

**POINT PAPER**

**ON**

**AIR FORCE RESERVE COMMAND RECRUITING SERVICE (AFRCRS)  
(HQ AFRC Interface & Air Component Recruiting Synergy)**

**BACKGROUND**

As a Direct Reporting Unit to Air Force Reserve Command (AFRC), Recruiting Service is fully integrated within HQ AFRC in daily activities including manning issues, mission changes-- Roles & Missions Assessment Team (RMAT), execution year budgeting--Financial Management Board (FMB), Programmed Objective Memorandum (POM), Community Action Information Board (CAIB), Chief Information Officer (CIO) Board, recruit training (BMT & TTS rqmts), recruit bonuses and benefits (enlistment bonuses, MGIB, tuition assistance), Status of Resources and Training System (SORTS readiness), Military Personnel Issues and entitlements, and other key staff interface requirements. As such, mission effectiveness and customer support could suffer greatly by relocating AFRCRS away from its parent MAJCOM.

Air Component Recruiting Services already work together in areas that "make sense" and provide synergy as indicated in this paper. Moving HQ AFRCRS to Randolph will not increase these efforts. Initiatives concerning AF active/reserve recruiting service synergies have previously been explored on numerous occasions. In each case, involved parties mutually agreed organizational change risks far outweighed minimal potential benefits.

Previous reviews ranged from full-blown AF component recruiting service consolidation--including ANG (FY04/05 and FY91/92) to smaller-scale "synergy reviews" in FY93/94 and FY00. There were also reviews prior to '91, but dates are not readily available. Following each review, AF active/reserve components agreed to continue working together as opportunities arise while remaining highly successful independent organizations.

**DISCUSSION**

**AFRCRS at Robins AFB**

- Enables Reserve Recruiting to participate in daily mission-essential tasks and staff interactions
- Enables direct contact with AFRC staff agencies collaterally involved in recruiting mission success: Directorates of Personnel, Plans & Programs, Services, Communication & Information, Financial Management, Civil Engineering, Inspector General, Public Affairs, Band, Operations, Logistics, Staff Judge Advocate, Security Forces, and Health Services
- Co-location enables important information flow such as classified data regarding wing readiness (SORTS)--preventing emphasis in filling critical Command vacancies
- Enables direct interface and representation in key decision-making boards--POM, CAIB, CIO, FMB, RMAT, risking degradation to AFRCRS mission and resourcing rqmts
- Recruiting requirements and recommendations vital to AFRC mission success

Library Routing Slip 2005 BRAC Commission Materials

Title of Item: AIR FORCE RESERVE COMMAND RECRUITING SERVICE

Installation or Community: ROBINS AFB, GA

Source: INSTALLATION FORWARD

Certified Material? no

Analyst / Provider: tim macgregor Date Received: 24 JUN 05

- Chief of Air Force Reserve is principal advisor to Air Force Chief of Staff on Air Force Reserve matters and is responsible for developing and directing plans, policies, programs, and procedures for managing reserve activities in the Air Force

-- Chief of Air Force Reserve is also AFRC Commander who according to AFPD 36-20 is responsible for developing specific entrance standards for Reserve military personnel and overseeing Reserve force. Accordingly, it is absolutely vital his recruiting staff be fully integrated with his HQ staff

- AFRCRS is Best in DoD in accessions per production recruiter and tops in FY05 production vs. goal, while being among lowest in overhead and cost per accession

-- Minimum AFRCRS military overhead--50 front line supervisors, 12 flight level, 48 HQ

-- Highest annual DoD accession requirement per production recruiter (mid 30s)

-- Among lowest in DoD in cost per accession (FY04: \$7,048 per recruit--includes all enlistment bonuses and incentives, advertising, military/civilian pay, O&M budgets)

- Relocation could require additional manpower/resources

#### Reserve/Active Recruiting Differences

- AFRCRS' mission is to fill congressionally funded Selected Reserve positions--Unit, Individual Mobilization Augmentee (IMA), and Active Guard Reserve (AGR)

- Active duty recruits via pipeline vs. AFRCRS local recruiting--Reserve recruiters recruit to specific vacancies by AFSC, by wing

-- Responsible for individual manning at 40 major locations (35 wings) and 10 gaining MAJCOMS (members must commute)

-- Line recruiters primarily aligned within 100-mile radius of wings

- Differences in recruiting markets and prospecting efforts--prior service/NPS emphasis

-- Advertising messages differ completely--part-time vs. full time, targeted market differences, location-specific, etc.

-- AFRS accesses 99+% NPS; AFRCRS 67% PS

-- Heavy local market targeting vs. national--depending on specific wing manning

- AFRC recruiters have direct interface with primary customers--wing & squadron commanders, access to SORTS readiness needs, mission change requirements, etc.

#### Reserve/Active Recruiting Synergies

- Recruiting school, Lackland AFB, TX (AFRCRS has instructor assigned)

-- Besides teaching Reserve Course, instructor is capable of assisting with parts of active duty course. AFRS supports us by providing a second instructor

*Note: Sales training models differ between AFRS & AFRCRS. Complete Reserve adaptation and user training rights purchased; AFRS training paid on per-user basis--yet to fully field*

- **Joint Air Force Recruiting Information Support System project--manpower support provided by each Air Component**
  - **AFRISS-R (AFRCRS closed loop lead tracking and processing system with off-line capability) being developed to integrate/share data with equivalent AFRS system (AFRISS)**
- **Adopted new Air Force Reserve logo incorporating official AF symbol**
  - **Logo communicates unique identity of "Reserve" while matching look and feel of branding efforts promoting entire Air Force community**
- **Frequent AFRCRS/AFRS interface produces economies of scale purchases**
  - **DEP backpacks: Coordinated contractor use (Industries for the Blind). Realized savings for each component (\$5K minimum)--same look/style, internal components differ**
  - **AFRS produced and funded Total Force NPS brochure including descriptions of each component's program**
  - **Signed interface agreement with AFRS to provide lead data to AFRC in-service recruiters**
  - **Upcoming joint AFRCRS/AFRS DSL service contract pending**
- **Utilize AFRS photographs for print ads and TV commercial film footage (savings \$100K+ last year); reciprocate AFRCRS materials to AFRS**
- **Promote DEP retention/motivation thru "New" Airman magazine coordinated distribution (AFRS & AFRC DEppers)**
- **Coordinated sponsorship ventures in Winston Cup NASCAR, SCCA Touring Car, Daytona Prototype Series racing**
  - **Instead of competing against each other in same racing series, we expanded coverage in three different racing venues and levels, maximizing total AF exposure for dollars spent**
- **Benchmarked from active duty recruiting (AFRS), providing "E-Recruiter" Operation**
  - **Adapted to provide service for unique manning requirements of Air Force Reserve**
- **Direct connectivity to each other's 1-800 number and Internet services, maximizing lead routing and prospect follow-up**
- **Working together to explore handheld device/Personal Digital Assistant PDA for point-of-sale recruiting initiative**
- **Researching/exploring joint initiative to contract for nationwide broadband connectivity for all satellite recruiting offices**