



## NATIONAL GUARD BUREAU

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ARNG-HRR

04 May 2020

MEMORANDUM FOR Army National Guard (ARNG) Recruiting and Retention Force (RRF)

SUBJECT: SMOM 20-037, Virtual Recruiter (VR) Pilot Program

### 1. References.

a. Army Regulation (AR) 601-210, Regular Army and Reserve Components Enlistment Program, 31 August 2016.

b. Memorandum, ARNG-HRA, 03 October 2019, Subject: Army National Guard Full-Time Support (FTS) Program Guidance for Fiscal Year (FY) 2020.

2. Purpose. Due to current DoD meeting and travel restrictions, ARNG-HRR is striving to create a path forward for ARNG recruiting in a virtual world. The Virtual Recruiting (VR) initiative will utilize current technology to enhance and broaden the ability of recruiters to reach untapped markets and streamline the recruiting process by reducing the amount of man-hours required per applicant.

3. Summary. In the pilot program, VRs will process leads generated via Advertising National Guard (ADNG), which includes leads from NATIONALGUARD.COM, 1800GOGUARD call center, GO ARMY and other social media platforms to process prospects with the intent of conducting virtual interviews, processing packets and transition packets to associated zip code RRNCOICs for QC, coordination of transportation to MEPS and final processing.

4. VRs will be located in the States to which they are assigned.

a. Assigned duty location will be determined by the RRB leadership.

b. During the VR pilot program, VRs will be accounted for by the RRB Command and report to ARNG-HRR-AC for mission status.

c. VRs will be required to complete VR training and demonstrate a proficiency in VR communication and RZ systems.

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5. My point of contact for this initiative is LTC Frank Analla (703) 607-0959, or frank.l.analla.mil@mail.mil.

Encl  
ARNG VR Program v1

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