

DIVISION

LEADING CHIEF

PETTY OFFICER

STUDY GUIDE

BY NC1 DAN OAKLEY

PREFACE

This study guide was developed to assist sailors in studying for the positions of both Recruiter and Leading Petty Officer. I hope it is very useful to you. Please remember that although it was created using the current Enlisted and Officer Recruiting Manuals as well as various instructions, and some of this information changes often, so it should be constantly checked for updates. Also, please keep in mind that this guide was created to assist you in obtaining these positions, however, it cannot obviously replace the training from an experienced mentor, nor was it created with the purpose of being the only source of information to be used during this process.

NOTES

DIVISION LEADING CHIEF PETTY OFFICER STUDY GUIDE

MARKET SHARE

The Navy market population consists of individuals of recruitment ages 17-34 years of age. For ease of use, the Navy has three markets. They are:

- (1) Primary Market. 17-21 year olds. The applicant is in high school or has dropped out of high school and is attending an accredited post-secondary school.
- (2) Work Force Market. 17-34 population not attending school.
- (3) Secondary Market. 22-34 year old population that is not in high school.

SMART

STATION MARKET ANALYSIS AND REVIEW TECHNIQUE

CONSISTS OF SIX PARTS:

- 1.) Territorial map
- 2.) DOD ASAD
- 3.) Goal Recap
- 4.) School Folders
- 5.) SOARs
- 6.) DEP Status Board.

STEAM

Standardized Territory Evaluation and Analysis for Marketing.

Consists of five reports:

- 1.) Totals- Mkt totals
- 2.) Quality- Mental groups
- 3.) History- Contracts per zip code
- 4.) Population- Total types of demographics that are in an area.

SALES

VALOR

THE **6 SALES PHASES** OF THE RECRUITING ROADMAP ARE

- a. **ENGAGE** A PROSPECT
- b. **ASSESS** THE POTENTIAL
- c. **CONNECT** THE OPPORTUNITIES
- d. **REVEAL** THE VALUE
- e. **WIN** THE COMMITMENT
- f. **MENTOR** THE FUTURE SAILOR/COLLEGIATE

2. WHEN THE APPLICANT MAKES THE **DECISION TO ADVANCE**, THE STEPS ARE

- a. DISCOVERY
- b. ALIGNMENT
- c. POSITIONING
- d. DISTINCTION
- e. COLLABORATION

3. IN PROSPECT ENGAGEMENT SKILLS, **DISCOVERY** IS IMPORTANT SO THAT YOU HAVE AN

- a. UNDERSTANDING OF THE PROSPECTS WANTS, NEEDS AND DECISION CRITERIA BY ASKING VALUE-FOCUSED QUESTIONS

4. IN PROSPECT ENGAGEMENT SKILLS, **ALIGNMENT'S** IMPORTANT SO YOU CAN

- a. BUILD AUTHENTIC RELATIONS BY CONNECTING THE NAVY'S OPPORTUNITIES WITH THE PROSPECTS PRESSURES, PLANS AND PROBLEMS.

5. IN PROSPECT ENGAGEMENT SKILLS, **POSITIONING IS** SO IMPORTANT TO

- a. CREATING A POSITIVE PERCEPTION OF THE NAVY'S OPPORTUNITIES BY HELPING THE PROSPECT RECOGNIZE THE NAVY'S ADVANTAGES.

6. IN PROSPECT ENGAGEMENT SKILLS, **DISTINCTION IS** SO IMPORTANT IN

- a. DEVELOPING A PROSPECT'S PREFERENCE FOR THE NAVY BY DISTINGUISHING THE UNIQUENESS OF THE NAVY'S VALUE FOR THEM.

7. IN PROSPECT ENGAGEMENT SKILLS, **COLLABORATION'S** IMPORTANT FOR

- a. WORKING TOGETHER WITH YOUR PROSPECT THROUGHOUT THE RECRUITING PROCESS AND MENTORING THEM THOURGHOUT THE DEP.

8. THE 4 DIFFERENT TYPES OF **DISCOVERY QUESTIONS** ARE

- a. OPEN-ENDED
- b. CLOSED-ENDED
- c. THOUGHT-PROVOKING
- d. VALUE-FOCUSED

9. THE **5 R'S** OF HANDLING **PROSPECT OBJECTIONS** ARE

- a. RECOGNIZE
- b. RELATE
- c. REALIZE
- d. RESPOND
- e. RE-INFORCE

10. **PROSPECT OBJECTIONS:**

- a. APATHY - "I DON'T CARE..."
- b. DOUBT - "I DON'T BELIEVE..."
- c. CONFUSION - "I DON'T UNDERSTAND..."
- d. OBSTACLE - "I DON'T LIKE..."

11. THE **NAVY'S UNIQUE VALUES:**

- a. TRAINING
- b. RESOURCES
- c. EXPERIENCE
- d. BENEFITS
- e. RELATIONSHIPS
- f. BRAND AND REPUTATION

12. **P.O.I.N.T.S.** STANDS FOR

- a. PURPOSE
- b. OUTCOMES
- c. INTELLIGENCE
- d. NEEDS
- e. TEAMS
- f. STRATEGY

13. PSVP

1. PROSPECT'S PRESSURES

2. PROSPECT'S PLANS

3. PROSPECT'S PROBLEMS

4. NAVY'S REFERENCES

5. NAVY'S UNIQUE VALUE

6. NAVY'S OPPORTUNITIES

7. NAVY'S ADVANTAGES

SPECIAL PROGRAMS

- 1.) HARP DUTY:
 - a.) Allows junior sailors to return to hometown and assist local recruiting stations. These are no cost TAD orders.
- 2.) SEMINAR:
 - a.) Available to E6 and above minorities to return to their communities and assist in recruiting.
- 3.) RDAC(Recruiting District Assistance Council)
 - a.) Officers assist with recruiting efforts reporting to the CO.

FUTURE SAILOR AND COLLEGIATE MANAGEMENT

ENLISTED

- A 72 hour indoc must be conducted within 3 days unless a conflict occurs with the Future Sailors parents, spouse or significant others schedule, in that case it can be extended up to 5 days.
- The main purpose of the 72 hour indoc is to eliminate buyer's remorse.
- A DEP audit is required anytime attrition is considered excessive. The definition of excessive is set by the CO and Region.
- First out month shipper verifications are required to be completed by the 15th of the month prior to shipping. This is significant because it is designed to prevent in month loss.
- In month roll outs still count against in month loss rates even if they are replaced.

- Acceptable in month loss rates need to be fewer than 3%. As a DLCPO you determine a percentage that sets off alarms for you. You should be able to explain why this percentage is what you chose it to be. IE) Some losses will happen that are unpredictable, such as last minute auto accidents.
- The correlation between DEP Slope Target (DST) and DEP execs are; 30, 60 90 days and 100, 100, 90 DST.
- The new BCA requirements for Future Sailors are 26 % (men) and 36% (females). Single site measurements are 39 and 35.5 inches respectively.

OFFICER

- Active Duty Collegiate Programs are BDCP, CEC, NUPOC, NRE, NRI and HSCP.
- The CCPO (Chaplain Candidate Program Officer) is the only IRR program that requires a 72 hour indoc.
- The guide given to all collegiates is named the DEP Guide to Success.
- All active duty collegiates are subject to the UCMJ and must undergo urinalysis at least 1 time annually.
- Active Duty Collegiate's will get urinalysis at a minimum of once annually.
- Monthly Collegiate contacts are required at least 1 X a month either telephonically, or face to face. And a minimum of 1 quarterly face to face.
- BCA's on Collegiate's are conducted quarterly during face to face, and either the CFL or ACFL. CMRs are due 31 January, and 30 June. For quarterly and annual semesters it is due 45 days before completion of that reporting period.
- Adverse CMR's are submitted when GPA, PFA, BCA are not within guidelines.
- You have 10 days to fill out an adverse CMR.
- Maximum Pay grades and how to get them are:
 NUPOC- E6 advanced to E7 with a referral of one NUPOC, NRE, NRI that is assessed
 CEC- E3 advanced to E4 after 1 year. Can be advanced to E5 with any Collegiate Program referral that is assessed.
 HSCP- E6 advanced to E7 with a referral of 1 Medical Commissioning Program that is assessed.

- NUPOC, HSCP Contact their detailers approx. 6 months out from graduation.
- All other Collegiate's contact their detailers 6 weeks out for orders.
- PFA's must occur 30-45 days out on Collegiate's.
- Semiannual PFA will count if conducted within 45 days of shipping.
- The DEP out brief for collegiates occurs 14-30 days out. Recruiter, LPO, LCPO, or ACR are authorized to conduct it and it must be face to face.
- The NRD must mail collegiates medical, dental, and service record to OCS/ODS.
- A physical and N3M approval are good for 2 years.
- A collegiate can obtain outside employment with approval from the NRD CO
- A Collegiate DEP Audit is required upon the transfer of the Recruiter, OACR, and R-OPS.
- A DEP audit is good for 2 years.

GOALING

- The two main factors considered when assigning goals are manning and market.
- The max percent of out month NCO that can be rolled in to current month is 100%
- A Cell market is the percentage of NRD/Division total of 50 and above AFQT's
Propensity to enlist is defined by a given markets population compared to that markets population the joins the military.
- A Recruiter be counted towards your manning for goaling purposes upon completion of the Basic Recruiter PQS
- Goaling question below for practice. However, as a reminder, goaling calculations are performed as follows;

NOTE: The smaller number is divided by the larger number. This will result in numbers with decimals, (not whole numbers, at the end of the calculation the numbers become whole).

- 1.) Station Market share is divided by Division Market Share
- 2.) Station Recruiters are divided by the number of Recruiters in the Division
- 3.) Market Share Sum is Multiplied By the Weight Assigned
- 4.) Recruiters Sum is multiplied by the Weight Assigned

- 5.) These two new sums, (Recruiter and Market Share), are then added together.
- 6.) This is the Stations Percentage of the Divisions Market, we then take this number and multiple it by the divisions Total Goal.
- 7.) This sum is the Stations Goal and should be rounded up or down to the next whole number to add up to the Divisions Goal.

NCO of 25, Division mkt share of 11%, 13 Recruiters, 60/40 (market, manning) split

NRS A: 2%, 2 Recruiters

NRS B: 3%, 4 Recruiters

NRS C: 5%, 5 Recruiters

NRS D: 1%, 2 Recruiters

- Region assign NRD's their goals by the Trimester

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- WEBSTEAM is a Web based system where you can obtain data about individual markets, this data can be used to help you assign individual goals.

- You should anticipate some questions about how you would assign a station a nuc goal. They are looking for A Cell or ASAD in the answer.

-Fair Market goaling is goaling that takes into account your market, number of recruiters and the experience level of those recruiters. IE) A new recruiter isn't counted for goaling purposes until they complete their Basic PQS.

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SMART

- SMART stands for Station Market Analysis and Review Technique
- CONSISTS OF SIX PARTS:

- 1.) Territorial map
- 2.) DOD ASAD
- 3.) Goal Recap
- 4.) School Folders
- 5.) SOARs
- 6.) DEP Status Board.

-There are 2 types of ASAD reports, GNC and Accessions. GNC shows the amount of contracts written from an area while Accessions shows the amount that shipped to Recruit Training Command. GNC is the primary report used to identify a propensity to enlist.

You should be able to explain what encompasses a SOAR, (a combination of zip codes and schools that is often used to assign recruiter territory) and discuss how your Divisions prospecting plan lines up with the NRD's prospecting plan.

- The High School canvassing plan is required to be finalized by August 15th.

- A Recruiter Territory Breakdown covers three years.
- As a DLCPO you consider factors such as schools student population, access, distance from the station, and the schools propensity to enlist and when making a High School non-working?
- A DEP status board assists you in your analysis of an NRS because the colors show diversity of contracts, 11S market, and big shipping months
- Goal RECAPS and other historical data assist you in the analysis of your market by providing you information in which to do trends analysis. Things such as high attrition and market potential can be easily evaluated.

PERFORMANCE REVIEWS

The current eval. Instruction is 1610.10D

-The purpose of a mid-term counseling is to enhance professional growth, encourage personal development, and improve communication among all members with in the command.

-Evals and Midterms;

PAYGRADE EVAL MIDTERM COUNSELING

E5	March	September
E6	Nov	May
E7&E8	September	March
E9	April	Oct

-The mandated documentation policy regarding PFA failures is; none for First or Second Failure other than "F" being placed in Physical Fitness block

- The following codes apply to the fitness block of the evaluation;

P- Passed both BCA and PRT

B- Passed BCA but waived from PRT

F- Failed either BCA or PRT

M- Medically waived from both BCA and PRT

W- Passed BCA but medically waived from 1 or more PRT event
N- Non Participant in entire BCA and PRT **Pregnancy**

- INFORMAL COUNSELINGS should be conducted on a regular basis, it is utilized to address continued growth or course corrections on job performance.

- Be ready to discuss your thoughts on FORMAL COUNSELINGS, including when to use them and when not to.

- Know that the significance of the weights of a P-3.6, MP-3.8, or EP-4.0 on an evaluation are that they effect the PMA that is used on the advancement exam of a sailor.

-Certain evaluations are not able to be used in computing PMA, they are;

- 1.) Evals that do not have end date in prescribed timeline
- 2.) Evals in a lower pay grade
- 3.) Evals that end at the first day or later of the month of the exam

LEADERSHIP

-5 Navy Leadership Competencies:

- Accomplish the mission

- Lead People

- Lead Change

- Work with People

- Resource Stewardship

-Know the current CNO's focus, His focus is on

-Mission Accomplishment

-People Focused

-Ready now and in the future.

-Conduct beyond reproach

-Have Fun

TRAINING

- PQS BOARD COMPOSITION:

- Recruiter Basic (45 days) DLCPO (Chair), LPO and Qualified Recruiter.

- Recruiter Advanced (6-9 Months) CR or ACR (Chair) and CT OR DLCPO from another Division.

- Leading Petty Officer (18 Months) XO (Chair), EPO, CR or ACR and CT or DLCPO

- DLCPO- CO (Chair), XO, EPO, CR or ACR, CT or DLCPO

Recruiter Evaluation Board (REB)

- REB is held for recruiters who fail to pass their Recruiter Qualification Board (RQB) by their 9th month on board; or whose production has Continually been below average their first nine

months in recruiting.

- The purpose of the REB is to evaluate whether the recruiter has the potential to eventually succeed or is incompatible with recruiting duty and should be released to their detailer.

Recruiter Evaluation Board (REB) Membership:

- A.) XO- Board President
- B.) CMC
- C.) EPO
- D.) CR
- E.) CT-Recorder

- The final recommendation of the board must be one of the following:

- A.) Retain the individual on recruiting duty. A POA&M will be forwarded via the chain of command to the CO. Once the POA&M is approved by the CO, the recruiter can no longer be no-fault transferred due to low or poor recruiter production.

- B.) Recommend the recruiter's transfer due to incompatibility with recruiting duty.

If a incompatibility transfer is desired the request will be made within 5 working days of the REB by official letter to Commander, NPC via NAVCRUITREG and NAVCRUITCOM N1, and the transfer should not reflect negatively on the sailor.

-Recruiters Training Pipeline

- 1.) Indoc within 30 days
- 2.) Basic PQS within 45 days
- 3.) Recruiter Development Board (RDB) within 90 days
- 4.) Advanced PQS within 6 months,(9 months with failures)
- 5.) LPO is desired but not required within 18 months.
- 6.) Recruiter Evaluation Board (REB) if not advance qualified within 9 months or if production is consistently low.

-To Convert to CRF must be LPO Qualified and have 18 months on board.

-Training Instruction is 1500.4R

RDBs Require;

- App logs
- School Folders
- PQS
- Tab D
- SOAR Folders
- Territorial Breakdown

The goal of the RDB is to make sure that a recruiter is doing well in adjusting to recruiting, and that they are on track to be Advanced Qualified within the proper time.

-The Continuous Learning System (CLS) is located on the quarterdeck under N7, it provides sustainment training to enlisted and officer recruiters as well as to classifiers. Through programs such as Valor in a Box (CLS Qualified to teach) and Mini Clinics (Anyone can teach).

TYPES OF TRANSFERS

Incompatibility

With recruiting duty transfers are made without prejudice to the recruiter and should not reflect negatively on their record. The request will be made within 5 working days of the REB by official letter to Commander, NPC via NAVCRUITREG and NAVCRUITCOM N1.

No Fault

Are made without prejudice to the recruiter. Reasons for no faults normally relate to mental or physical well being of the recruiter or their family.

- Financial Issues, Domestic Difficulties, or Health and Mental problems are common reasons for No Fault Transfers.
- NO FAULT TRANSFERS WILL NOT BE MADE FOR EXCEPTIONAL FAMILY MEMBERS (EFM) OR HUMANITARIAN REASONS (HUMS)

Fault Transfers

- Fault transfers are made with prejudice to the recruiter and should reflect unfavorably on their record.
- Fault transfers are done when the infraction could negatively affect recruiting efforts in their communities.
- The transfer request must not be requested prior to the final disposition of NJP/civil action/medical Boards.
- Fault transfers must list the specific reason for the transfer.
- Possible reasons for fault transfers are:
 - A.) Recruiter Malpractice
 - B.) Personal Misconduct, such as, DUI, Fraternization and Sexual misconduct.
 - C.) Misuse of government property or funds.
 - D.) Indebtedness and failure to discharge just obligations. (Bankruptcy is not a cause for fault transfer.)

MERITORIOUS ADVANCEMENT PROGRAM (MAP)

- Must have passed Sept Advancement Exam
- Passed PFA
- PQS qualified for position.
- Time In Rate can be waived up to 12 months.
- Season is from July 1st to Aug 31st.

PREGNANCY

At 28 Weeks and beyond

- Allowed to rest for 20 minutes every four hours, (sitting at a desk with feet up is acceptable).
- Limited to 40 Hour work week, INCLUDING any watches.
- Can't lift any more than 25 lbs.
- Can't stand at attention, or parade rest, or more than 15 mins.
- Can't lay prone for extended periods of time.
- Exempt from the physical readiness program for the duration of the pregnancy and six months after.
- **Females get 12 Weeks maternity leave and males get 14 days.**

CAREER WAYPOINTS (CWAY)

- Submitted 15 months prior to End of Obligated Service (EOS).
- First look at 13 Months
- CREOS have gone away now three categories are: OPEN, BALANCED, and COMPETITIVE.
- One look per month;
- **First 4 looks are given three choices:**
- A.) Stay same rate
- B.) Cross rate to OPEN rate
- C.) Go Selective Reserve (SELRES).
- **Second 4 Looks are:**
- A.) Cross rate to OPEN rate
- B.) Go Selective Reserve (SELRES).
- **Final 3 looks are:**
- A.) Go Selective Reserve (SELRES).
- B.) Intend to separate.

MISC

-NRC Command Philosophy, (Rear Adm Hughes), is;

Mission Orientated

People Focus

Ready now and in the future

Conduct Beyond Reproach

Have Fun

-I find the NRC command easier to memorize by thinking of the month March, but spelled wrong; instead of an "A" it's spelled with a "P"- MPRCH

-DLCPO visits are for training, inspection and rewarding.

-The Continuous Learning System, (CLS), provides sustainment training for officer and enlisted recruiters and classifiers through meetings in a box and mini clinics.

-Meetings in a box can only be taught by a CLS Certified Instructor, however Miniclincs can be taught by anyone.

-NUPOC cannot start their program more than 30 months out. For a nuclear applicant the process is:

- a.) Submit Prescreen (SATs/ACTs and transcripts) to NTO.
- b.) If approved a recruiter puts kit together
- c.) If Pro-board Yes, then NTO will schedule phone interview with them.
- d.) If qualified then an interview will be arranged in Washington.
- e.) If they do well at the interview in (d) they will interview with the Nuclear Power Admiral and be offered a contract if it goes well.

-Only NUPOCs that get a bonus are Nuclear Power Surface and Submarine.

-NROTC: Immediate Scholarship Reservation,(ISR), - The CO approves it and the applicant needs to be within the top 20% of graduating class and have either a 54 ACT score(with a 25 in math), or a 1230 SAT,(600 math). Home schoolers are eligible for the ISR with a CO waiver.

-NETCON: 10 Reports;

Total Navy

Nuclear Field

Nuclear and Total Navy

Warrior Challenge

Priority Ratings

NAT and FTS

Information Warfare-Active

Information Warfare- Reserve

Active Female

Submarine

-DEP Slope Target, (DST), - Explains how many shippers you have to ship by month. NRC gives to Region by the 2nd of the month, and Region gives it to NRD by the 5th of the month. Contracts and roll INS are used to replace attrites to make DST.

-DEP target is identified quarterly, NRD's goal is to be at 100% DST the first two months and 90% by the third out month.

-New Body fat standards are 39 inches on males, 35.5 on females. Body fat max for men is 26% and for females is 36% for females.

-Back to Basics, leadership and mentoring go with the SAILOR Acronym.

-Sponsor- Upon receipt of their orders an incoming sailor should have a sponsor assigned.

-Assign a mentor- Make sure new sailors have a mentor. The first 60 days of mentoring should be by their sponsor.

-Indoc- New sailors should have command indoc within 30 days of arrival at a command.

-Leadership- Make sure new sailors know who the CMC is and lead through opportunities such as CDB's.

-Ombudsman- Make sure new sailors know who the Ombudsman is.

-Recognize Sailors- Recognize and reward publically.

-Enlisted Manning Report, (EMR), is a quick snapshot of a recruiting station. It has RAF, ASAD, and WEBSTEAM Data on it.

-See the two examples below of EMR's.

RPMIS Station Name, Division,
Telephone, Current Station Alignment
"as of date"

Current Market Analysis:

- **Market Size** = Number of DoD TSC I-IIIa Accessions last complete FY.
- **NRC Annual Market Share Target** = Percent calculated on DoD annual goals.
- **NRC Accession Target** = Number of accessions required based on the percent Market Share target of the Market Size.
- **NRC Avg Accessions per Recruiter** = Number of TSC I-IIIa accessions each recruiter must achieve determined by NRC historical TSC I-IIIa attainments.
- **# of Recruiters for Market** = Number of Navy recruiters this market can support as currently aligned calculated on Average Accessions per Recruiter and NRC Accessions Target.

Current NRS Information:

- **Optimum TSC I-IIIa Mkt Size** = Facility Manning Capacity * Avg Acc Per Recruiter Divided by NRC Market Share Target (For FY2014 = 57.5 TSC I-IIIa accessions per seat available)
- **Facility Manning Capacity from RPMIS** = Authorized manning Seats (Capacity).
- **Active Duty Manning from PSR** = Current active duty manning level in station
- **Data Updated** = date of last PSR data pull.

Current Competitive Information:

- **Data Updated** = Date of last All Service Recruiter Data update (DMDC Recruiter Alignment File).
- **Army/USAF/USMC** = Other Service Recruiter Numbers, Average TSC I-IIIa Accessions per Recruiter by service, Minimum TSC I-IIIa accessions required annually per service, and Estimated Market Shares.

Minimum required annual TSC I-IIIa accessions and Market Share for all services (Army, Navy, USAF, USMC) based on current manning level and average accessions per recruiter.

Accession Quality History Report - March 2013

Rev 2.01

231236 - FLAND

Division: 23189

Telephone: 975-431-6117

Alignment in Q1 2013

Current Mkt Analysis:

Mkt Size = 120
NRC Mkt Share Target = 22%
NRC Acc Target = 80
NRC Avg Acc/Recruiter = 9.5
of Rec for Mkt = 1.20

Current NRS Information:

Optimum TSC I-IIIa Mkt Size = 112
Facility Manning Capacity (RPMIS Auth Seat) = 4
Data Updated: 201301 Active Duty Manning (PSR) = 3

Current Competitive Information:

Army = 38
USAF = 18
USMC = 28

Competitive TSC I-IIIa index (all services achieved their Avg Acc Rec)

Facility Manning Capacity/Market Analysis: To balance the NRS to its authorized seat of 4, add 1 green) or transfer 1 red) ZIP codes containing -96.5 DoD DTC I-IIIa Accessions to new adjacent NRS's.

DoD TSC I-IIIa	Market Quality	Army	Navy	USAF	USMC
2012	100	100	100	100	100
2013	100	100	100	100	100
2014	100	100	100	100	100
AVG	100	100	100	100	100

Remarks: If the Active Duty Manning (PSR) value is incorrect, notify your NRS Chief administrator to update NRC's PSR database

Thursday, April 04, 2013

Report Sort Order: Largest to Smallest NRS, based on most recent year DoD TSC I-IIIa Accessions

NRS Rank 2 of 42

NRS Ranking: Report, order sorted on most to least productive stations based on Previous Year DoD TSC I-IIIa.

Post Three Years Accession History with 3 Year Average and DMDC Estimated Recruiters:

- **DDO Total/IIIa** = Total and TSC I-IIIa Accessions counts previous full three fiscal years and three year average accessions.
- **Market Quality** = Percent of TSC I-IIIa Accessions.
- **Service Counts** = Number of TSC I-IIIa Accessions per service and Market Share Percent.
- **Service Recruiters** = DMDC estimated number of recruiters.

Market Segmentation (Post):
17 - 24 Youth-Based Count = 4000
Best Navy Segment Count = 3000

% of TSC: 48.8%

Demographics (Male):
Data Updated: 201110 HS Sex = 1,070

17 - 10 Less HS Sex = 1,007

21 - 29 = 540

Total IIIa = 10,000

NPIM 4-Cell Est: Data Updated: 201110

1,111 88 48 86 82

10% 4% 9% 7%

Selective Service (Post):

2012 = 1,099 1,001 109 204 202 300

2013 = 1,036 1,000 104 177 206 402

2014 = 1,009 1,001 105 154 205 307

High School Senior (Post):

2012 = 1,002 1,001 107 104 176 400

Prior Service (MSD/JAR):

2012 = Army/Navy/USAF/USMC: 30

LEADS:

Total Local National Avg/Mo

2012 = 140 44 101 11

2013 = 139 44 101 11

2014 = 138 44 101 11

Accession Quality History Report - March 2013

Rev 2.01

Market Segmentation Data:

- **17-24 Youth Based Count** = Count of 17-24 YBC population within the station boundary.
- **Best Navy Segment Count** = Count of the population data that falls within the Navy's Best Segments.
- **% to YBC** = Percent of Navy's Best Segments to the total 17-24 Youth Based Population Count.

Demographic Data (Males):

- **Data Updated** = Date of last Woods & Poole Economic vendor update.
- **Population Data** = Estimated number of HS Seniors, 17-21 (Less HS Seniors), and 22-29 Population.
- **% to MMA** = Percent of population to Total Military Market Available (MMA).

TSC I-NA Facility Manning Capacity Analysis

Determined on the NRS authorized seats (capacity), this display shows much market adjustment would be required to optimize the NRS by adding or removing ZIP codes totaling a specific number of DoD TSC I-NA accessions.

A-Cell Estimates (Males):

- **Data Updated** = Date of last update provided by Navy Post Graduate School.
- **Population Data** = Population counts by race / ethnicity.
- **% to NPSM** = Percent to total Non Prior Service Male (NPSM).

231236 - PLANO

Division: 23189

Telephone: 972-418-6222

Alignment: In Q1 2013

Current Mkt Analysis:

Mkt Size = 111
NRC Mkt Share Target = 25%
NRC Act Target = 41
NRC Avg Act Recurring = 35
of Rec for Mkt = 17

Current NRS Information:

Optimum TSC I-NA Mkt Size = 122
Facility Manning Capacity (R2/SB Auth Seats) = 4
Data Updated: 201101 Active Duty Manning (PSR) = 3

Current Competitive Information:

Data Updated: 201101
Army = 58 + 43 = 101 16.7% 1.7%
CLAF = 18 + 11.5 = 29.5 14.7% 0.1%
CSMC = 18 + 43 = 61 10.7% 1.0%

Competitive TSC I-NA Index (all services achieved their Avg Act Back: 60%)

Facility Manning Capacity/Market Analysis: To balance the NRS in it's authorized seats of 4, add 11 accessions in January 2013 ZIP codes containing 10.3 DoD TSC I-NA Accessions from adjacent NRS's

	2012	2013	2014	AVG
YBC	111	111	111	111
Best Navy	41	41	41	41
Market Quality	16.7%	17.1%	17.1%	16.9%
Army	58	58	58	58
CLAF	18	18	18	18
CSMC	18	18	18	18

Remarks: If the 'Active Duty Manning (PSR)' value is incorrect, notify your NRS Chief Administrator to update NRS's PSR database

Thursday, April 04, 2013

Report last Order: Subject to final NRS, based on most recent year DoD TSC I-NA Accession

NRS Rank 2 of 17



Market Segmentation (Pop):
17-24 Youth Based Count = 4401
Best Navy Segment Count = 2140 48.4%

Demographics (Males):
Data Updated: 201101 HS Sen = 1470 12.4%
17-21 (Less HS Sen) = 1207 10.0%
22-29 = 1401 9.9%
Total MMA = 1540

NPSM A-Cell Est: Data Updated: 201101
111 10 4 10 10
70% 4% 4% 7%

Selective Service (Pop):
2012 = 1201 100 100 100 100 100
2013 = 1201 100 100 100 100 100
2014 = 1201 100 100 100 100 100

High School Senior (Pop):
2012 = 1201 100 100 100 100 100

Prior Service (MOS-JRR):
2012 = Army/Navy/USAF/USCG: 30

LEADS:
Total Local National Avg Mo
2012 = 14 4 10 11
2013 = 14 4 10 11
2014 = 14 4 10 11

Selective Service Population:

Past three years of registered Selective Service population counts compiled from JAMRS data.

HS Senior Population:

Total Estimated High School Senior population compiled from JAMRS HSMP data. Historical counts will be added as data becomes available.

Prior Service Population:

Prior Service with Military Service Obligation - 11 time remaining as of the previous full fiscal year compiled from JAMRS data.

LEADS Population:

LEADS counts for past three years compiled from CE/REG data with average monthly LEAD flow.

-CDBs are conducted;

- a) Upon check in
- b) Six months
- c) Annually
- d) Advancement
- e) CWAY Submission
- f) Upon Checkout

-Chain of Command

NRC- Adm. Hughes

Region- Capt. Cox

CNO- Adm. Richardson

CNP- Adm. Burke

****NOTE:** you should also know the following positions for your District;

SAPR-

CMEO-

CMC-

DAPA-

Ombudsman-

NRD JACKSONVILLE POLICIES

-CO Fords Philosophy-(FFIT).

Family

Fitness

Integrity

Teamwork

Leave and Liberty Policy 1050.1C (effective 26 May 15);

- a.) Cannot have liberty in succession with leave.
- b.) Spec Liberty and Leave can be combined if during the period of Spec Liberty the Sailor is within 75 miles of your Ultimate Duty Assignment.
- c.) Out of Vicinity Travel- No mileage restrictions are assigned in regards to Liberty status travel. However the individual must be able to complete round trip travel and commence duty on time at the end of that period.
- d.) Special Liberty and Reg Liberty can be combined but cannot exceed 72 hour and 96 hour restrictions of CO/XO. (See e).
- e.) XO can grant up to 72 hours of Special Liberty, and the CO can grant 96 hours of the same. One exception to this is that the XO can grant a 96 hour liberty that was preapproved by the CO, such as might occur with an award, IE) Granting 96 hour Special Lib for 2 Nuke contracts in a month.

Special Request Chits Instruction 1050.2A (effective 29 June 15).

- a.) The CO is the only person authorized to disapprove a chit. All others should justify their response to the chit.

- b.) Request Time to Chain of Command (in working days)

CO's Mast	5
Special Liberty	5
Career Request	15
Other	15

In short all requests other than Mast and Special Liberty require 15 working days lead time.

This concludes this study guide I wish you the best in your pursuits of this qualification

NC1 Dan Oakley