



DEPARTMENT OF THE NAVY
COMMANDER
NAVAL EDUCATION AND TRAINING COMMAND
250 DALLAS STREET
PENSACOLA, FLORIDA 32508-5220

NETCINST 5450.27A
N1
8 Mar 2022

NETC INSTRUCTION 5450.27A

From: Commander, Naval Education and Training Command

Subj: MISSION, FUNCTIONS, AND TASKS OF NAVY RECRUITING COMMAND

Ref: (a) OPNAVNOTE 5400 Ser DNS-33/18U102318 of 29 Jan 19
(b) NETCINST 5450.3B
(c) NETCINST 5100.1B
(d) NAVEDTRA 140B of January 2018

Encl: (1) Functions and Tasks of NAVCRUITCOM

1. Purpose. To publish the functions and tasks of Navy Recruiting Command (NAVCRUITCOM) per reference (a).
2. Cancellation. NETCINST 5450.27.
3. Mission. Leverage an inspirational culture to inform, attract, influence, and hire the highest quality candidates from America's diverse talent pool to allow America's Navy to assure mission success and establish the foundation for Sailors to thrive in a life-changing experience.
4. Status and Command Relationships. NAVCRUITCOM is a shore activity in an active (fully operational) status under a Commander.

a. Echelon Chain of Command

- | | |
|---|--|
| 1 | Chief of Naval Operations |
| 2 | Commander, Naval Education and Training Command (NETC) |
| 3 | Commander, NAVCRUITCOM |

b. Area Coordination

(1) Area Coordinator - Commander, Navy Installations Command

(2) Regional Area Coordinator - Commander, Navy Region Southeast

5. Overseas Diplomacy. COMNAVCRUITCOM serves as an effective instrument of U.S. Foreign Policy by initiating and continuing action programs which promote positive relations between the command and foreign nationals, and which assist individual Naval personnel and their families to work effectively, live with dignity and satisfaction, and function as positive representatives of the Navy and the United States while overseas.

6. Action. In accomplishing the assigned mission, COMNAVCRUITCOM will ensure performance of the functions and tasks in enclosure (1) and advise NETC of any recommended modifications to the assigned mission or functions. COMNAVCRUITCOM will issue mission, functions, and tasks for subordinate activities and provide copies per reference (b), and comply with references (c) and (d).

7. Records Management

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the Department of the Navy Assistant for Administration, Directives and Records Management Division portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager.

8. Review and Effective Date. Per OPNAVINST 5215.17A, NETC will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 (Review of Instruction). This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as

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soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.



P. A. GARVIN

Releasability and distribution:

This instruction is cleared for public release and is available electronically on the NETC Public Web Site (www.netc.navy.mil), via the NETC Reference Library in DON TRACKER, or by e-mail at netc_directives@navy.mil.

FUNCTIONS AND TASKS OF NAVCRUITCOM

1. Inter/Intra-Command Support

a. Carry out all regulations, instructions, and directives from higher authority pertaining to the administration of NAVCRUITCOM activities and issue such internal instructions, regulations, orders, and notices as are required for the efficient organization and administration of the command in support of the mission assigned.

b. Exercise command over assigned activities. Conduct periodic inspections and assessments to ensure compliance with applicable instructions with a reporting of discrepancies to NETC.

c. Develop, maintain, and exercise comprehensive plans for antiterrorism, force protection, facility physical security, emergency management, and continuity of operations. Maintain close liaison with other commanders as may be designated for emergent matters. Manage personnel security programs.

d. Coordinate with other organizations, as appropriate, to prioritize and execute the mission. Document support agreements in local instructions and/or Memorandum of Agreement/Memorandum of Understanding.

e. Exercise management control and oversight for management support programs and functional areas inherent to a Naval shore activity. This task should include, but not be limited to, retention, Safety and Occupational Health (SOH), traffic and recreational safety, internal reviews, drug and alcohol counseling, family advocacy, Sexual Assault Prevention and Response, Victim Witness Assistance Program, Equal Employment Opportunity (EEO), Voting Assistance Program, Command Managed Equal Opportunity, and other similar management programs.

f. Provide area SOH personnel as necessary to ensure fulfillment of assigned safety duties. Investigate safety mishaps and conduct and/or appoint, as directed by NETC, area mishap investigation teams for Class A/B private motor vehicle mishap investigations. Manage SOH programs which encompass prevention and control of mishaps, ergonomics, hazardous materials, and promotion of safety education. Comply with

reference (c) as it relates to all safety programs to include all safety databases and systems.

g. Support NETC Communications as outlined in reference (d) and direct an energetic public affairs program designed to bring out greater appreciation and understanding of training's role in developing and sustaining fleet readiness.

h. Execute military justice, administrative separations, Manual of the Judge Advocate General investigations, and all other legal functions and requirements per higher directives for assigned staff.

i. Investigate all violations of the Uniform Code of Military Justice committed by assigned staff. Provide law enforcement duties (e.g., inspections, search and seizure, restriction, bailiff, duty Master at Arms) and maintain good order and discipline.

j. Per the guidelines of reference (d), provide support to the NETC Inspector General (IG) as directed, including Area Visit and Hotline Programs, and locally perform Command Evaluation (CE) Program functions including Managers' Internal Control Program, CE Program Reviews, Audit Liaison and Follow-up Coordination, Risk and Opportunity Assessment Coordination, and Hotline Programs. Ensure NAVCRUITCOM activities comply with the aforementioned CE Program functions and responsibilities.

k. Perform building monitor responsibilities for assigned facilities, and report maintenance and repair issues to the local installation Public Works Department (PWD) as appropriate.

2. Recruiting

a. Recruit personnel for enlisted, officer candidate, and officer status in the Regular and Reserve Components of the Navy and prepare the documents required for original appointment to warrant and commissioned grades for the Secretary of the Navy.

b. Develop, implement, and manage recruitment plans and programs.

c. Liaise with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.

d. Coordinate recruiting-related public relations programs of mutual concern to NAVCRUITCOM, Chief of Naval Information, and Superintendent, United States Naval Academy.

e. Coordinate with Commander, United States Military Entrance Processing Command on matters pertaining to processing Navy applicants at military entrance processing stations.

f. Prepare and publish the Navy Recruiting Manual.

3. Training

a. Provide technical and professional development training for recruiters, as assigned by NETC, to meet the training requirements of the Navy.

b. Ensure successful and uniform accomplishment of training per prescribed course material on a standardized basis, appropriate rigor, and ensure high standards of individual instructor and student performance. In furtherance of these objectives, carry out on a continuing basis an evaluation of instruction and the complete science of learning process. Ensure that applicable portions of Personnel Qualification Standards (PQS) are accomplished in the course of instruction.

c. Conduct Production Data Analysis. Keep NETC advised regarding the general progress and results of training conducted.

d. Ensure the training of all personnel enrolled in the NAVCRUITCOM activities and courses is in consonance with the Instructional Systems Development model as explained in publications from higher authority.

e. Perform Job Duty Task Analysis.

f. Perform Curriculum Development and Curriculum Management, to include creating, modifying, updating, and improving curriculum, Training Objectives or Learning Objectives, and all other related functions. Manage the End-to-End process. Manage incorporation of Evolving Technologies and Instructional Strategy in all curriculum processes.

g. Conduct content maintenance, development, and revision.

- h. Develop and maintain PQS manuals.
- i. Ensure required course data is accurately recorded in Corporate enterprise Training Activity Resource System.
- j. Manage quota allocations. Assist commands in obtaining course information, training schedules, and course location information.
- k. Coordinate and liaise with NETC N5 to support the American Council on Education reviews of Navy Courses and Occupations.
- l. Coordinate and liaise with NETC N5 to support the Institutional Accreditation Program in coordination with the Council on Occupational Education.
- m. Coordinate and liaise with NETC N5 to support the United Services Military Apprenticeship Program.
- n. Coordinate and liaise with NETC N5 to support the Credentialing Opportunities On-Line Program.
- o. Coordinate and liaise with Navy Manpower Analysis Center Code 10 to support the Navy Counselor (Recruiter) Occupational Standard.

4. Manpower, Personnel, and Administration

- a. Perform functions related to managing military, civilian, and contractor staff billets/positions.
- b. Conduct military Human Resources (HR) Management program, including adhering to the Military Equal Opportunity program requirements.
- c. Conduct civilian HR liaison services with NETC HR regarding all civilian matters (e.g., hiring, performance, drug free program, telework, Labor and Employee Relations, and EEO program requirements).
- d. Provide Command Pay and Personnel Administration support for staff.

5. Information Technology (IT)/Information Management (IM)

a. Serve as technical point of contact for the NETC N6 contract. Coordinate, validate, and report to NETC N6 work performed in support of IT programs. These include, but are not limited to, IT and IM governance adherence; Information Assurance/Cyber Security (CS) reporting and compliance; CS Workforce (CSWF) compliance and reporting; local resource management; and, assigned Navy/Marine Corps Intranet (NMCI) support/resource management.

b. Coordinate access management, Department of the Defense (DoD) Cyber Awareness, system access authorization requests, privileged access agreements, and CSWF qualification compliance and reporting for personnel.

c. Coordinate inputs to prepare and validate non-NMCI accreditation packages for IT assets (standalone, networked), managing/tracking/reporting open findings via enterprise Mission Assurance Support Service and to NETC CS.

d. Coordinate activities and responses necessary to execute Navy computer tasking orders, network telecommunications directives, and other mandatory CS compliance directives (e.g., Information Assurance Vulnerability Management, Security Technical Implementation Guidance).

e. Coordinate support for Command Cyber Readiness Inspection, CS Inspection Command Program, Naval Audit Service, and NETC IG area visit activities and submit required responses during preparation, inspection, and post-inspection event actions and milestone resolution for IT/IM/CS efforts within NAVCRUITCOM activities.

f. Manage an effective knowledge management and IM program to include policy and procedures dissemination and administration, management and administration of Navy portals, public Web sites, and distribution groups for NAVCRUITCOM activities.

g. Manage the Automated Data Processing operations, systems, and network personnel. Provide network management, security policy implementation, implement configuration control documented procedures, and scheduled maintenance plans for

NAVCRUITCOM networks and applications. Provide support to schedule the migrations and deployments for NAVCRUITCOM applications located in the Millington Data Center. Responsible for managing, maintaining, and troubleshooting permissions on all Headquarters and Region share drives and distribution lists provided by NMCI. Manage trouble ticket resolution to ensure complete customer satisfaction. Provide recommendations for software/hardware upgrades.

h. Provide project management services of NAVCRUITCOM's software applications; receive requests for all projects dealing with IT and the technology within NAVCRUITCOM. Perform analysis of user requirements with respect to command requirements and the Navy Enterprise Architecture; Analysis of Recruiting Force requirements for IT throughout the nation and ensuring automation solutions support the end user and the Enterprise; application testing; configuration management; budget and Program Objective Memorandum (POM) development; compliance and registration of software applications; and customer liaison. Monitor and report project(s) status on a regular basis. Responsible for the NAVCRUITCOM's specific/unique software programs and required maintenance to include, but not limited to; upgrading, developing, optimizing, and troubleshooting. Responsible for overall support and systems analysis of locally developed applications. Responsible for development and maintenance of web pages.

i. Manage the operations of the "as is" IT environment at the NAVCRUITCOM to include Headquarters, Navy Recruiting Regions (NAVCRUITREG), Navy Talent Acquisition Groups, Military Entrance Processing Stations, and Navy Recruiting Stations. Primary management and customer support of NMCI within NAVCRUITCOM. Assist in the consolidation of information services through technology standardization and oversight of network operations in the NAVCRUITCOM.

6. Resource Management

a. Exercise effective control over financial operations within NAVCRUITCOM activities through sound accounting principles and progressive modernization of programming, budgeting, accounting, and statistical reporting and auditing practices under the Resources Management System of the Department of the Navy (DON).

b. Assist requirement owners/program managers with the planning/execution of contract requirements for mission execution. Liaise with the applicable servicing contract activity and provide technical assistance as requested by the Procuring Contracting Officer. Provide effective contract administration and technical oversight to ensure the government receives quality products and services at competitive prices. Collect and maintain contract data for effective management oversight, reporting, and analysis. Serve as the coordinator and central point of contact for Service Requirement Review Boards.

c. Manage an effective supply support operation ensuring mission essential material requirements are fulfilled in an accountable, efficient, and effective manner. Manage an effective Property Accountability Program.

d. Manage an effective Government Commercial Purchase Card Program. Perform functions of Activity Program Coordinator, Approving Official, and Card Holder.

e. Manage an effective Government travel program to include travel policy dissemination and administration and management and administration of the Defense Travel System and Government Travel Charge Card Program.

7. Analysis and Strategic Planning

a. Conduct analysis of recruiting activity performance to include external influences, demographic data, personnel research, and other essential information impacting recruiting plans and programs.

b. Conduct requirements and resource data analysis to determine current and future resource requirements. Complete Feasibility Study analysis and develop POM documents and exhibits.

c. Identify recruiting market and develop plans for distributing recruiting goals to NAVCRUITCOM field elements.

d. Estimate the impact of potential policy changes, conduct market analysis, and provide the results of analysis

noting the impact that changes in policy and the recruiting environment have on recruiting mission accomplishment.

8. Marketing

a. Coordinate the development and execution of the Annual Advertising and Marketing Plan that provides the objectives, strategies, initiatives, and media plans for effectively supporting the recruiting mission.

b. Plan, budget, and manage the development, production, contract procurement, and distribution of all items contained in the approved Annual Advertising and Marketing Plan.

c. Manage all national recruiting advertising with civilian advertising agency.

d. Administer contracts funded from the recruiting advertising budget; liaison with appropriate commercial contractors and with various offices and agencies in the procurement of in-services and single service materials.

e. Manage the recruiting advertising budget, as needed, to support the recruiting advertising programs, materials, and other additional related programs.

f. Manage lead generation programs for field activities; develop and maintain systems to track leads to final disposition.

g. Manage the development distribution of printed audio or visual recruiting materials.

h. Monitor and evaluate local advertising efforts throughout the country via NAVCRUITREG Commanders.

i. Manage the development, production, procurement, and distribution of recruiting aid devices.

j. Manage recruiting exhibits.

k. Inspect all advertising and promotional materials; take corrective action where necessary.

l. Conduct research and surveys to determine the effectiveness of advertising materials and programs.

m. Serve as the Navy member of the Joint Advertising Marketing Research Studies group.

n. Develop special programs and promotional plans for direct recruiting support; maintain contact with national figures and personalities to develop and execute promotional plans.

o. Manage and coordinate all aspects of communications media to include Internet, social media, chat rooms, banner advertising, web postings, and emerging media.

9. Outreach and Diversity

a. Provide support for national and regional outreach events to include recruiting booths, interactive displays, and other recruiting assets to best support Navy awareness and recruiting efforts.

b. Act as liaison office for NAVCRUITCOM with DON, DoD, private, civic, and other government agencies in matters concerning outreach and diversity programs.

c. Build relationships with affinity and mentoring groups at the national level and assist NAVCRUITCOM activities with local and regional relationship development.

d. Oversee the management and execution of Navy's esports team.

10. Facility Support

a. Maintain optimum utilization of all assigned facilities. Identify facility and base operation support requirements/shortfalls/excesses/deficiencies to NETC N4.

b. Support responsible installation PWD in the development of facility projects to address facility shortfalls and deficiencies.