

247

ARMY REGULATION

No. 601-275

Superseding
AR 601-275
4/6/66

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, D.C., 1 April 1964

PERSONNEL PROCUREMENT
UNITED STATES ARMY

SECTION I. GENERAL	Paragraph
Purpose.....	1
References.....	2
Mission.....	3
Organization and responsibility.....	4
Recruiting facilities.....	5
Publicity and advertising.....	6
II. PERSONNEL PROCUREMENT RECRUITING POLICY FOR SEC- ONDARY SCHOOLS	
Recruiting policy for secondary schools.....	7
Recruiting policy for use of DA Form 435.....	8
III. SELECTION OF RECRUITING SERVICE PERSONNEL	
General.....	9
Officers.....	10
Enlisted personnel.....	11
Mandatory prerequisites for enlisted personnel.....	12
Desirable prerequisites for enlisted personnel.....	13
Submission of applications.....	14
Recruiter Self-Description Blank.....	15
Statement by applicant.....	16
Interview boards.....	17
Disposition of applications.....	18
Assignment.....	19
Award of MOS and designation as primary.....	20
Elimination of recruiting specialists.....	21
Civilian personnel.....	22

Section I. GENERAL

1. Purpose. This regulation defines the various recruiting agencies of the Army and sets forth the responsibilities of each.

2. References. Instructions pertaining to qualifications, procedures and periods of enlistment and reenlistment are contained in the publications listed in *a* through *c* below.

a. Regular Army. AR 601-series; DA Cir 601-series.

b. Army National Guard. AR 130-15; NGR 25-1; and other instructions issued by appropriate State adjutants general.

c. Army Reserve. AR 140-111 and Reserve Enlistment Program of 1963.

3. Mission. The United States Army Recruiting Service, hereinafter referred to as the "Recruiting Service", is organized to secure, through

voluntary enlistment, and in certain categories appointment, male and female accessions for the Active Army, to assist the procurement efforts of the Army Reserve, and to assist the procurement efforts of the Army National Guard in those States where such assistance is desired. Recruiting Service personnel will refer individuals desiring to enlist in a Reserve Component to the appropriate Reserve Component unit, or other designated activity, where actual enlistment will be accomplished.

4. Organization and responsibility. *a. Headquarters, Department of the Army.* Authority for staff and technical supervision of the Recruiting Service is vested in the Deputy Chief of Staff for Personnel, Department of the Army.

b. Commanding General, United States Con-

*This regulation supersedes AR 601-275, 9 July 1957, including C 6, 25 May 1960 and C 7, 21 November 1960.

RETURN TO ARMY LIBRARY
ROOM 1 A 518 PENTAGON

inental Army Command (USCONARC). Commanding General, USCONARC will be responsible for all CONUS activities connected with the procurement of enlisted personnel for the Active Army, special programs for the procurement of Army Nurse and WAC officers, and for assisting in the recruitment for the Reserve Components, to include the operation of all Recruiting Main Stations, Recruiting Stations, Armed Forces Examining and Induction Stations, and Joint United States Army and Air Force Recruiting Processing Units.

c. Commanding generals, CONUS armies. Commanding generals, CONUS armies will be charged with special programs for the procurement of Army Nurse and WAC officers, the operation of all activities pertaining to the recruitment of enlisted personnel for the Active Army and Army Reserve and such assistance to the Army National Guard as may be mutually agreed upon by the respective State adjutants general and Army commanders concerned. Commanding generals of CONUS armies are responsible also for the operation of all Armed Forces Examining and Induction Stations, and Joint United States Army and United States Air Force Recruiting Processing Units in accordance with pertinent regulations: As a minimum they will—

- (1) Appoint a qualified senior officer as the Military Personnel Procurement Officer.
- (2) Establish Recruiting Main Stations as directed by Headquarters, Department of the Army within their respective commands and assign geographical areas of responsibility thereto. Each Recruiting Main Station will be commanded by a commissioned officer, in a grade not lower than captain, who will be designated the "Recruiting Main Station Commander."
- (3) Establish Recruiting Stations at appropriate locations. These stations may be commanded by either commissioned or noncommissioned officers. Locations visited periodically by personnel from a regularly established recruiting installation are not to be construed as Recruiting Stations within the meaning of this paragraph.

d. Commanding generals, oversea commands. Commanding generals of USARAT, USARSO,

and USARPAC are charged with the operation of all activities pertaining to the recruitment of enlisted personnel for the Active Army, special programs for the procurement of Army Nurse and WAC officers, and for assisting in the recruitment for the Army Reserve and such assistance to the Army National Guard as may be mutually agreed upon by the area adjutants general and the major oversea commanders. Commanding generals of major oversea commands are responsible also for the operation of all Armed Forces Examining and Induction Stations located in their areas of responsibility.

e. Recruiting Main Station commanders. Recruiting Main Station commanders will be responsible for the operation of the Recruiting Stations, Armed Forces Examining Stations, Armed Forces Induction Stations, and Joint United States Army and United States Air Force Recruiting Processing Units within their geographical areas.

5. Recruiting facilities. Procedures for acquiring real estate necessary for recruiting installations are contained in AR 405-10. Where practicable, rent-free offices suitable for recruiting activities will be secured in public buildings. When adequate and suitable space in public buildings is not available, leased space will be requested from the appropriate Division or District Engineer by CONUS Army commanders. Every effort will be made to locate Recruiting Stations in the better sections of the community convenient to transportation facilities, and in a high customer traffic area. In no case should Recruiting Stations be located in or near undesirable areas.

6. Publicity and advertising. *a. Active Army.* Various forms of recruiting publicity and advertising materials, developed and produced by the Publicity Branch, Office of Chief of Personnel Operations, will be furnished automatically to the Recruiting Service. Matters pertaining to policy and plans for recruiting advertising and publicity, will be communicated through the major commander to the Deputy Chief of Staff for Personnel, Department of the Army, Washington, D.C., 20310. The Deputy Chief of Staff for Personnel will exercise overall administrative responsibility for all Active Army national publicity and advertising consistent with current policies and themes. Local publicity will be developed by

each major command in consonance with the current national themes of the Army recruiting advertising programs. Within the broad policies established by Headquarters, Department of the Army, placement of the materials within the Army area will be at the option of the commanding general of each CONUS Army.

b. National Guard. The preparation, procurement, and distribution of publicity and advertising materials for the Army National Guard will be provided by the National Guard Bureau. Army National Guard publicity materials are provided by the State adjutant general concerned or the local Army National Guard unit commander.

c. United States Army Reserve. Assistance in the preparation, procurement, and distribution of publicity and advertising materials for the Army

Reserve will be provided by the Chief of Personnel Operations. Assistance will be within funds made available for this purpose and will be provided through the Army Reserve's established publicity and advertising procurement channels. Recruiting personnel will advise Army Reserve units in the preparation and placement of publicity and advertising materials or campaigns. Army Reserve publicity materials for Active Army support of the U.S. Army Reserve program are distributed to the Recruiting Service. Requests for additional Army Reserve publicity materials will be submitted through USCONARC to Chief, Office of Reserve Components. Approved requisitions will be shipped direct to the originator by the U.S. Army AG Publications Center.

Section II. PERSONNEL PROCUREMENT RECRUITING POLICY FOR SECONDARY SCHOOLS

7. Recruiting policy for secondary schools. AR 601-212 delineates policy guidance in dealing with secondary school authorities. The effectiveness of the Army's high school relations is dependent upon the thoroughness with which the Department of Defense policy stated in AR 601-212 is implemented. In order to improve the Army's school relations program and to utilize fully the recruiting personnel of the U.S. Army Recruiting Service who have been specially trained in vocational guidance and counseling procedures, the primary responsibility for presenting the various enlistment opportunities in the Active Army and Reserve Components is assigned to the U.S. Army Recruiting Service. The U.S. Army Recruiting Service will assume full responsibility for imple-

menting the policy set forth in AR 601-212 and will coordinate its activities with the Reserve Components.

8. Recruiting policy for use of DA Form 435. Recruiting Prospect Card (DA Form 435) will be prepared on all leads, prospects, or applicants for enlistment; the method used to maintain card files will be a local responsibility. These cards will provide a means of recording--

- (1) Essential information on leads, prospects, or applicants who are or who may become interested in enlisting in the U.S. Army.
- (2) Information to assist replacement recruiting personnel in the performance of their duties.
- (3) Data to facilitate local market analysis.

Section III. SELECTION OF RECRUITING SERVICE PERSONNEL

9. General. Personnel selected for Recruiting Service must be mature, experienced individuals with a broad knowledge of the Army and the many career opportunities it offers. Individuals with previous experience in salesmanship and personnel management, interviewing, and classification are particularly desirable for assignment to recruiting duties. Outstanding appearance, bearing, and conduct are mandatory and bear a direct relationship to the quality and quantity of recruits enlisted. The requirements and procedures for the selection of officers and enlisted personnel for

recruiting duty are set forth below. Personnel assigned or attached to the Recruiting Service for duties other than recruiting should be selected from personnel with the same general qualifications as those of the recruiting specialist. Tours of duty will be as specified in AR 614-5.

10. Officers. Selection of officers for assignment to recruiting duty will be based upon the qualifications as set forth in AR 611-101. Officers qualified by aptitude, experience, and interest may apply for this type duty in accordance with AR 614-160.

11. Enlisted personnel. Enlisted personnel required for duty with the Recruiting Service will be obtained from personnel who have applied for and have been recommended by interview boards as provided in paragraph 17. Qualified enlisted personnel who previously held MOS 075 as primary, for a period greater than 1 year, but who are currently classified in another primary MOS may be reclassified when such action is in conformity with Department of the Army directives listing surplus and shortage MOS for use in specific personnel actions. When MOS 075 can be awarded, processing for duty with the Recruiting Service will be accomplished in accordance with paragraph 11, AR 601-280. Every effort should be made to insure the best qualified personnel are retained in the Recruiting Service, particularly those whose primary MOS as recruiting specialists was changed as a result of being assigned to oversea duties. Personnel whose recruiting MOS was withdrawn and lined out on DA Form 20 (Enlisted Qualification Record) will not normally be reclassified or reassigned to recruiting duties.

12. Mandatory prerequisites for enlisted personnel—

- a. Efficiency and conduct rating—Excellent.
- b. Minimum service—6 years, EM; 3 years, WAC.
- c. Grade—E-5 or above.
- d. Recorded GT (general technical aptitude area) score—110 or higher.
- e. Minimum score on the "Recruiter Self-Description Blank"—115.
- f. Hold valid Army or State motor vehicle operator's permit.
- g. High school graduate or present substantiating data of the successful completion of the high school level General Educational Development (GED) test.
- h. Volunteer for assignment.

13. Desirable prerequisites for enlisted personnel—

- a. Oversea service.
- b. Ages 24 to 35 years inclusive.
- c. Past experience in personnel management, interviewing, classification, or sales experience.
- d. Service in a combat organization.

14. Submission of applications. a. *In continental United States.* Applications for duty as recruiting specialists will be made through channels to the appropriate installation commander.

In addition to the information required by paragraph 21b, AR 614-6, the GT score of the applicant will be included in the forwarding indorsement. Direct communication between installations and Recruiting Main Stations is authorized in connection with such applications.

b. *In oversea commands.* Personnel in oversea commands who do not hold primary MOS 075 and who desire full-time recruiting duty, may submit their applications and be processed in the same manner as prescribed for reenlistment specialists in accordance with paragraph 13a, AR 601-280.

15. Recruiter Self-Description Blank. a. *Materials required for administration—*

- (1) Recruiter Self-Description Blank, Form II (DA Form 6129).
- (2) Administering the Recruiter Self-Description Blank, Form II (DA Pam 611-129).
- (3) Recruiter Self-Description Blank, Form II Answer Sheet (DA Form 6129-1).
- (4) Recruiter Self-Description Blank, Form II Scoring Key Rights (DA Forms 6129-2a, side 1, 6129-2b, side 2) (to be issued to Recruiting Main Stations only).
- (5) Scoring the Recruiter Self-Description Blank, Form II (DA Pam 611-129-1) (To be issued to Recruiting Main Stations only).

b. *Administration and scoring.* DA Form 6129 (Recruiter Self-Description Blank, Form II) will be used to test the adaptability of all Army enlisted personnel being considered as recruiting specialists. Applicants will be given this test at their installations, but the test will be scored at the Recruiting Main Station in whose geographical area the installation is located. These tests may also be administered at Recruiting Main Stations to prior service personnel, but they will not be administered at recruiting stations. Recruiting Main Station commanders will be responsible for informing the installation commanders of the scores made by applicants under their command.

c. *Requisitions.* Requisitions for testing materials (a above) will be submitted through normal publications supply channels in accordance with AR 611-5. Scoring keys and the scoring pamphlet will be issued to Recruiting Main Stations only.

d. *Disposition of Answer Sheets.* DA Form 6129-1 (Recruiter Self-Description Blank, Form II Answer Sheet) will be forwarded to CG

USCONARC, ATTN: ATPER-PD, Fort Monroe, Va. 23351, after the applicant's score has been recorded in the upper left margin of the Answer Sheet. The GT score of the applicant will also be recorded in the upper left margin of the Answer Sheet as follows:

"RSDB Score-----"
 "GT Score-----"

c. Security. Adequate safeguards will be established to provide security for testing materials in accordance with AR 611-5 and DA Pam 310-8.

16. Statement by applicant. Each applicant who has met the mandatory prerequisites set forth in paragraph 12 and who desires to appear before the interview board as provided in paragraph 17 will be required to prepare a statement entitled "Why I Want to be a Recruiter." The statement will be personally composed by the applicant to represent a sample of his own best written composition. The applicant will present the statement to the interview board at the time of the interview.

17. Interview boards. Boards for interviewing enlisted personnel being considered for duty as recruiting specialists will be appointed at Recruiting Main Stations by Army commanders and will be composed of at least two commissioned officers of the Recruiting Service and one experienced recruiting specialist senior in grade to the applicant. When WAC enlisted personnel are being interviewed, a WAC officer will be a member of the board. If a WAC officer is not available, one experienced WAC recruiting specialist senior in grade to the applicant will be a member of the board. Boards will convene when necessary upon the request of Army installation commanders who have applicants for consideration or at such time as an enlisted person on reenlistment leave requests an appearance. Such boards will determine whether applicants for such duty possess the following qualifications and will make recommendations as to suitability of applicants for duty as recruiting specialists:

- a.* Mandatory prerequisites listed in paragraph 12.
- b.* Ability to express themselves clearly and forcefully and have a pleasing personality.
- c.* Outstanding appearance and bearing.
- d.* No obvious facial disfiguration.

e. Genuine desire and interest in becoming a recruiting specialist.

18. Disposition of applications. Applications from personnel who are recommended for duty as recruiting specialists by interview boards, together with the record of the applicant's score on the Recruiter Self-Description Blank and the statement of the applicant entitled "Why I Want to be a Recruiter," will be forwarded by Recruiting Main Station commanders through channels to the appropriate Army commander. Applications will not be forwarded in cases where individuals are not recommended by interview boards but will be returned through channels to the applicant.

19. Assignment. Enlisted personnel tentatively accepted for recruiting duty by the Army commander as the result of recommendations by the interview board and the Army Military Personnel Procurement Officer will be ordered to attend, on TDY, the next Army Recruiting and Career Counseling Course at The United States Army Adjutant General School, for which a vacancy exists. The Commandant, The United States Army Adjutant General School, will determine the potential of each student attending the Army Recruiting and Career Counseling Course and make recommendations to the appropriate Army commander regarding assignment of students to recruiting duty. The Army commander will issue orders assigning to recruiting duty *only* those individuals who successfully complete the Army Recruiting and Career Counseling Course and are recommended for recruiting duty by the Commandant, The United States Army Adjutant General School. Personnel failing to successfully complete the Army Recruiting and Career Counseling Course or who are determined by the Commandant, The United States Army Adjutant General School, to be unsuitable for recruiting duty will be returned to their organizations and will *not* be assigned to recruiting duty.

20. Award of MOS and designation as primary. *a.* The Commandant, The United States Army Adjutant General School, only will award MOS 075 and designate it as primary.

b. Personnel awarded MOS 075 will retain this as primary, provided they are otherwise qualified.

21. Elimination of recruiting specialists. Commanders will continually evaluate the effec-

AR 601-275

tiveness of each recruiter to determine whether the individual should be retained on recruiting duty. Commanders will reclassify in accordance with AR 611-203 and reassign those who fail to maintain the high standards of the U.S. Army Recruiting Service.

[DCSPER]

By Order of the Secretary of the Army:

Official:

J. C. LAMBERT,
*Major General, United States Army,
The Adjutant General.*

22. Civilian personnel. Civilian employees will be used to replace enlisted personnel, where practicable, in the performance of general clerical duties at recruiting installations. Recruitment of applicants for enlistment will be performed only by military personnel.

EARLE G. WHEELER,
*General, United States Army,
Chief of Staff.*

Distribution:

Active Army and NG: To be distributed in accordance with DA Form 12-9 requirements for DA Regulations, Military Personnel Procurement—D.
USAR: None.



0001070381

PENTAGON LIBRARY



0001070381