DEPARTMENT OF THE NAVY
NAVY RECRUITING DISTRICT, PORTLAND
7028 N.E. 79TH COURT
PORTLAND, OREGON 97218-2813

NAVCRUITDISTPORTLANDINST 1710.1
N1
26 September 2008

NAVCRUITDIST PORTLAND INSTRUCTION 1710.1

Subj: RECRUITING EVENTS

1. **Purpose.** To outline standard procedures for planning, executing, and reporting on recruiting events in order to maximize generation of leads and increase Navy Awareness.

2. **Background.** Participation in various "Recruiting Events" is defined as any community or school based event that provides an opportunity to showcase the Navy (e.g. career fairs, college fairs, air shows, parades, festivals, etc) throughout Navy Recruiting District (NRD) Portland, which has the potential to generate local leads for field recruiters to follow up and promote Navy awareness.

3. **Action.**

   a. **NRD Event Coordinator:**

      (1) Receive event requests/forms/flyers from stations. Ensure that the event request is filled out correctly with what kind of support the station needs from NRD. The station will be contacted if not submitted correctly.

      (2) NRD Event Coordinator will call/make contact with the event Point of Contact (POC) which is the person that is coordinating the event. If no POC is identified, contact the Navy Recruiting Station (NRS) Recruiter-in-Charge (RINC). All initial arrangements will be made at this time, to include checking on space availability, cost, any special circumstances, and desired/feasible assets (basketball toss, football toss, ez-up etc). Pre-arrangements will be made to hold space(s) until the event is approved through Chain of Command and ensure that we have the assets available. Coordinate with the Public Affairs Office (PAO) for Recruiting Advertising Device (RADs) orders. Once approval has been made, the Advertising Coordinator (ADCO) will be the one calling to make arrangements for payment.

(3) Keep the station informed of progress of the request including if/when the event is approved for planning purposes.

(4) After making contact with the POC for the event and made initial arrangements, the NRD Event Coordinator will present the event folder to the Department Heads and the Chain of Command at the Department Head meeting or Market Council meeting for discussion. The folder then will be routed to the Executive Officer and Commanding Officer for approval. If approved, it will then go to the ADCO for payment.

(5) Make sure LEADS Processing Team Supervisor (LPTS) knows if the event is a go or no go so the LEADS department can make the proper arrangements to support the event.

b. (PAO):

(1) Order RADS for event. If the station is working the event, the RADs will be sent to the Navy Recruiting Station (NRS).

(2) If a national asset is required/requested, PAO will coordinate all contact with the POC.

(3) PAO will attend all national assets events.

c. LEADS Processing Team Supervisor (LPTS):

(1) Ensure all assets are in perfect working order and ready to go at a minimum of 24 hours prior to the scheduled event. If travel time is involved, prep assets before that. Ensure that all personnel are properly briefed on how to operate LPTS asset such as the float, and that all assets are returned in perfect working order. Personnel who damage LPTS assets due to negligence will be required to assist in the repairs.

(2) Receive/organize/distribute RADS as necessary to the events.

(3) Support and organize all events that need command support (personnel).

(4) Track events and help the PAO with RINC conference calls.

    d. <u>Advertising Coordinator (ACDO)</u>:

    (1) Pay for booths.

    (2) Notify stations once booths are paid for.

    (3) Send stations/OPO department LEAD cards.

    (4) Track booths that are obligated.

    (a) The LEADS Department will generate serialized Applicant questionnaires and booth guidance instructions. The questionnaires will be filled out by each prospective applicant with the following information:

    (1) Name (first and last)
    (2) Address (street, city, state, zip)
    (3) Phone number
    (4) Citizenship
    (5) Age (active 17-41)
    (6) DOB-required for input into NALTS
    (7) Gender
    (8) Last grade completed
    (9) Graduation year
    (10) School/Occupation
    (11) Email
    (12) HT/WT

    (b) Upon completion of the event, the RINC will return all questionnaires (both filled out and blanks) to the LEADS department via mail or turned into the LEADS Department representative, if present, within 24 hours. It is highly recommended that the recruiter keep a copy of the cards for follow-up purposes.

    (c) The RINC/Recruiter must fill out and send an After Action Report to LEADS via the Chain of Command.

     (d) When questionnaires are received by the LEADS Department, they will verify that all cards have been returned. All applicant information will be entered into NALTS (Navy Advertising and Leads tracking System) to become a Local Lead.

     (e) Any questions should be directed to the LPTS.

D. L. WENGER

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