

**ARNG - SQI4- Employ a Target Marketing Plan
1038-79T-2459 / Version 3.0
Effective Date Not Assigned**

SECTION I. ADMINISTRATIVE DATA

All Courses Including This Lesson	<u>Course Number</u>	<u>Version</u>	<u>Course Title</u>
	805B-79T-SQI4	3.0	ARNG Recruiting and Retention

Task(s) Taught(*) or Supported	<u>Task Number</u>	<u>Task Title</u>
	<u>Individual</u>	
	1038-79T-2481 (*)	Employ a Target Marketing Plan

Reinforced Task(s)	<u>Task Number</u>	<u>Task Title</u>
	None	

Knowledge	<u>Knowledge Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
	805B-K-0004	Know Recruiting Competition	Yes	Yes
	805B-K-0005	Know Mission Procedures	Yes	Yes
	805B-K-0011	Know Marketing Programs	Yes	Yes
	805B-K-0016	Know Recruiting Doctrine	Yes	Yes
	805B-K-0025	Know Command Guidance	Yes	Yes
	805B-K-0061	Know Basic Marketing Principles	Yes	Yes
	805B-K-0114	Know Army National Guard (ARNG) Programs and Options	Yes	Yes
	805B-K-0118	Know Army National Guard (ARNG) Strategic Objectives	Yes	Yes
	805B-K-0080	Know Recruiter Zone Application	Yes	Yes
	805B-K-0088	Know State Marketing Plan	Yes	Yes

Skill	<u>Skill Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
	805B-S-0007	Operate A Computer	Yes	Yes
	805B-S-0015	Navigate Mission and Market Analysis system	Yes	Yes
	805B-S-0018	Navigate the Internet	Yes	Yes
	805B-S-0026	Access Recruiting Publicity Item (RPI) account	Yes	Yes
	805B-S-0050	Navigate Microsoft Office Suite Software	Yes	Yes
	805B-S-0062	Perform Analysis of Information	Yes	Yes
	805B-S-0071	Navigate Recruiter Zone Web Application	Yes	Yes
	805B-S-0004	Navigate Computer Software	Yes	Yes
	805B-S-0035	Perform Research Skills	Yes	Yes

Administrative/ Academic Hours	The administrative/academic hours required to teach this lesson are as follows:		
<u>Academic</u>	<u>Resident Hours / Methods</u>		
Yes	2 hrs	0 mins	Conference/Discussion
Yes	0 hrs	0 mins	Test Review
Yes	0 hrs	0 mins	Test
<hr/>			
Total Hours:	2 hrs	0 mins	

**Test Lesson
Number**

Hours

Lesson Number

None

**Prerequisite
Lesson(s)**

Lesson Number

Lesson Title

None

**Training
Material
Classification**

Security Level: This course/lesson will present information that has a Security Classification of: U - Unclassified.

**Foreign
Disclosure
Restrictions**

FD5. This product/publication has been reviewed by the training/educational developers in coordination with the PEC-SMTC FD authority. This product is releasable to students from all requesting foreign countries without restrictions.

References

<u>Number</u>	<u>Title</u>	<u>Date</u>	<u>Additional Information</u>
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006	
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006	
RECRUITER ZONE 2.00	Recruiter Zone 2.00 Users Manual	18 Sep 2006	
STP 12-79T25-SM-TG	Soldier's Manual and Trainer's Guide, Skill Levels 4/5, MOS 79T, Recruiting and Retention NCO, Army National Guard	16 Apr 2004	

**Student Study
Assignment**

None

**Instructor
Requirements**

SMTC Qualified Instructor(s)

**Additional
Support
Personnel
Requirements**

Name

Student
Ratio

Qty

Man
Hours

None

**Equipment
Required
for Instruction**

<u>ID - Name</u>	<u>Student Ratio</u>	<u>Instructor Ratio</u>	<u>Spt</u>	<u>Qty</u>	<u>Exp</u>
6130-01-C12-1514 - Power Supply Assembly, TYX: Battery Back Up UPS APC	1:5	1:1	No	0	No
6730-01-C07-0756 - Projector, LCD/DLP: ELP7200 Epson	0:0	1:1	No	0	No
6730-01-C13-1784 - Screen Projection, Rear/Fixed or PT: 980S Quartet	0:0	1:1	No	0	No
702101C056576 - COMPUTER, PERSONAL WORKSTATION	0:0	1:1	No	0	No
702101C161319 - COMPUTER MICRO LAP TOP PORTABLE AC	1:1	0:0	No	0	No
7025-01-559-1352 - Display Unit: Smartboard White 64	0:0	1:1	No	0	No
7520-01-186-3605 - Marker Assortment, Tube Type	1:1	5:1	No	0	Yes
7520-01-C12-6434 - Easel, portable with/without Access TY SZ AA: QRT500TE Quartet	1:5	1:1	No	0	No
7730-01-C09-7569 - Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba	0:0	2:1	No	0	No

(Note: Asterisk before ID indicates a TADSS.)

**Materials
Required**

Instructor Materials:

1. NG PAM 601-1
2. Recruiter Work Station
3. Instructor CD

Student Materials:

1. NG PAM 601-1
2. Recruiter Work Station
3. Job Aid
4. Student CD

**Classroom,
Training Area,
and Range
Requirements**

<u>ID - Name</u>	<u>Quantity</u>	<u>Student Ratio</u>	<u>Setup Mins</u>	<u>Cleanup Mins</u>
17120-M-1600-40 Classroom, Multipurpose, 1600 Square Feet, 40 Students		1:25	10	10

**Ammunition
Requirements**

<u>DODIC - Name</u>	<u>Exp</u>	<u>Student Ratio</u>	<u>Instruct Ratio</u>	<u>Spt Qty</u>
None				

**Instructional
Guidance**

NOTE: Before presenting this lesson, instructors must thoroughly prepare by studying this lesson and identified reference material.

Instructors must ensure the Operating Environment (OE) is addressed throughout the lesson. Instructor should have access to all web-based applications that are required to guide the students through this lesson to include the Mobile Event Team(MET) tab at the SMMS site listed below. All Students should have an RSID prior to reporting to course as well as prior approval to access the CAC Card sites. These are listed as follows:

U.S. Census Bureau <http://www.census.gov>

US Labor Department <http://www.bls.gov>

ZIP Skinny: <http://www.zipskinny.com>

<https://minuteman.ngb.army.mil>

<https://gko.ngb.army.mil>

<https://smms.army.pentagon.mil/Portal/Webtop.aspx> (formerly [www. virtualarmory.com](http://www.virtualarmory.com))

**Proponent Lesson
Plan Approvals**

<u>Name</u>	<u>Rank</u>	<u>Position</u>	<u>Date</u>
None			NO DATA

SECTION II. INTRODUCTION

Method of Instruction: Conference/Discussion
Instr Type(I:S Ratio/Qty): 79T Certified Instructor (1:25/0)
Time of Instruction: 5 mins
Instructional Strategy:

Motivator

Show VU #1: Title Slide

As an RRNCO, you need to consider yourself a “commander” and your assigned area is your “battlefield.” You need to know as much about the terrain and conditions of your area as possible. You will use that information to devise a way to win on that battlefield. This lesson will provide you with the intelligence gathering basics you will need to employ so you can learn about your area and the people who live and work there. Then you can engage them and everyone wins.

Show VU #2: TLO

Terminal Learning Objective

NOTE. Inform the students of the following Terminal Learning Objective requirements.

At the completion of this lesson, you [the student] will:

Action:	Employ a target marketing plan to capture leads, referrals, and enlistments
Conditions:	In a classroom environment, given a RWS and NG Pam 601-1
Standards:	Students must gather / record demographical data and receive a 70% or higher on a performance-based evaluation rubric

Safety Requirements

In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Composite Risk Management. Leaders will complete each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil consideration, (METT-TC).

No food or drink is allowed near or around electrical equipment (CPU, file servers, printers, projectors, etc.) due to possible electrical shock or damage to equipment. Exercise care in personal movement in and through such areas. Avoid all electrical cords and associated wiring. In the event of an electrical storm, you will be instructed to power down equipment. Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation.

In the event of a tornado, or other adverse weather, designated storm shelters provide protection. In SGT Young Hall, the designated storm shelters are: all latrines and GuardX Rooms.

Risk Assessment Level

Low - Power and Data Cables on the floor.

Assessment: Power cords and data cables may cause a potential tripping hazard.

Controls: Tape or secure cables to the floor.

Leader Actions: Inspect floor prior to training. Periodically remind students to look down before they move their feet.

Low - Food or drink near computer and electrical equipment

Assessment: Food or drinks may spill into electrical equipment and cause an electrical shock and damage equipment.

Controls: Do not allow food or drink around electrical or computer equipment.

Leader Actions: Inspect classroom prior to training. Identify and correct violations.

Low - Electrical storm

Assessment: During an electrical storm, surges of electricity can be passed through electrical equipment and can pose a hazard to equipment users.

Controls: Do not allow food or drink around electrical or computer equipment.

Leader Actions: Locate fire extinguisher(s) and first aid kit(s) and ensure they are functional.

Low - Inclement Weather

Assessment: Tornadoes or other adverse weather can pose a huge safety risk.

Controls: In an emergency, move towards designated storm shelters.

Leader Actions: Identify storm shelters in the building and brief students.

Environmental Considerations

NOTE: Instructor should conduct a Risk Assessment to include Environmental Considerations IAW FM 3-34.5, Environmental Considerations {MCRP 4-11B}, and ensure students are briefed on hazards and control measures.

Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.” It is the responsibility of all Soldiers and DA Civilians to protect the environment from damage.

Evaluation

Refer student to the Individual Student Assessment Plan (ISAP)

Instructional Lead-in

In previous lessons we discussed how to enlist people into the ARNG. During this block of instruction we will learn where to find market information, how to compile information, and what to do with the information to produce a plan targeting your recruiting efforts. Using this information, you are more likely to produce the most enlistments in the least amount of time with the most efficient effort. The next lesson, Employ a Time Management Work Plan, will give you the necessary information to construct your 90 Day Calendar.

SECTION III. PRESENTATION

TLO - LSA 1. Learning Step / Activity TLO - LSA 1. Compile data for market analysis

Method of Instruction: Conference/Discussion

Instr Type(I:S Ratio/Qty): 79T Certified Instructor(1:25/0)

Time of Instruction: 1 hr 0 min

Instructional Strategy: Large Group Instruction

Media Type: None

Security Classification: This course/lesson will present information that has a Security Classification of: U - Unclassified.

NOTE: Facilitate a group discussion with the questions below:

a. What is a Target Market Plan? Possible Answers:

- (1) A way to use what you know about your area to focus your recruiting efforts.
- (2) A plan that looks at the common factors in your area and figures out ways to reach those people who meet our enlistment criteria.
- (3) Research-based information used to uncover people who may benefit from features/benefits of joining the Guard.

NOTE: Briefly discuss NGR 601-1 para 6-15, Market Timing. Market timing is critical to the success of your plan. Each of the 4 quarters has different priorities for your activities. NGR 601-1 para 6-15 will give you guidance on where to spend your time and tips for the best success. We will discuss this in more detail during the Conduct Area Canvass lesson plan.

b. How important is a Target Market Plan? Possible Answers:

- (1) Very, otherwise you're just working blind and hoping to get lucky.
- (2) Not very, it's just another excuse to do busy-work and not get out into your area and start hunting for enlistments.

c. A plan is crucial to the success of any mission. The quality of that plan directly affects the degree of mission success.

d. Now that you know you need to develop a plan, how do you do it?

NOTE: Inform Students they can request Data from State Marketing NCO who can provide them with a copy of the State Marketing Plan. Their data can be viewed in Leader Zone. Students can obtain their Market Share Report from Reports Management Zone (RMZ) to determine what other branches of service are writing contracts in their area and which service is getting more than the others. There is other data in ARISS that should be analyzed.

e. Refer Student to Job Aid to follow along with Instructor

NOTE: Instructor could go to each site and cover information and engage Students in various areas of each website. It is more important for the students to understand what information is located at each site.

- 1) U.S. Census Bureau <http://www.census.gov>
- 2) US Labor Department <http://www.bls.gov>
- 3) ZIP Skinny: <http://www.zipskinny.com>
- 4) CAC Card is required for this application: <https://minuteman.ngb.army.mil>
- 5) CAC Card is required for this application: <https://gko.ngb.army.mil>
- 6) CAC Card is required for these applications:
<https://smms.army.pentagon.mil/Portal/Webtop.aspx>

NOTE: Instructor will solicit responses from Students concerning non-reliable sources when gathering marketing data. A few possible answers are:

- 1) Facebook.com, MySpace.com, Paltalk or other social network websites.
- 2) Web Sites that charge a fee for data (numbers can be skewed or old information)

Check on Learning:

Show VU #3: Check on learning

Question: Social networking websites are a reliable source when gathering market data. True or false.

Answer: **False**

Show VU #4: Check on learning

Question: Who can assist you with obtaining a copy of the State Marketing Plan?

Answer: **Sate Marketing NCO**

Review Summary:

A plan is crucial to the success of your mission as an RRNCO. A well organized, thought-out plan will be necessary for you to make mission. you need to know where to find demographic information to build your plan.

TLO - LSA 2. Learning Step / Activity TLO - LSA 2. Develop a plan to reach your target market.

Method of Instruction: Conference/Discussion

Instr Type(I:S Ratio/Qty): 79T Certified Instructor(1:25/0)

Time of Instruction: 0 hrs 30 mins

Instructional Strategy: Large Group Instruction

Media Type: None

Security Classification: This course/lesson will present information that has a Security Classification of: U - Unclassified.

Once your data is organized and plotted, you need to develop a method to reach the markets you identified. Start with the things immediately in your control. Plan the activities that will place you in contact with your target population. Use the Recruiter

Zone Calendar to plan these activities.

NOTE: Refer Students to NG Pam 601-1, Paragraph 2-27. Discuss the benefits of using the Area Information Model.

NOTE: Refer Students to NG Pam 601-1, Paragraph 2-28. Instruct Students to use www.zipskinny.com to pull information from their respective recruiting areas for discussions.

NOTE: Inform Students that most towns of any size have their own community website that has information such as businesses, community calendars and local newspapers that could be another way to reach your target audience.

NOTE: Refer Students to NGB PAM 60-1, Appendix B(Sample Yearly Calendar), Appendix C(Recruiting Activities Listing and Appendix F(Calendar of School Activities Overview) for Discussion

Check on Learning:

Question: Who should you contact during the month of October?

Answer: You should contact 40 percent of your senior enrollment, 50 percent of your HS graduates and 40 percent of your junior enrollment by 31 October (Ref: NG PAM 601-1, App F)

Question: What are at least 3 Recruiting Activities the RRNCO could schedule on their calendar?

Answer: 21 possible answers, NG PAM 601-1, Appendix C

Review Summary:

Once you have compiled your information, you need to organize your data into a logical method to plan activities in your area. Use your RZ calendar to organize and plan how you contact your target population.

TLO - LSA 3. Learning Step / Activity TLO - LSA 3. Create awareness of current ARNG Programs.

Method of Instruction: Conference/Discussion

Instr Type(I:S Ratio/Qty): 79T Certified Instructor(1:25/0)

Time of Instruction: 0 hrs 10 mins

Instructional Strategy: Large Group Instruction

Media Type: None

Security Classification: This course/lesson will present information that has a Security Classification of: U - Unclassified.

NOTE: Take Students to <https://smms.army.pentagon.mil/Portal/Webtop.aspx>

Click on Mobile Event Team (MET) Tab and Discuss latest ARNG Programs. For more information, students should contact their NCOIC for available programs as some are available by state.

Check on Learning:

Question: What tab will you click to find out the latest ARNG Programs?

Answer: Mobile Event Team (MET) tab.

Question: Whom should the student contact to learn more about programs available in their state?

Answer: State NCOIC.

Review Summary:

Clicking on the Mobile Event Team (MET) will show you the latest ARNG programs. RRNCO's should contact their NCOIC for available programs in their state.

Show VU #5: TLO

SECTION IV. SUMMARY

Method of Instruction:	Conference/Discussion
Instr Type(I:S Ratio/Qty):	79T Certified Instructor(1:25/0)
Time of Instruction:	5 mins
Instructional Strategy:	Large Group Instruction

Check on Learning

none

Review/Summary

Summarize the learning activity.

SECTION V. STUDENT EVALUATION

Testing Requirements

Refer student to the Individual Student Assessment Plan (ISAP)

Feedback Requirements

Schedule and provide immediate feedback in context to the material presented. Answer students' questions, correct misunderstandings, and provide remedial training as needed.

Appendix A - Viewgraph Masters

**ARNG - SQI4- Employ a Target Marketing Plan
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Sequence	Media Name	Media Type
None		

Appendix B - Test(s) and Test Solution(s)

Appendix C - Practical Exercises and Solutions

PRACTICAL EXERCISE(S)/SOLUTION(S) FOR LESSON 1038-79T-2459 Version 3.0

Appendix D - Student Handouts

**ARNG - SQI4- Employ a Target Marketing Plan
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Sequence	Media Name	Media Type
None		

Appendix E - TRAINER'S LESSON OUTLINE

ARNG - SQI4- Employ a Target Marketing Plan

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DRAFT

1. The importance of this lesson: (Why)

Employ a target marketing plan to capture leads, referrals, and enlistments

2. What we want our Soldiers to Achieve: (Outcomes/Standard)

Students must gather / record demographical data and receive a 70% or higher on a performance-based evaluation rubric

3. Tasks to be taught

<u>Task Number</u>	<u>Task Title</u>	<u>Task Type</u>
1038-79T-2481	Employ a Target Marketing Plan	Individual TAUGHT

Additional Non-Standard Tasks

None

4. References:

<u>Reference Number</u>	<u>Reference Title</u>	<u>Date</u>
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006
RECRUITER ZONE 2.00	Recruiter Zone 2.00 Users Manual	18 Sep 2006
STP 12-79T25-SM-TG	Soldier's Manual and Trainer's Guide, Skill Levels 4/5, MOS 79T, Recruiting and Retention NCO, Army National Guard	16 Apr 2004

Additional Non-Standard References

None

5. Resources

TIME: Time of Instruction (Time not specified)

LAND: Classroom, Training Area, and Range Requirements

<u>Id</u>	<u>Name</u>
17120-M-1600-40	Classroom, Multipurpose, 1600 Square Feet, 40 Students

AMMO: Ammunition Requirements

<u>DODIC</u>	<u>Name</u>
None	

MISC: Materiel Items and TADSS Requirements

<u>Id</u>	<u>Name</u>
6130-01-C12-1514	Power Supply Assembly, TYX: Battery Back Up UPS APC
6730-01-C07-0756	Projector, LCD/DLP: ELP7200 Epson
6730-01-C13-1784	Screen Projection, Rear/Fixed or PT: 980S Quartet
702101C056576	COMPUTER, PERSONAL WORKSTATION
702101C161319	COMPUTER MICRO LAP TOP PORTABLE AC
7025-01-559-1352	Display Unit: Smartboard White 64
7520-01-186-3605	Marker Assortment, Tube Type
7520-01-C12-6434	Easel, portable with/without Access TY SZ AA: QRT500TE Quartet
7730-01-C09-7569	Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba

(Note: Asterisk before ID indicates a TADSS.)

Additional Non-Standard Resources

None

6. A possible technique to achieve the outcome:

None

7. Conduct AAR with Soldier and Cadre.

None

NOTE: Before presenting this lesson, Instructors must be thoroughly prepared by studying the appropriate lesson plan and identified reference material.