

Naval Reserve Recruiting Region

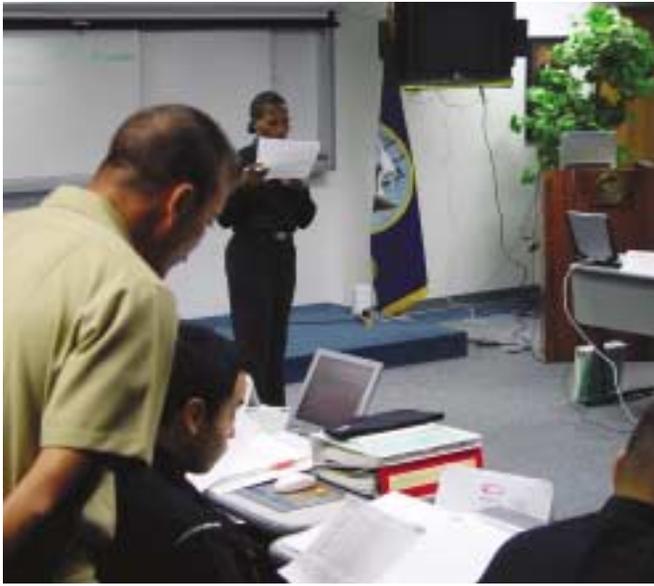
By LT Bill Clinton, Public Affairs Officer
Naval Reserve Recruiting Region

Every day our Navy has depended upon the men and women of the U.S. Naval Reserve to work closely side-by-side in protecting our freedoms and liberties here and abroad and defending the Constitution of our great nation. Every day, men and women make a choice to give something back to their country; and they begin looking for a way that will best allow them to utilize their skills and serve with honor, courage, and commitment. Every day, the men and women of the U.S. Naval Reserve Recruiting Region guide these potential Sailors in understanding the great rewards and benefits of serving in the Naval Reserve.

Established in 1989, Commander Naval Reserve Recruiting Command (CNRRC) has 1,161 talented individuals dedicated to bringing the finest prospects into the Naval Reserve. In 2002, CNO directed the active and reserve recruiting commands to consolidate, thus gaining efficiencies and effectiveness within the recruiting marketplace. As a result, on 1 October 2002, Naval Reserve Recruiting Command became Commander, Naval Reserve Recruiting Region (CNRRR), an Echelon IV Command reporting to Commander, Navy Recruiting Command (CNRC) in Millington, TN.

In addition to recruiting, the command is responsible for providing comprehensive training programs to groom its highly qualified team of recruiters; developing and providing advertising/marketing campaigns; and providing logistical and manpower support for its six Area Commands. Also reporting to CNRRR are Career Information Team Atlantic Fleet (CARITLANT) and Career Information Team Pacific Fleet (CARITPAC). The mission of the CARIT's is to provide separating service members information on their rights, benefits, and obligations, while promoting maximum Navy Veteran (NAVET) participation in the Naval Reserve.

**NAVAL
RESERVE
STAY STRONG**



NC1 Juanita Webb and NCC Kevin Montalvo conduct RTO session.

The Headquarters staff is in New Orleans, LA. There are 68 staff members (both civilian and military) who support the six Area Commands: Area Northeast, Washington, DC; Area Southeast, Orlando, FL; Area Central, Great Lakes, IL; Area South, Fort Worth, TX; Area West, Aurora, CO; Area Pacific, San Diego, CA. Each Area Command staff is comprised of four officers, eighteen enlisted, and five civilian billets. Area Command field personnel consist of approximately 125 Enlisted Recruiters in 10 to 11 zones with the number of Officer Recruiters ranging from 13 in Area West to 27 in Area Northeast.

Applications to become Naval Reserve recruiters – officer and enlisted – are solicited from Naval Reservists in drilling status at Reserve Centers and Naval Air Reserve Facilities. The application package is chopped through the chain-of-command at the Area Command and then at CNRRR Headquarters in New Orleans. A standing board at CNRRR reviews enlisted applications, and a quarterly board at PERS-9 reviews officer applications. Those selected to fill vacancies receive orders for a 24-month recall to Active Duty. If successful, recruiters are continued on Active Duty for another 24 months, up to a maximum of six years. By law, Canvasser/ Recruiters must be accessed into a career program before accumulating six years of continuous Active Duty, or be released from Active Duty. The career program for enlisted recruiters is Career Recruiting Force, Full-Time Support

(CRF-FTS). For officers, it is Restricted Line, Recruiter (1687 designator). Both programs offer the option of becoming a hometown recruiter (with advancement capped at E-6 or O-4) or pursuit of recruiting management. Personnel on the management track will be transferred every two or three years. Nearly all billets are INCONUS, though there are limited positions in Alaska, Hawaii, Japan, and Italy. Traditional FTS enlisted and officer personnel (non-CRF/1687) fill several leadership and support positions at Naval Reserve Recruiting Region and have occasionally been assigned a tour as a recruiter.

Over the past several years, the needs of the Navy have remained somewhat constant. Critical needs are individuals with all areas of construction job experience for the Seabee rating, EMT's, laboratory and X-ray technicians for the Hospital Corpsman rating, and law enforcement experience for the Master-at-Arms rating. Doctors and nurses are always in demand for our officer corps. In order to meet these goals, an aggressive marketing campaign is required; therefore, in December 2000, CNRRR acquired a full-service advertising agency based in New York City, TMP Worldwide.

TMP Worldwide has provided senior Naval Reserve leadership with creative concepts and specific targeted strategies to meet its recruiting goals. Because of their intuitive guidance, CNRRR has reached and exceeded its recruiting goals for the past two years. This strategy includes print, radio, interactive, Web site, outdoor billboards, airport dioramas, and specific audience



HM3 Erin Sutherland and SW2 (SCW) Roger Fair discuss training issues.



NC1 Kermit Lewis talks to an applicant about Naval Reserve programs.

and trade publications. An extremely important marketing process implemented in the strategy is the posting of Naval Reserve job opportunities on the World Wide Web with Monster.com. Cyberspace recruiting has had a dramatic effect on leads generated by increasing from an average of 26 per day to over 140 per day. Getting quality leads to the recruiter in the field has dramatically changed from weeks to a matter of minutes due to Web-based technologies and the need for quick information sourcing. CNRRR's recruiting Web site <www.navalreserve.com> showcases actual Reservists and their experiences with the Naval Reserve. This feature allows the Web surfer to identify with a personal story and to see what it's like to have both a civilian and military career. This exemplifies how important it is to use Web-based technologies for future advertising/leads strategies.

FY04 Goal:

- 14,000 Enlisted
- 2,400 Officer

Headquarters:

4400 Dauphine St.
New Orleans, LA 70146
Ph: 504.678.1010

Commander:

Deputy:

OPSO:

EPO/OPO:

Training:

Advertising/Leads:

Finance:

JAG:

IT:

CAPT Thomas F. Nagelin, Jr.

CAPT(SEL) Jeffrey Campbell

LCDR Melanie O'Brien

LCDR Theresa Ross

LCDR Jim Diamond

LCDR Kimberly Brown

LCDR Torrence Simmons

LCDR Esther Jiles-Yarbrough

Jeff Bluford

The Naval Reserve has several programs in which interested applicants may qualify:

RESCORE-R (Recruiting Selective Conversion Reenlistment-Reserve) – allows recently separated/discharged NAVETS and IRR personnel who are in closed ratings and would otherwise be ineligible for enlistment/affiliation to access into open ratings via a change of rating.

APG (Advanced Pay Grade Program) – allows qualified civilians whose occupations and experience are comparable to Navy career fields (jobs). Applicants with prior military service must enlist for a minimum three years. Non-prior service applicants incur a minimum obligation of eight years, with six in a participating status. All Non-Prior Service applicants must attend NRAC (Naval Reserve Accession Course).

NAVETS (Navy Veterans) – provides for affiliation of officers and the enlistment or reenlistment in the Naval Reserve of personnel who have had prior active or inactive service in the Navy or Naval Reserve.

CB-VET (Construction Basic-Veteran) – allows the enlistment of qualified veterans from any service interested in both a civilian and military career in the construction trades.

OSVETS (Other Service Veterans) – applicants with prior active or inactive service, or who presently serve in the Reserve Components of the U.S. Armed Forces other than the Navy or Naval Reserve, may enlist through this program.

Officer Programs – medical, engineering, public affairs, intelligence, supply, and FTS.

Changes in world affairs, national security policy, and even changes within the Navy itself provide new challenges in how our recruiters will meet recruiting goals to keep our Navy strong. CNRRR continues to maintain a dedicated force of highly trained and motivated recruiters who continue to fulfill the demanding manpower needs of today's highly sophisticated Naval Reserve Force. Drawing from our nation's schools, service veterans, and professional labor force, Naval Reserve Recruiting Region remains committed to support our fleet and to "Stay Strong."



Captain Thomas F. Nagelin, Jr.

United States Naval Reserve

Commander, Naval Reserve

Recruiting Region

CAPT Thomas F. Nagelin, Jr., a native of Garden Grove, CA, graduated from the U.S. Naval Academy in June 1974. He was designated a Naval Flight Officer in June 1975 and reported to the VF-124 "Gunfighters" at NAS Miramar, CA, for training in the "new" F-14A Tomcat Air Superiority Fighter. He reported in the spring of 1976 to VF-14 as a "Tophatter" where he made a North Atlantic and two Mediterranean cruises aboard *USS JOHN F. KENNEDY (CV-67)* and a Caribbean cruise aboard *USS DWIGHT D. EISENHOWER (CV-69)*.

CAPT Nagelin reported for F-14A instructor duty to the "Grim Reapers" of VF-101 at NAS Oceana, VA, in September 1978. He left active duty in November 1980. From November 1980 to February 1984, he resided in Columbia, SC, while employed by Michelin Tire Corporation, Manufacturing Division, as a Quality Engineer for process improvement. From January 1983 to February 1984, he served as a Selected Reservist in HM-1686, training in mine warfare.

Recalled to active duty in February 1984 in the Training and Administration of Reserves Program, CAPT Nagelin reported to Naval Air Reserve Center Miramar where he served as Program Manager simultaneously for VF-1285, VC-0185, Med/Den-0185, and VTU-8594.

Reporting in June 1985 to VF-302 at NAS Miramar, he served with the "Fighting Stallions" during the F-4S to F-14A transition. In January 1988, CAPT Nagelin reported to VF-202, NAS Dallas as Officer-in-Charge. During this tour, the "Fighting Superheats" completed the transition to the F-14.

CAPT Nagelin reported in July 1989 to the Commander, Carrier Air Wing Reserve Twenty as Chief Staff Officer and was selected for fighter squadron command. In July 1991, he returned to the "Superheats" of VF-202 as Executive Officer and assumed command in 1992.

He earned a Master of Arts degree in National Security and Strategic Studies, graduating from the U.S. Naval War College in June 1994.

Reporting in June 1994 to Director Naval Reserve on the staff of the Chief of Naval Operations, CAPT Nagelin served as Head, Reserve Tactical Aviation until June 1996, then became Director, Legislation and Information Management Division and was selected for major command. CAPT Nagelin reported as Commanding Officer, Naval Air Station Joint Reserve Base, Willow Grove, PA, in November 1997 through July 2000. CAPT Nagelin reported in August 2000 as Commander, Naval Reserve Recruiting Command, New Orleans, LA.

Captain Nagelin's decorations include the Legion of Merit (two awards), the Meritorious Service Medal (two awards), the Navy Commendation Medal (two awards), the Navy Achievement Medal (three awards), and several unit commendations.

He has flown 3,300 total hours, more than 3,000 hours of which have been in the F-14A.

CAPT Nagelin is married to the former Janet Maria Smith of Connecticut. They have three children – Tom, Elizabeth, and Jennifer.

Area Commands:

- Area Northeast, District of Columbia
- Area Southeast, Orlando, FL
- Area Central, Great Lakes, IL
- Area South, Fort Worth, TX
- Area West, Aurora, CO
- Area Pacific, San Diego, CA

Manning:

Naval Reserve Recruiting Region has nearly 1,100 Active Duty military members onboard. This includes:

- 469 Canvasser/Recruiters (CANREC)
- 173 Full-Time Support (FTS) personnel
- 414 Career Recruiting Force (CRF)
- 37 Restricted Line (Recruiter) officers
- 22 civilian employees

Training Courses:

- Recruiter Training Orientation(RTO) – five wks
- Officer Recruiter Orientation (ORO) – three wks
- Field Management Orientation (Rinc)(FMOR) – two wks
- Field Management Orientation (Z/S)(FMOZ) – two wks
- Advanced Recruiter – two wks
- Recruiter Management Orientation(RMO) – two wks

Advertising

- Ad Agency: TMP Worldwide; Atlanta, GA
- Naval Reserve slogan: "Stay Strong"
- Current Campaign: "I Will"
- Print
 - Car & Driver
 - Popular Science
 - Navy & Marine Corps Times
 - Guard & Reserve Handbook
- PSA
 - Radio & TV (English & Spanish)
 - Airport Dioramas and Billboards
- Web site: www.navalreserve.com
- Interactive Banners
 - Monster.com
 - HotJobs.com
 - FederalJobDigest.com
 - GovJobs.com
 - MilitaryCityNetwork.com
 - MilitaryLifestyle.com
 - MinorityNurse.com
 - PhysicianWork.com
 - Construction.com
 - ConstructionJobs.com
 - TAO Online
 - Military.com