



**NONRESIDENT
TRAINING
COURSE**



January 1995

Navy Counselor 1 & C (Recruiter)

NAVEDTRA 14172

Although the words “he,” “him,” and “his” are used sparingly in this course to enhance communication, they are not intended to be gender driven or to affront or discriminate against anyone.

COMMANDING OFFICER
NETPDTC
6490 SAUFLEY FIELD ROAD
PENSACOLA FL 32509-5237

21 July 98

ERRATA 1

Specific Instruction and Errata for
Nonresident Training Course

NAVY COUNSELOR (RECRUITER) 1 & C

1. No attempt has been made to issue corrections for errors in typing, punctuation, etc., that do not affect your ability to answer the question or questions.
2. To receive credit for deleted questions, show this errata to your local course administrator (ESO/scorer). The local course administrator is directed to correct the course and the answer key by indicating the question deleted.
3. Assignment Booklet

Delete the following questions, and leave the corresponding spaces blank on the answer sheet:

Questions

3-51
5-31
6-48

PREFACE

By enrolling in this self-study course, you have demonstrated a desire to improve yourself and the Navy. Remember, however, this self-study course is only one part of the total Navy training program. Practical experience, schools, selected reading, and your desire to succeed are also necessary to successfully round out a fully meaningful training program.

COURSE OVERVIEW: In completing this nonresident training course, you will demonstrate a knowledge of the subject matter by correctly answering questions on the following subjects: the Career Recruiting Force; training; recruiting personnel management; Navy recruiting station operations and administration; marketing; recruiting; public affairs; recruiting management and analysis systems; and visits, inspections, and meetings.

THE COURSE: This self-study course is organized into subject matter areas, each containing learning objectives to help you determine what you should learn along with text and illustrations to help you understand the information. The subject matter reflects day-to-day requirements and experiences of personnel in the rating or skill area. It also reflects guidance provided by Enlisted Community Managers (ECMs) and other senior personnel, technical references, instructions, etc., and either the occupational or naval standards, which are listed in the *Manual of Navy Enlisted Manpower Personnel Classifications and Occupational Standards*, NAVPERS 18068.

THE QUESTIONS: The questions that appear in this course are designed to help you understand the material in the text.

VALUE: In completing this course, you will improve your military and professional knowledge. Importantly, it can also help you study for the Navy-wide advancement in rate examination. If you are studying and discover a reference in the text to another publication for further information, look it up.

*1995 Edition Prepared by
NCCS Debra Harscher*

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AND TECHNOLOGY CENTER

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Sailor's Creed

“I am a United States Sailor.

I will support and defend the Constitution of the United States of America and I will obey the orders of those appointed over me.

I represent the fighting spirit of the Navy and those who have gone before me to defend freedom and democracy around the world.

I proudly serve my country's Navy combat team with honor, courage and commitment.

I am committed to excellence and the fair treatment of all.”

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INSTRUCTIONS FOR TAKING THE COURSE

ASSIGNMENTS

The text pages that you are to study are listed at the beginning of each assignment. Study these pages carefully before attempting to answer the questions. Pay close attention to tables and illustrations and read the learning objectives. The learning objectives state what you should be able to do after studying the material. Answering the questions correctly helps you accomplish the objectives.

SELECTING YOUR ANSWERS

Read each question carefully, then select the BEST answer. You may refer freely to the text. The answers must be the result of your own work and decisions. You are prohibited from referring to or copying the answers of others and from giving answers to anyone else taking the course.

SUBMITTING YOUR ASSIGNMENTS

To have your assignments graded, you must be enrolled in the course with the Nonresident Training Course Administration Branch at the Naval Education and Training Professional Development and Technology Center (NETPDTC). Following enrollment, there are two ways of having your assignments graded: (1) use the Internet to submit your assignments as you complete them, or (2) send all the assignments at one time by mail to NETPDTC.

Grading on the Internet: Advantages to Internet grading are:

- you may submit your answers as soon as you complete an assignment, and
- you get your results faster; usually by the next working day (approximately 24 hours).

In addition to receiving grade results for each assignment, you will receive course completion confirmation once you have completed all the

assignments. To submit your assignment answers via the Internet, go to:

<http://courses.cnet.navy.mil>

Grading by Mail: When you submit answer sheets by mail, send all of your assignments at one time. Do NOT submit individual answer sheets for grading. Mail all of your assignments in an envelope, which you either provide yourself or obtain from your nearest Educational Services Officer (ESO). Submit answer sheets to:

COMMANDING OFFICER
NETPDTC N331
6490 SAUFLEY FIELD ROAD
PENSACOLA FL 32559-5000

Answer Sheets: All courses include one “scannable” answer sheet for each assignment. These answer sheets are preprinted with your SSN, name, assignment number, and course number. Explanations for completing the answer sheets are on the answer sheet.

Do not use answer sheet reproductions: Use only the original answer sheets that we provide—reproductions will not work with our scanning equipment and cannot be processed.

Follow the instructions for marking your answers on the answer sheet. Be sure that blocks 1, 2, and 3 are filled in correctly. This information is necessary for your course to be properly processed and for you to receive credit for your work.

COMPLETION TIME

Courses must be completed within 12 months from the date of enrollment. This includes time required to resubmit failed assignments.

PASS/FAIL ASSIGNMENT PROCEDURES

If your overall course score is 3.2 or higher, you will pass the course and will not be required to resubmit assignments. Once your assignments have been graded you will receive course completion confirmation.

If you receive less than a 3.2 on any assignment and your overall course score is below 3.2, you will be given the opportunity to resubmit failed assignments. **You may resubmit failed assignments only once.** Internet students will receive notification when they have failed an assignment--they may then resubmit failed assignments on the web site. Internet students may view and print results for failed assignments from the web site. Students who submit by mail will receive a failing result letter and a new answer sheet for resubmission of each failed assignment.

COMPLETION CONFIRMATION

After successfully completing this course, you will receive a letter of completion.

ERRATA

Errata are used to correct minor errors or delete obsolete information in a course. Errata may also be used to provide instructions to the student. If a course has an errata, it will be included as the first page(s) after the front cover. Errata for all courses can be accessed and viewed/downloaded at:

<http://www.advancement.cnet.navy.mil>

STUDENT FEEDBACK QUESTIONS

We value your suggestions, questions, and criticisms on our courses. If you would like to communicate with us regarding this course, we encourage you, if possible, to use e-mail. If you write or fax, please use a copy of the Student Comment form that follows this page.

For subject matter questions:

E-mail: n313.products@cnet.navy.mil
Phone: Comm: (850) 452-1001, Ext. 2167
DSN: 922-1001, Ext. 2167
FAX: (850) 452-1370
(Do not fax answer sheets.)
Address: COMMANDING OFFICER
NETPDTC N313
6490 SAUFLEY FIELD ROAD
PENSACOLA FL 32509-5237

For enrollment, shipping, grading, or completion letter questions

E-mail: fleetservices@cnet.navy.mil
Phone: Toll Free: 877-264-8583
Comm: (850) 452-1511/1181/1859
DSN: 922-1511/1181/1859
FAX: (850) 452-1370
(Do not fax answer sheets.)
Address: COMMANDING OFFICER
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6490 SAUFLEY FIELD ROAD
PENSACOLA FL 32559-5000

NAVAL RESERVE RETIREMENT CREDIT

If you are a member of the Naval Reserve, you may earn retirement points for successfully completing this course, if authorized under current directives governing retirement of Naval Reserve personnel. For Naval Reserve retirement, this course is evaluated at 11 points. (Refer to *Administrative Procedures for Naval Reservists on Inactive Duty*, BUPERSINST 1001.39, for more information about retirement points.)

Student Comments

Course Title: Navy Counselor I & C (Recruiter)

NAVEDTRA: 14172 **Date:** _____

We need some information about you:

Rate/Rank and Name: _____ SSN: _____ Command/Unit _____

Street Address: _____ City: _____ State/FPO: _____ Zip _____

Your comments, suggestions, etc.:

<p>Privacy Act Statement: Under authority of Title 5, USC 301, information regarding your military status is requested in processing your comments and in preparing a reply. This information will not be divulged without written authorization to anyone other than those within DOD for official use in determining performance.</p>
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NETPDTC 1550/41 (Rev 4-00)

NAVY RECRUITING COMMAND

MISSION

The mission of the Navy Recruiting Command is to recruit high-quality men and women to meet the Navy's quantitative, qualitative, and program needs as specified by the Bureau of Naval Personnel.

VISION

The Navy Recruiting Command recruits the highest quality men and women for our Navy. To accomplish our mission, all recruiting personnel will be highly screened volunteers. We will make recruiting a sought after assignment by fostering an atmosphere that promotes personal growth, personal satisfaction, and a high quality of life for recruiting personnel and their families. Our Career Recruiting Force will be the cornerstone of the most highly motivated, best trained personnel of any command. We will inspire personal initiative, communication, and trust to enhance mission accomplishment and instill a sense of pride and command ownership. We will enhance the future of our Navy through the people we recruit.

GUIDING PRINCIPLES

We believe that the essential strength of the Navy lies in its people. Our actions in the Navy Recruiting Command affect the strength of the Navy today and in the future. "The Navy is what we recruit!" The following principles will guide our actions:

WE USE OUR RESOURCES RESPONSIBLY TO RECRUIT THE HIGHEST QUALITY MEN AND WOMEN POSSIBLE.

WE INSIST ON ABSOLUTE INTEGRITY IN EVERYTHING WE DO

WE ENCOURAGE PRIDE OF WORKMANSHIP AND FOSTER TEAMWORK.

WE RECOGNIZE OUR PEOPLE AS OUR MOST VALUABLE ASSET.

WE TREAT ONE ANOTHER WITH TRUST AND RESPECT.

WE FOCUS ON QUALITY OF SERVICE TO OUR CUSTOMERS.

WE ENCOURAGE INNOVATION.

WE LEAD BY EXAMPLE.

WE CELEBRATE AND REWARD ACHIEVEMENTS IN A TIMELY MANNER.

WE ARE COMMITTED TO EQUAL OPPORTUNITY.

WE NURTURE PARTNERSHIP.

WE PROMOTE A POSITIVE NAVY IMAGE.

CHAPTER 1

THE CAREER RECRUITER FORCE

This training manual (TRAMAN), along with its nonresident training course (NRTC), is designed as a self-study course of instruction for those applying for or newly selected to the Career Recruiter Force (CRF). The TRAMAN covers leadership, training, and management roles of the CRF. Most of the instruction is geared to the zone supervisor (ZS) level, with some recruiter-in-charge (RINC) level references. The TRAMAN begins with chapters dealing with people: the CRF community, training, and personnel management. Next, it covers the mechanics of recruiting: Navy recruiting station (NRS) operation and administration, marketing, actual recruiting procedures and techniques, and public affairs. The last two chapters deal with management and analysis systems: visits, inspections, and meetings. The order of the TRAMAN reinforces the CRF belief in putting people first, mechanics second, and finally, analysis to find out what mechanics your people need help with.

This first chapter is an introduction to the CRF. It is important to understand the concept, development, and structure of the Force to fully appreciate your membership in this elite organization. In this chapter we give you a brief history of the Force and how it came to be with some important milestones that have occurred in its history. We then give you the assignments available to members of the Force. After that, we describe the knowledge and skills that are required by CRF personnel. Then we give you a brief description of the recruiting command organization touching on the various duties and programs of the departments and personnel.

DEVELOPMENT OF THE CAREER RECRUITER FORCE

In the following paragraphs we explore the purpose, history, selection, and scope of the CRF. As you trace the steps of CRF development, you will better understand the responsibilities of career recruiting.

PURPOSE

The CRF was created to develop a cadre of exceptional recruiting managers to provide consistency and leadership to the recruiting effort. Let's take a look at what that charter means to us.

Cadre

Webster defines cadre as a small unified group organized to instruct or lead a larger group; a nucleus; an operational unit of key personnel around which an expanded organization can be built. As a member of the CRF, you are the nucleus of the recruiting business. You provide the framework for the entire organization.

Consistency

The word *consistency* has a twofold meaning and both apply well to our purpose. First, conformity; we all want to be doing business the same basic way. The recruiters have a right to expect their direction and training to have a common thread and be based on the same basic principles. Consistency also means the condition of holding together. Therein lies another CRF responsibility. By virtue of continued tours in recruiting, we provide the corporate knowledge and experience to hold our team together.

CRF HISTORY

Although relatively new to the Navy, the CRF has already had its share of historic events. Starting with a small group of dedicated recruiters, the CRF has grown to an elite organization of recruiting leaders.

Approval by the Chief of Naval Personnel

With the advent of the all-volunteer force, the recruiting command recognized the need for a stable force of recruiting managers. The Chief of Naval Personnel (CHNAVPERS) approved the formation of the CRF on 9 January 1978 and dedicated 750 billets in paygrades E-6 through E-9 to the CRF. The CRF was to make up 25 percent of the recruiting strength.

The First CRF Board

The Commander, Navy Recruiting Command (COMNAVCRUITCOM or CNRC) held the first CRF selection board 25-29 April 1978. The board selected 44 proven recruiters to become the first CRF. Originally, selectees remained in their respective ratings and maintained a sea/shore rotation.