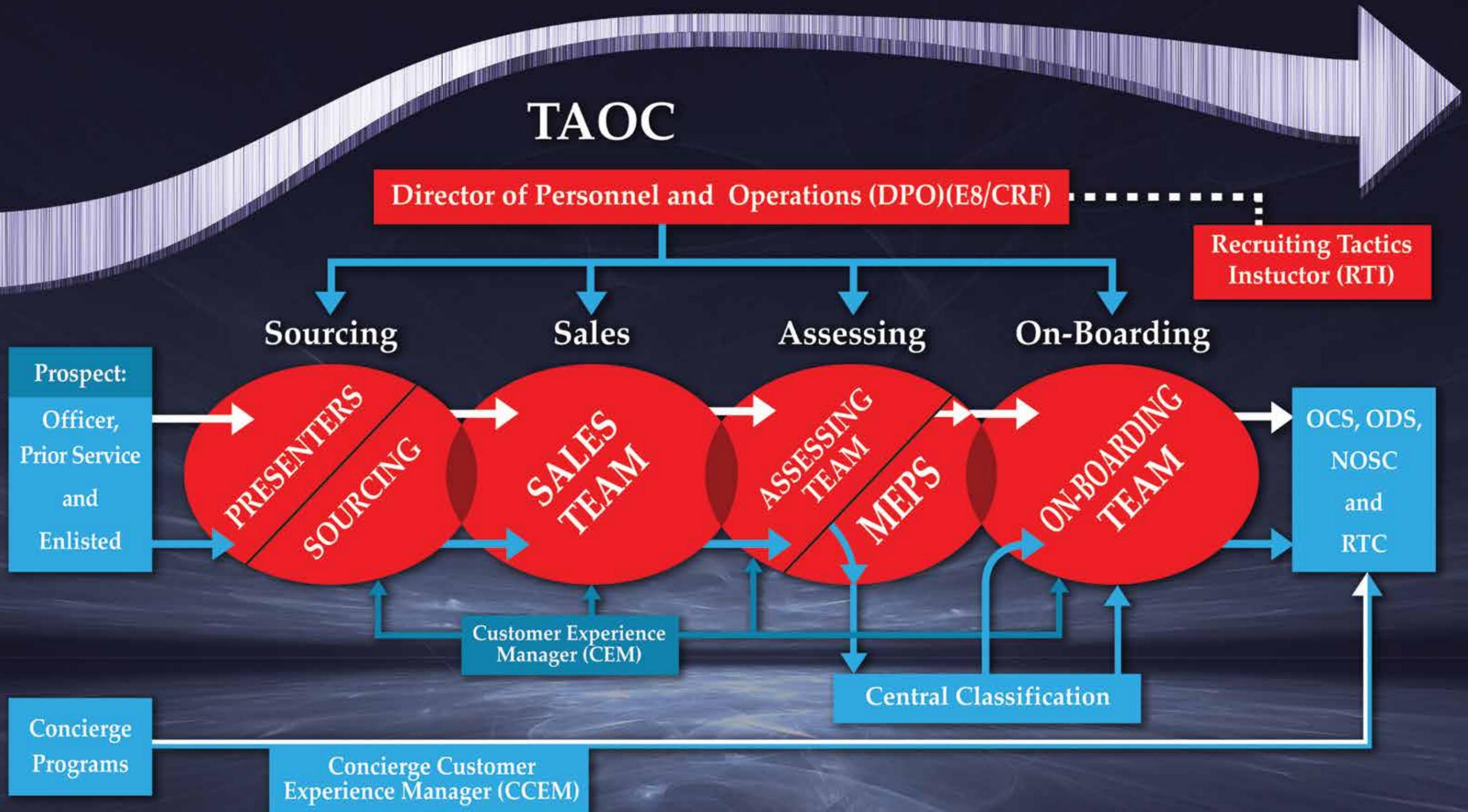
There are many opportunities for recruiters to address the administrative nuances that keep day-to-day operations from being productive. NRC headquarters, specifically the transformation team, can receive phone calls from the field. On top of that, senior Navy recruiting leadership visits stations and groups in the recruiting community, and questions and suggestions are always great avenues for progress. There is always a way for a recruiter’s voice to be heard.

For more news from Commander, Navy Recruiting Command, visit us on the web, cnrc.navy.mil; on our Youtube channel, U.S. Navy Recruiter; on Facebook, www.facebook.com/NavyRecruiting; and on Twitter, [@usnavyrecruiter](https://twitter.com/usnavyrecruiter).



Pictured from left to right: Mr. Jimmy Holt, Lt. Cmdr. Scott Bennie and Master Chief Navy Counselor Charles Whitfield.

The Four Disciplines





above: Service members escort local veterans during a Puget Sound Honor Flight welcome home ceremony at SeaTac International Airport. (U.S. Navy photo by MC2 Alex Van'tLeven)

Eye on the Fleet

below: Sailors aboard the Military Sealift Command hospital ship USNS Comfort (T-AH 20) say a prayer for Sara Victoria Llull Rodriguiz, the first child born aboard Comfort in more than seven years. (U.S. Navy photo by MC1 Ernest R. Scott)



above: AD2 Martin Flores-Ortiz inspects an F404 engine for an F/A-18C Hornet aboard the aircraft carrier USS Theodore Roosevelt (CVN 71). (U.S. Navy photo by MC3 Andrew Langholf)

below: FC2 James Preston and GM2 Andrew Krempa performs maintenance on a MK38 25 mm machine gun following a live-fire exercise aboard the guided-missile destroyer USS Winston S. Churchill (DDG 81). (U.S. Navy Photo by MC3 Michael Chen)



Central Classification: Let the System Work for You

Story and photo by MC2(SW/AW/IW) Brandon Woods, Navy Recruiting Command Public Affairs

What career experience and job skills are you looking to gain in the Navy? Do you have a specific job field in mind? When are you able to start your new career?

According to Personnel Specialist 1st Class Jasmine Rodriguez, the Central Classification project manager at Navy Recruiting Command (NRC), these are questions that Future Sailors are asked when they begin their Job Interest Matrix (JIM) with their MEPS (Military Enlisted Processing Station) classifier or recruiter out in the field.

“We are also going to ask them a series of basic enlistment questions that would determine whether or not they qualify for specific jobs; for instance, as a requirement for our intel jobs, we need to know if an applicant has anything past due or in collections,” said Rodriguez. “Classifiers also need to know if they are going to volunteer for submarine duty. Special programs that aren’t covered by Central Classification are the Nuclear and Warrior Challenge programs. After they fill out the JIM with either the recruiter or the classifier within that TAOC [Talent Acquisition and Onboarding Center] or district, then Central Classifiers will run them through the Central Classification algorithm.”

Rundays, referring to the days that NRC does their algorithm process, are scheduled every Monday and Thursday, unless otherwise indicated due to holidays, and the normal expectation is to have all the offers out by noon (CST).

“So they take the whole pool,” explained NRC’s transformation officer, Lt. Cmdr. Scott Bennie. “Rather than just timing it to where all the east coast recruiters can get their jobs earlier because they are on the east coast compared to the west coast, now Central Classification does it all at the same time. So if somebody has line scores here, and another person on the east coast has line scores just below them, Central Classification will pick the person who has the best line scores for that job so that it is not just first come, first serve.”

The algorithm takes all the physical assessments, completed JIMs, and Armed Services Vocational Aptitude Battery scores into account, and from there, it batch processes them according to desires of the applicants and the needs of the Navy, and the results are sent to the submitter of the JIM, additional personnel included in the JIM and the MEPS Enlisted Processing Division Supervisor.

“Some MEPS have one classifier; others may have three or four classifiers depending on how big that MEPS is,” said Rodriguez. “So they are trying to push these applicants through the process, and they don’t necessarily get that one-on-one time that they deserve or may need to understand what they are getting into. So with Central Classification, we’re not

restricted in the field as far as cutoff times. In other words, if the applicant has questions, there is time to sit there and go through the process with them without pressuring them to take whatever the first job is that is available.”

Central Classification is available for “Qualified No Jobs” nationwide (applicants who have qualified for enlistment) but did not have job availability at the time on deck at MEPS and Future Sailors looking to be reclassified into another job program or change their shipping date. For the TAOCs and NTAGs (Navy Talent Acquisition Group), they can put all of their applicants (with the exception of special warfare and concierge applicants) through Central Classification, including their Future Sailors who have not been previously classified or new classification applicants.

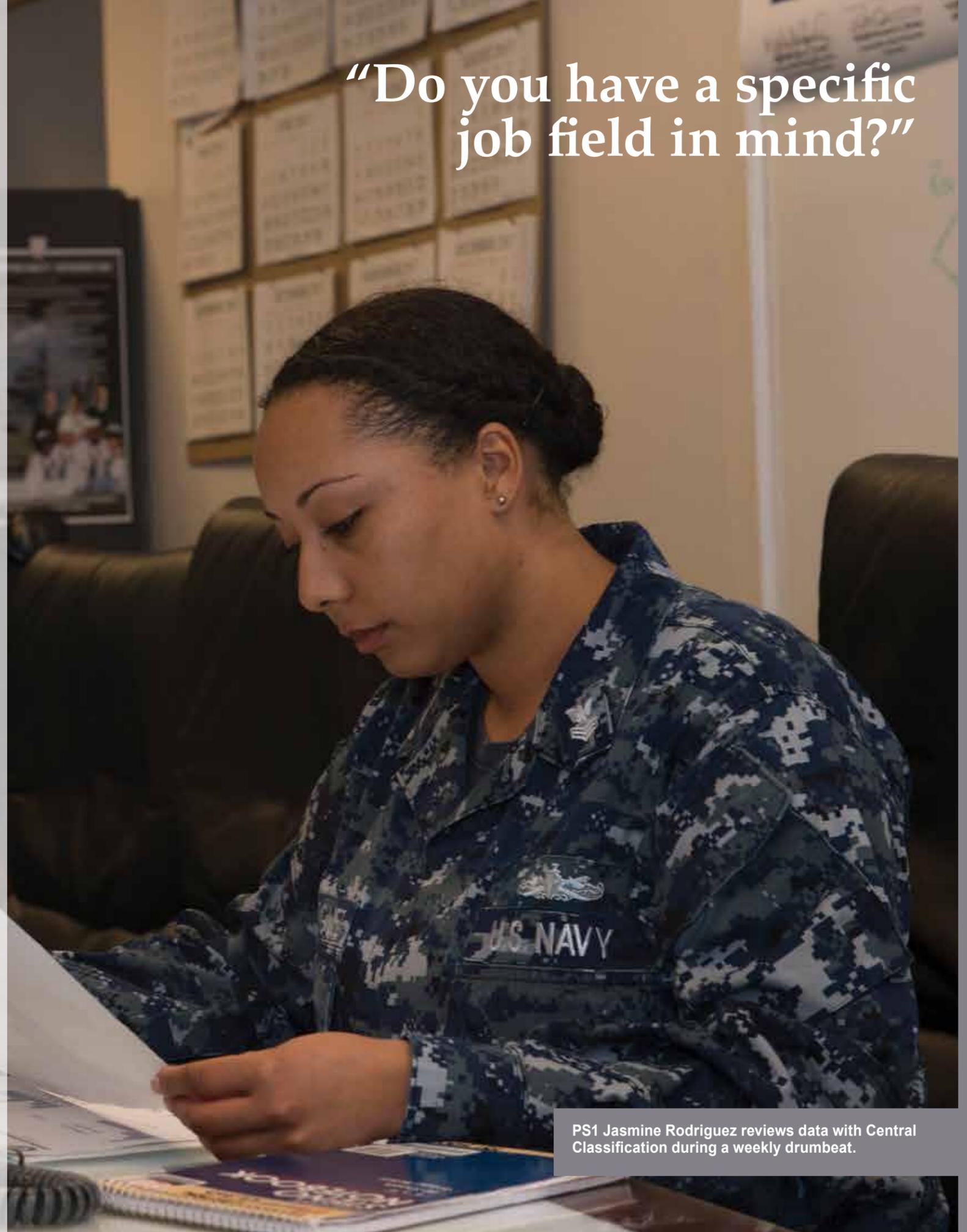
“USMEPCOM [United States Military Enlisted Processing Command] is in charge of the coordination of swearing in the MEPS applicants, so every day at a certain time, the applicants who want to swear in that day need to be completed and ready to swear in by USMEPCOM’s cutoff time,” explained Rodriguez. “With Central Classification, applicants will not be classified that day, therefore eliminating the pressure of meeting cutoff times. TAOCs have the option to remotely swear-in their applicants. They can swear in anywhere from a high school football game to a backyard family barbeque. It doesn’t matter where, and it doesn’t have to be at a MEPS. Conversely, NRDs [Navy Recruiting District] still have to swear in applicants at a MEPS.”

The current Central Classification project manager at NRC was a prior Classifier at MEPS Memphis, where she advanced to Senior Classifier. During her tour, MEPS Memphis became NTA Force (Navy Talent Acquisition Force) Mid-South.

“When that happened, I got transferred here to headquarters and was asked for my input, provided my field experience in Central Classification,” said Rodriguez. “Our team is comprised of field classifiers, PRIDE [Personalized Recruiting for Immediate and Delayed Enlistment] operators and analysts. The end goal of Central Classification is to have all new classification applicants, QNJ’s and Future Sailors looking to be reclassified, batch-processed through the algorithm to ensure the best qualified applicant is selected for the job. Together, we have built Central Classification from a proof of concept to a functioning program.”

For more news from Commander, Navy Recruiting Command, visit us on the web, www.navy.mil/local/cnrc/; on our Youtube channel, U.S. Navy Recruiter; on Facebook, www.facebook.com/NavyRecruiting; and on Twitter, [@usnavyrecruiter](https://twitter.com/usnavyrecruiter).

“Do you have a specific job field in mind?”



PS1 Jasmine Rodriguez reviews data with Central Classification during a weekly drumbeat.

Against All Odds: Recruiting Sailors Who Never Give Up

Story and photo by MC1(SW/AW) Timothy Walter, Navy Recruiting District Nashville Public Affairs

The recruiter was worried when the young man walked into the Navy Recruiting Station (NRS) in Columbia, Tenn. He had arrived two days early for his boot camp shipping date and Operations Specialist 2nd Class Joshua Mullen thought something might be wrong. Knowing that he didn't have a car, Mullen asked him how he made it to the station.

"I walked," said the Future Sailor, according to Mullen.

Mullen was stunned when he remembered that it normally takes an hour by car to go to the county where he lived. It wasn't the first time that this young man had stunned Mullen. Nor would it be the last.

Mullen had met him soon after he reported to Navy Recruiting District (NRD) Nashville in July 2015. He was working a table at a college day fair, when a 17-year-old high school senior skipped past all the other tables and stopped in front of him. The young man confidently told him that he wanted to join the U.S. Navy.

Mullen learned more about him and followed up the next week. When he found out that he couldn't make it to the station, Mullen made the trip to see him at his home. That was the first time Mullen was truly shocked.

"It was the roughest situation I've ever seen. It was bad," Mullen said.

And Mullen knew what bad could look like. He grew up poor about 50 miles away in Wartrace, Tenn., with his mother and two siblings in public housing.

But when he saw this run-down trailer and the situation inside, he didn't forget it.

After administering a practice test with the young man, he gave him two weeks to study for the Armed Services Vocational Aptitude Battery (ASVAB). The young man studied and passed with a high enough score to join. However, he was 17 and still needed a parental signature.

Mullen prepared the paperwork but was quickly and forcefully rejected by the mother.

"She screamed and threatened me. Later, the young man called me to apologize and said, 'I guess we will have to wait until I turn 18,'" said Mullen.

Sure enough, soon after he turned 18, Mullen saw the same young man at his office. Nearly a year had passed, but it was the same person and, in a shock to Mullen, he was in the same clothes. But as Mullen



recalls, he never complained. He was always waiting outside his trailer to be picked up for the monthly meeting and dedicated himself to learning everything he could about the Navy's rules and regulations before he left for boot camp. Still, Mullen was worried that something might stop him from making the final trip to Great Lakes, Ill.

One month before he was scheduled to leave, Mullen received a phone call at 10:30 p.m. A storm had blown through this young man's town and taken the roof over his bedroom with it. All his possessions were ruined. He had no clothes to change into and didn't know what to do. Mullen grabbed some of his extra clothes from his house and picked him up. He took him to stay with the young man's father, who lived nearby and was unaware of the situation. To this day, Mullen cannot forget the ordeal or the perseverance of the young man.

"He could have stopped so many times, but he didn't. And I think if he never gave up on us, why should we ever give up on him? If he needs me at 10:30 at night, I'll go," said Mullen.

Things settled down for a time until Mullen saw the tired young man, having walked for hours, standing at his office two days before boot camp. Mullen learned that his phone had been shut off and he was no longer able to stay at his father's house. He had nowhere to go. Mullen immediately called another Future Sailor who knew this young man and asked if he could help him for a few days. He agreed, and that Future Sailor's family helped the young man get a haircut, a few meals and a place to stay.

"When he swore in that final time before he left, it was the parents of that other Future Sailor who were standing there with him to see him ship off. I get chills just thinking about it," Mullen said.

Mullen was still worried that maybe something would happen in boot camp and he might not make it through. He kept an eye on the calendar and wondered how he was holding up. Then, he got a phone call.

"When I answered, all I heard were tears. It went on for a long time, and I finally hung up because I couldn't make out who it was. And then the person called me back and I recognized him. He told me he graduated early and said, 'All I want to do is thank you for all you did for me and always being there. If at any

point in your life I can repay you in some way, just let me know."

Mullen was overwhelmed with excitement.

"I told him, 'Just go enjoy yourself,'" said Mullen.

This experience and the 41 other stories of people that Mullen has helped put in the Navy are what keep him motivated, even on difficult days.

"The reason I can like recruiting is because I love going to schools and talking to people," said Mullen. "I love that more than anything else. In our area, it's very common to come across someone who has parents that are not around, for one reason or another. And many of them feel their entire life that they will never amount to anything. But when they sit down and talk to us and realize that they have a chance to do something, seeing that excitement is the best part. I've been hugged, and I've been cried on after someone just swore in, and it's because they never thought they could do this. That is the main thing that gets me going."

"I can relate based on where I came from in Tennessee," said Mullen. "I came from a small town with nothing to do. Then I turn around to go home, and my friends think I'm this war hero. I'm just a recruiter, but I get more respect now than when I played basketball in high school."

Mullen's analogy to basketball is not without significant meaning. To some people basketball is a just a sport to watch at night, but growing up in a small town in Tennessee, it was more than that to him. It was his ticket and his passion. Both his siblings joined the Army, but he was set on college basketball. That was until he blew out his ankle while practicing for an important tryout. In an instant, his dreams were crushed. But he didn't give up. He adapted and joined the Navy and overcame a great defeat.

Recently, he took over duties as the leading petty officer of NRS Columbia which was recognized in July as the Best Station in the Nation and Small Station of the Month for NRD Nashville. Around the same time, he also was recognized as the Junior Sailor of the Quarter for the district.

When he's not at work finding the next Future Sailor, he is usually playing basketball. The ankle has healed and every morning and night he makes time to shoot. He remembers his love for the sport and never forgets the lives that he has had a chance to impact.

Reflecting on the young man who wanted to join the Navy against all odds, Mullen can't contain his excitement for his success and his future.

"It's been my one pride and joy," Mullen said. "I hope he stays in the Navy for the rest of his life, and I can't wait to see him again one day!"

Navy Recruiting District Nashville is responsible for recruiting efforts throughout more than 100,000 square miles of the states of Tennessee, Arkansas, Alabama, Georgia, Mississippi, Kentucky and Virginia.

For more information on NRD Nashville, visit us at <http://www.cnrc.navy.mil/pages-nrd/nashville/default>.

left: Operations Specialist 2nd Class Joshua Mullen poses for a photo outside of Navy Recruiting Station Nashville headquarters.

NRD Miami: Hope in the Face of Disaster

Story and photos by MCC Kim Martinez,
Navy Recruiting District Miami Public Affairs

The wrath of Mother Nature was two-fold when Hurricanes Irma and Maria brought disaster and devastation to many islands in the Caribbean and South Florida. Millions of people lost everything, some taking a direct hit from both storms. The road to recovery will be long and hard, but the Sailors of Navy Recruiting District (NRD) Miami's Division 7 aren't letting these circumstances hinder their success.

Prior to Hurricane Irma, NRD Miami Commanding Officer Cmdr. Jason Ketelsen issued an evacuation order for Sailors in South Florida. Nearly 200 Sailors and their families evacuated to various destinations within 300 miles of a designated remote safe haven area. Once the storm passed, those Sailors and their families safely returned to their homes. Sailors in Puerto Rico, largely unaffected by Irma, were not required to evacuate and weathered Irma in their homes. That would not be the case during Hurricane Maria.

As the storm pummeled the U.S. Virgin Islands and aligned itself to steamroll Puerto Rico, Americans watched the weather reports with baited breath. During the storm's aftermath, 95 percent of the island of Puerto Rico was left in the dark, creating an emergent situation and dire conditions for our Sailors still trapped on the island. Their resiliency and mental toughness kicked in. As the command went into overdrive planning a

mandatory evacuation for our Sailors, Department of Defense civilians and their dependents, our Puerto Rico-based Sailors went into survival mode.

"Our recruiters established defensive positions in their neighborhoods, using cars to block the roadways and created a watchbill amongst the residents to ensure security," said Senior Chief Navy Counselor Michael Rodney, an NRD Miami assistant chief recruiter. "Prior to the hurricanes, the divisions received regular security posture training from our district's security officer who taught them techniques to create a safe security posture in the event of an emergency," said Rodney. "Not only did our Sailors ensure the safety of themselves and their families, but of their neighbors as well. This was Navy community outreach at its best!"

After employing several unconventional means of communicating with one another, like driving for several hours each day to a rally point to link up with other Sailors on island, the team was able to receive many items essential to their daily survival.

"Our command, headed up by our Chief's Mess, sent many aid items donated by our Sailors here in Florida and the surrounding community to our Sailors still in Puerto Rico," said Master Chief Navy Counselor Heather Charara, an NRD Miami chief recruiter.

"We were able to fly out nine pallets of humanitarian assistance to our Sailors who stayed on island and their dependents. Our Sailors selflessly shared many of those aid items with others still on island who were unable to establish communications with a support system back in the states."

Of the 81 Sailors, dependents and DOD Civilians stationed in Puerto Rico and the U.S. Virgin Islands, four Sailors and 15 dependents stayed behind to care for elderly family members. These four Sailors were critical in the relief efforts and evacuation of the division immediately following Hurricane Maria and are still the command's sole points of contacts currently on island. These Sailors, Chief Aviation Ordnanceman Eddie Madera, Navy Counselor 1st Class Raymond Vega, Navy Counselor 1st Class Angel Cintron and Machinist Mate



2nd Class Miguel Rivera, are the conduit through which all communications on island happen.

"We evacuated the majority of our DOD civilians, recruiters and their dependents," said Charara. "The four Sailors who stayed behind, opted to because of family reasons, but they have continued to be invaluable resources on the island," she added. "Petty Officer Vega has been our key point person on the island, coordinating everything after the storm passed. For weeks, he walked from his home to the Caguas recruiting station to ensure he could communicate via phone with the command back here in Florida," said Charara.

Many organizations from the U.S. and around the world converged upon the island to provide assistance to the residents faced with many daily challenges. With scarce supplies, food and water, the day-to-day luxuries once taken for granted, are now non-existent or limited at best. Up for the challenge and ready to help in any way, NRD Miami Sailors did not hesitate to support their efforts in a variety of ways.

"Petty Officer Cintron volunteered as a translator with FEMA, which came to his city to coordinate aid," said Charara. "Our other two Sailors on the other side of the island, Chief Madera and Petty Officer Rivera were instrumental in offloading supplies in the San Juan area and worked with Fleet Logistics Support Squadron 56 to distribute supplies to anyone in need. They also helped with the transport of our Sailors, dependents and civilians who evacuated the island."

Today, the district has many of its Division 7 Sailors reassigned throughout the command at various stations in

South Florida. Puerto Rico is regaining electricity in many of its cities, but many cities are still in the infantile stages of recovery.

Our recruiters on the island still continue to thrive and look forward to recruiting the nation's best and brightest once they are given the ok by Navy Recruiting Command. As the team works to regain a sense of normalcy, they continue to shine in the face of adversity. Puerto Rico is part of NRD Miami's Division 7, which consists of Puerto Rico and the U.S. Virgin Islands. The territory assigned to the district spans 54,252 square miles in Florida, 3,515 square miles in Puerto Rico and 133 square miles in USVI. Puerto Rico is 23 percent of the market territory.

above: Sailors from Navy Recruiting District Miami and Navy Operational Support Center Miami pose for a photo after delivering humanitarian aid to Puerto Rico.

left: Sailors from Navy Recruiting District Miami start preparing and packaging humanitarian aid to deliver to Puerto Rico.



Firefighting equipment is lined up for inspection in the hangar bay of the Nimitz-class aircraft carrier USS Abraham Lincoln (CVN 72) prior to inspection. (U.S. Navy photo by MC3 Jacob Smith)



Fire Pilots: Abraham Lincoln's Flying Squad

Story by MC3 Jeff Sherman, USS Abraham Lincoln Public Affairs

Abraham Lincoln's flying squad is the ship's first response to any emergency at sea.

"When the bells ring, you're asking these people to run into danger," said Chief Warrant Officer 3 Marc Short, USS Abraham Lincoln's (CVN 72) fire marshal.

Short, a former Damage Controlman, is referring to the members of Abraham Lincoln's flying squad. The flying squad is the ship's first response to any emergency at sea.

"I screen them to a point where I know someone is going to be comfortable in that situation," said Short. "I have to make sure these people are willing to go in there without hesitation and possibly make a sacrifice to save the ship or other shipmates."

They have roughly 40 members that are qualified and trained to react accordingly to casualties such as fires, floods, toxic gas, structural damage and hazardous material (HAZMAT) spills.

"We call it the flying squad because some people run straight to the casualty and some run to the locker to get dressed out," said Senior Chief Damage Controlman Markiso Tisdale.

In the event of a fire, the flying squad members that have to head to lockers need to dress out as quickly as possible.

"Our hose team can get dressed out in 50 seconds, or less than two minutes in terms of getting to the locker," said Damage Controlman 3rd Class Britton

Raven, a member of the flying squad. Tisdale said they aim to have water on the fire within seven minutes. In the event of a flood, the response has to be much quicker.

The flying squad conducts frequent training to keep the members prepared for any emergency.

"A lot of times we go over more detailed casualties that are rare for us to experience," said Raven. "Rather than your basic HAZMAT spill or plain fire, we do main machinery space fires. A lot times we work with reactor when they are doing their drills, and we like to be there first."

The training is not just held to keep the members prepared, but also to build team chemistry.

"We have a really great bond," said Raven. "When we all put on the masks, we still know who each other are because you can tell by the way they act. Everyone works together, and everyone will look out for each other."

Raven explained that all the training allows them to help the rest of the crew become better prepared for casualties as well.

"The more you learn, the better you are," said Raven. "The more you can take away from these drills, the more you can teach about general quarters and general damage control."

Short said he is pleased with the work and determination of the flying squad.

"There is always room for improvement and nothing is ever perfect, but overall they do a great job," said Short. "I don't think they want to be heroes. I think they just take pride that they are the first ones to the scene of casualty."

Raven said that the flying squad has the crew's back and proudly stands the watch at all times.

"If you're sleeping and we have to respond, we got you," said Raven. "We'll watch out for everybody, and we appreciate what they do, so we're going keep responding and help you guys out. It's nice because there are a lot of people that depend on you. Outside you have the fighter jets that protect the ship, but inside, we protect everything, and that's a really cool feeling."

For more information, visit www.navy.mil, www.facebook.com/usnavy, or www.twitter.com/usnavy.



above: Lt. Cmdr. Diana Tran-Yu, left, and NC1 Brandon Lechner, right, speak about Navy opportunities to a student at the University of Arkansas for Medical Sciences. (U.S. Navy photo by MC1 Timothy Walter)

Eye on the Field

below: CSSA Taylor R. Powell, from Decatur Ill., in support of Navy Recruiting District New England, participates in a Navy Week volunteer event at the Habitat For Humanity Restore. (U.S. Navy photo by MC2 Alex Van'tLeven)



Master-at-Arms Sailor Excels in Recruiting America's Best

Story by MC2 Giselle Christmas, Navy Recruiting District San Antonio Public Affairs

Anyone who knows Master-at-Arms 1st Class Christopher Thomas, a recruiter assigned to Navy Recruiting District (NRD) San Antonio, knows he is not afraid to talk to people, unless he has to talk about himself. This humility has served him well in both his military and civilian careers.

In 2003, Thomas joined the Navy, a decision he attributes to not having much as a kid growing up in San Antonio.

"I came from a low income household, so I knew the Navy would be the only way I would be able to afford college and maybe someday fulfill my childhood dream of becoming a police officer," said Thomas.

Thomas is a man of few words when broached with the topic of his personal life, but there is a lot to tell from a Sailor who has worn as many hats as he has. During his first tour in Bahrain on the USS Tarawa (LHA-1), he apprenticed as a corpsman, but when given the opportunity to attend Master-at-Arms School, he decided to change his rate.

Working as a master-at-arms (MA) gave Thomas the experience he would need later when he became a commissioned police officer for the state of Texas.

"Being a MA gave me the opportunity to train as a K-9 handler and a jailer, so I now have my K-9 and jailer's licenses for the state," explained Thomas.

In 2007, Thomas left active duty and decided to join the Navy Reserve; it was during this time that he also went through the rigorous training to become a police officer.

After eight years working as a police officer and as a MA in the Reserve, Thomas decided to enter the Canvasser Recruiter Program (CANREC).

A consummate professional, Thomas routinely utilizes his years of practical experience in law enforcement to assist the command's anti-terrorism/force protection planning and execution ensuring the safety of all hands.

"MA1 Thomas is an exemplary and professional Sailor with an incomparable work ethic," said Cmdr. Jeffrey Reynolds, NRD San Antonio's commanding officer.

"He represents the very best that a Sailor can be, is an outstanding Navy ambassador in the local community, and is an indispensable asset to my command."

The CANREC program is a temporary recall program designed for eligible Sailors to join the Navy's recruiting force.

Recruiters are the face of the Navy to the civilian world



and connect qualified individuals with careers within 72 ratings in both the active and reserve components.

As a recruiter, Thomas feels he has been given an opportunity to give back to the Navy that has served him so well throughout his career.

"I enjoy working as a police officer and enjoyed my time as a MA, but I have no regrets about switching over to recruiting," explained Thomas. "In recruiting I have been able to connect with people in a different way that can change their lives for the better."

While recruiting seems to have come easily to Thomas, he admits that it has been a difficult journey at times.

"It is not a job everyone can do, you have to be willing to put yourself out there and shake hands with new people every day," said Thomas. "I had to learn to pay attention to detail and be willing to learn from my mistakes."

Frequently, recruiters will point to how difficult it can be in finding a balance.

Thomas is no different, he admits. He had to learn to juggle work, family life and school.

"I have an associate degree in Criminal Justice and I'm currently attending the University of the Incarnate Word, working towards a bachelor's degree. If not for my wife who supports me and helps take the brunt of the family responsibilities, I would not be able to get it all done."

With the bravery of a MA, Thomas has faced the

challenges of recruiting. His tenacity was recognized by his leadership and in June he was promoted to the rank of petty officer first class through the Meritorious Advancement Program (MAP).

Through the MAP program, Sailors may be promoted based on their readiness to take on the next level of responsibility and not solely on their advancement exam scores.

"I was very surprised to find out I was MAPPED to first class," said Thomas. "I have taken the exam many times, so it was such a great feeling to have my hard work recognized this way."

Looking towards the future, Thomas plans to complete his degree and submit a package to convert to the Full Time Support (FTS) Navy Career Recruiting Force (CRF) program and ultimately hopes to advance to chief petty officer.

"I couldn't have done it without the support of my wife and my mentors at the recruiting district," said Thomas.

The CRF program is made up of a group of enlisted Navy production recruiters and recruiting managers who provide stability and leadership for field production recruiters and recruiting management personnel. Enlisted Sailors can laterally convert from the CANREC Program to the FTS Program.

For more information on Navy Recruiting and the MAP program, visit: <http://www.navy.mil>.



left: Former Commanding Officer Cmdr. Karen Muntean, Navy Recruiting District San Antonio and Command Master Chief Eric Mays stand with newly promoted Master-at-Arms 1st Class Christopher Thomas who was advanced to his current rank through the Navy's Meritorious Advancement Program. (U.S. Navy Photo by Burrell Parmer, Navy Recruiting District San Antonio Public Affairs)

above: San Antonio native, Master-at-Arms 1st Class Christopher Thomas, a recruiter assigned to Navy Recruiting District San Antonio, speaks with a parent during the annual Back-to-School Jamboree held at the Claude W. Black Community Center. (U.S. Navy Photo by Burrell Parmer, Navy Recruiting District San Antonio Public Affairs/)

New Navy Brand: *Forged by the Sea*

During the annual Army-Navy game Dec. 9 in Philadelphia, the public had seen their first glimpse of the new Navy brand platform and the new advertising tagline, “Forged by the Sea.” In the spring of 2016, the Navy awarded the Marketing and Advertising services contract to our new advertising agency, Young and Rubicam (Y&R). Y&R, along with their partner agencies and the NRC Marketing and Advertising department immediately got to work on the strategic and creative efforts required to replace the previous “Global Force for Good” campaign. From the very beginning, the objective was not just to come up with a slogan, but to come up with a long term strategic platform to fundamentally define and communicate to prospects and centers of influence the essence of what the Navy is and what it means to those of us who serve in it.

The process began with a series of fleet immersion trips for the new agency, interviews with current Sailors and officers, and qualitative and quantitative research with 17 to 21-year-old prospective recruits in cities across the country. The research was designed to help the team gain a deeper understanding of the following:

- The mindset and career goals of prospective recruits
- Prospective recruits’ perceptions of the Navy, including how they view life as a Sailor and how they perceive a Navy career
- Prospective recruits’ relationships with the sea and what it means to them
- Specific motivators that could drive interest in choosing the Navy as a career.

Research revealed that there is nearly 100 percent awareness of the Navy but very little understanding of the Navy’s full mission, reach and influence. Research also revealed that beyond the tangible benefits like accession bonuses and money for college, many Sailors’ and veterans’ motivations for joining the Navy centered on finding direction and a transformative experience. These key findings, combined with the fact that the Navy’s current brand personality is misunderstood and fragmented, confirmed the need to establish an enduring, strategic brand platform and communication architecture to define the core elements of the brand and serve as a framework for all internal and external communications.

Key learnings were obtained from Sailors and veterans, and the idea of “beyond” came up again and again. After testing multiple brand platform options with prospective and current Sailors and veterans, the concept of “Power to Go Beyond” strongly resonated with all audiences. This core theme will be the long-term, central idea that underpins our communications. Fundamentally, the

platform is based on six core motivational pillars:

- **Meaningful Adventure:** Beyond a job or plain travel; rather cultural enlightenment and personal self discovery.
- **Creative Innovation:** A platform for innovating and mastering leading edge technologies and driving creative solutions.
- **Strength:** Both of body and mind; built from coming together as a strong unified defense force, protecting America with sea power.
- **Teamwork:** True comradeship among shipmates – a family away from family; unprejudiced human connections.
- **Opportunity:** Boundless potential within and beyond the Navy; opportunities for personal and professional transformation
- **Direction:** A structured environment for fostering focused career and life direction

Once the platform was established, the next step was to come up with a tagline as the outward expression of that idea. Over a thousand taglines were considered before narrowing the list to six. Each of the six finalists were tested against a range of criteria, including their distinctiveness to the Navy, their validity and authenticity in the eyes of Sailors and veterans, their ability to stretch across multiple communications platforms and audiences, and their effectiveness as a branding tool and as a recruiting message.

“**Forged by the Sea**” as a tagline tested extremely well with all of the focus groups (especially Sailors and veterans) and was selected as the Navy’s new tagline by CNO in August. One of its chief strengths is its scalability. It represents both the process and the aspirational outcome of every individual Sailor’s journey in uniform. It conveys the idea of being shaped, transformed, and toughened into a stronger, more capable version of yourself. It also describes the Navy as an organization and as a team, forged and tempered over 242 years of history on the seas. It is also representative of the United States as a country whose fabric and history have been fundamentally shaped and defined by the oceans that surround us, protect us, and provide our commerce and livelihood. The sea is what ultimately does the forging – we all work on it, under it, above it, or in support of it.

The new tagline, logo, and communications platform will be the basis for new digital, broadcast and print creative beginning in December; a new and improved Navy.com which will be unveiled in March; and updated Recruiting Aid Devices, posters and promotionals.

Visit www.navy.mil/forged for additional information and to view the Navy’s newest four commercials.



“Forged by the Sea” Manifesto

The sea is the greatest force on earth.

It reaches impossible speeds, depths and distances.

It cannot be beaten with the strongest fist, cut with the sharpest knife or stopped by the fastest bullet.

It has the power to dramatically transform everything it touches.

Forever.

People have been made by it, and broken by it.

But in the Navy, we command it.

Water and salt flow through our veins in the same proportion as the sea.

That mighty force is the lifeblood of the greatest Navy ever to sail unstoppably upon it, slip stealthily beneath it, or fly unchallenged above it.

It shapes Americans from every corner of the nation into Sailors with the courage to protect liberty back home.

Bonding us together with the commitment to serve with the utmost honor.

The sea propels every one of our men and women to defeat or defend.

To comfort or to awe.

To victory or to the rescue.

We are America’s Navy.

And we are all Forged by the Sea.

Sharing Secrets



By JOC Donald W. Phelps, NRD Seattle

Selling the Navy to high school graduates with little money for college is difficult enough. Trying to sell the Navy to those with a bright future in the medical profession is like taking sand to the beach--the usual recruiting pitches have to be modified. But as Navy Recruiting District (NRD) Seattle's Medical Programs Recruiter found, you just have to believe in the Navy and yourself.

"I feel good about being in the position of offering or 'giving away' an opportunity to dedicated people looking for a challenge," said LCDR Evelyn P. Strode, Command, Navy Recruiting Command's Medical Programs Recruiter of the Year. "I just try to show them how the Navy's unequaled opportunities can satisfy their professional desires and personal needs."

The West Virginia native believes in sharing the benefits, gratification and unique privilege of

pursuing a medical career in the Navy. "It's like a secret—you just have to tell somebody," Strode said. "I believe there are many health care professionals out there that yearn for the same challenges and experience that appealed and continues to appeal to me. They all want the same thing; opportunities, variety and challenges."

Strode credits several sources for her recruiting success. "First, the techniques and tools taught at ROMO [I] apply and work anywhere you go," she said. "The only thing you have to do is tailor them to your own personality and style. You just have to find the right combination that works for you."

"Secondly, my commanding officer and officer programs officer are fantastic. They give me the freedom to operate as I see it," she continued. "But they also hold me strictly accountable for what I said I would do."

"Finally, my husband values and believes in what I have to do. He's always pitching-in when I have to work late hours or travel," Strode said. "He's always telling our friends and other people more of what I do than what he does. He's very supportive."

Most importantly, she believes in what she's doing.

"I really enjoy my job," the fifteen-year Navy nurse said. "Seeing somebody make a decision to serve their country gives me a lot of pleasure, especially when I had something to do with their decision. That and the support and encouragement I get are what keeps me going day after day."

And for medical programs recruiters who may not be faring as well as Strode, she offers words of encouragement.

"Don't feel intimidated just because your prospect is a doctor. They are still looking for the same things you were looking for when you were commissioned," the commander said. "You also have to be willing to see things through to the end, whether the answer is yes or no. Be persistent and diligent. You'll make it."

Success at a Glance

Birthplace: Welch, W. Va.

Birth date: February 25, 1952

Job title/location: Medical recruiter, NRD Seattle

Previous duty stations: Univ. of Calif. San Francisco, Naval Hospital Oakland, Naval Hospital Memphis, Ohio State Univ.

Personal awards: Navy Achievement Medal

Community involvement: Member of Shoreline Community Church and National Naval Officer's Assoc. Conducts marriage outreach ministry and serves as a substitute preschool/kindergarten teacher.

Professional stats: Responsible for 12 medical accessions, including 8 physicians, 2 nurses, 1 MSC and 1 dentist—125% of her assigned goal.

Admiral's Five-Star Recruiters for December 2017

NRD Atlanta - AO2 Rebekah Pineda
NRD Dallas - MM2 Richard Terry
NRD Jacksonville - CTMC Elizabeth Gay
NRD Los Angeles - EN2 Christian Martinez
NRD Michigan - HT2 Jordan Gollehur
NRD Nashville - BM2(SW) Corrie Parrish
NRD New York - MR1(SW) Christopher Simser

NRD Phoenix - AT1 Lionel Alarcon
NRD Pittsburgh - MR2(SW/AW) Johnathan Gist
NRD Raleigh - NCC(AW/SW) Christina Schatzle
NRD San Antonio - EM2 Darryl Lewis
NRD San Francisco - OS2(SW/AW/IW) Lena Vang
NRD Seattle - ABE2 Carl Lanier

The District's Top Stations for December 2017

NRD Atlanta - NRS Dekalb
NRD Dallas - NRS Tulsa South
NRD Jacksonville - NRS Daytona Beach
NRD Los Angeles - NRS Lakewood
NRD Michigan - NRS Greenwood
NRD Nashville - NRS Johnson City
NRD New York - NRS Selden

NRD Phoenix - NRS Paradise Valley
NRD Pittsburgh - NRS Chambersburg
NRD Raleigh - NRS Jacksonville
NRD San Antonio - NRS Dezavala
NRD San Francisco - NRS Antioch
NRD Seattle - NRS Whidbey Island

Admiral's Five-Star Recruiters for January 2018

NRD Atlanta - BM2 Marsell James
NRD Chicago - ABH2 Ernesto Rivera
NRD Dallas - BM1 Willie Hannah
NRD Houston - AD2 Miguel Lara
NRD Jacksonville - AE2 Michael Wortsman
NRD Los Angeles - EO2 Joshua Calbang
NRD Miami - ABF2 Eddie Seals
NRD Michigan - DC2(SW) Joshua Marker
NRD Minneapolis - MM1(SW) Justin Cate
NRD Nashville - SH2(SW/AW) Jeffrey Gilbertson
NRD New England - EN2 James Galvis
NTAG New Orleans - Sales - EN2 Andrew Medina
Sourcing - AO1 Robert Vigil
Assessing - NC2 Raheem Johnson
Onboarding - NC1 Brandon Larkenreynolds
NRD New York - AO1(AW/SW/IW) Richard Lightner
NRD Ohio - EN1(SW) Thomas Monahan

NRD Philadelphia - MM1(SW/AW) Eric Edwards
NRD Phoenix - SW1 Lee Moore
NRD Pittsburgh - MM2(SW/AW) Ricardo Fernandez
NTAG Portland - Sales - OS1(SW/AW) Merritt Rhodes
Sourcing - HT2(SW) Jose Rodriguez, Jr.
Assessing - EMN2(SW/AW) Megan Willis
Onboarding - MM1(SW/EXW) Brigham Snowdon
NRD Raleigh - AD2(SW/AW) Ryan Romero
NRD Richmond - BM2 Sopha Lam
NTAG Rocky Mountain - Sourcing - IC2 Walter Wenzel
Assessing - AM1 Wendell Ramos
Onboarding - OS1 Joshua Temblay
NRD San Antonio - ETV2 Vincent Barnes
NRD San Diego - FC1(SW) Lance Vreeland
NRD San Francisco - MA1(IDW) Carmen Vega
NRD Seattle - EMN1 Ian Hagley
NRD St. Louis - ET1(SW) Branden Boatwright

The District's Top Stations for January 2018

NRD Atlanta - NRS Eastwood
NRD Chicago - NRS Downers Grove
NRD Dallas - NRS Irving
NRD Houston - NRS Humble
NRD Jacksonville - NRS North Jacksonville
NRD Los Angeles - NRS West Bakersfield
NRD Miami - NRS Port St. Lucie
NRD Michigan - NRS Clarksville
NRD Minneapolis - NRS Blaine
NRD Nashville - NRS Little Rock
NRD New England - NRS Enfield
NRD New York - NRS Washington

NRD Ohio - NRS Columbus East
NRD Philadelphia - NRS Germantown
NRD Phoenix - NRS Tucson
NRD Pittsburgh - NRS Mechanicsburg
NTAG Portland - TAOC Eugene, Oregon
NRD Raleigh - NRS Asheville
NRD Richmond - NRS Virginia
NRD San Antonio - NRS Mercado
NRD San Diego - NRS Garden Grove
NRD San Francisco - NRS West Sacramento
NRD Seattle - NRS North Anchorage
NRD St. Louis - NRS Springfield



www.cnrc.navy.mil/recruiter-mag-home.html

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