

**ARNG Recruiting and Retention NCO Course PRE-REQUISITE
TARGET MARKET AREA ANALYSIS**

- I. Compile data for your recruiting area market analysis.
 - a. When you attend the ARNG Recruiting and Retention NCO Course, this analysis is required for enrollment in the course.
 - b. Coordinate with your NCOIC or designated representative and gather information for your assigned recruiting area.
 - c. Capture the information you have gathered on your area on the form below.

- II. Provide your market area information;
 - a. RSID: _____
 - b. Assigned Recruiting Area:
 - 1. **City:** _____ **County:** _____ **State:** _____
 - c. Are you assigned to a Storefront or Armory Office? _____

III. Use the following areas to gather your area information:

- a. Gathered demographic data from the Recruiter Workstation (RWS) for the last Fiscal Year (FY):
 - 1. Data of most recent accessions. **(NCOIC) (Report Mgmt Zone)**
 - a. Most commonly used includes: gender, race, age, marital status, education, occupation status, and even location.

- 2. Data of most recent testers

- 3. Data of most recent leads

- 4. Data from most recent SASVAB tests

- b. Request data from the Area **NCOIC: (Report Mgmt Zone)**

- 1. Request market share data for the assigned area for the last FY (NPS and PS "Accessions Demographics Report")

- 2. Data on recent Qualified, Not Enlisted (QNE) applicants for the assigned area

- 3. Data on all testers, regardless of AFQT score, for the last FY

- 4. Pertinent data as the **NCOIC** deems appropriate

c. Requested data from State Marketing NCO.

- 1. Request State Marketing Plan
- 2. Request any marketing plans that focus on assigned area
- 3. Review State plans for pertinent data
- 4. U.S. Census Bureau at <http://www.census.gov>.
- 5. U.S. Labor Department <http://www.bls.gov>

- d. Use the following areas to gather your area information:

- 1. Total population of assigned area

- 2. Population by age breakdown (use the qualifying ages for Guard's applicants, e.g. 17-24, 25-30, 30-42, etc..., consult the AR 601-210 for age eligibility standards.

- 3. Household Income

- 4. Education Level

5. Data or maps on population density

6. Labor and unemployment statistics

7. Any other area specific pertinent data

e. Gathered data from ARISS and other sources on assigned **(Schools Zone)**

- 1. Determine location and attendance of all assigned schools
Including vo-techs, business schools, and adult learning

f. Prioritize each school utilizing the following matrix, IAW NG PAM 601-1, paragraph 6-5a-d:

1. Priority I – Highly productive

2. Priority II – Large or Potentially Productive

3. Priority III – Small and Productive

4. Priority IV – Unproductive

g. Determine location; size, and service affiliation of JROTC programs in assigned area

h. Total number of Seniors (with breakdown of gender if possible)

i. Total number of Juniors (with breakdown of gender if possible)

j. Average ACT scores

k. Determine which schools conduct annual ASVAB testing

l. Season schedules of every sport

m. Calendar of events for entire school year

n. Obtain list of VA benefit recipients from VA representative at all assigned post-secondary schools (colleges, vo-techs)

o. Other pertinent educational data

p. Gathered data from local National Guard units and DPRO (**NCOIC**)

1. Determine location(s) on map of units within or near assigned area (approx. 50 mile radius)

2. Obtain mission (i.e. Infantry, Engineer, etc...) and list of MOSs available in each unit.

3. Obtain authorized strength/actual strength of each unit

4. Obtain data on unit members (at least address, age, sex, and education level)

5. Any other pertinent information (i.e. critical need MOSs)

q. Gathered information about other Military Services in local area

1. Determine location of other service reserve centers

2. Obtain information on type(s) of units and available MOSs

3. Gather information on nearby military bases

(1) Determine branch of service base(s)

(2) Determine primary mission of base(s) (i.e. Training base or Permanent Party base)

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(3) Research number and frequency of out-processing done by that base (ETS'ing)

4. Identify other service recruiting stations

(1) Number of recruiters for each station

(2) Location of recruiting stations

r. Gather information on local area events, businesses, & activities

1. Obtain calendar of events from local municipalities (e.g. Town Hall, Chamber of Commerce, County Office)

2. Gather data from a business association such as the chamber of commerce on local major industries and businesses

3. Search local newspapers and entertainment weeklies for upcoming events and local "hotspots"

Questions regarding this form may be directed to the Strength Maintenance Training Center at 501-765-8040.