

**RDA REVIEW OF UNIT RECRUITING PLAN  
(IAW AFROTCI 36-2005)**

Det # \_\_\_\_\_

UAO: \_\_\_\_\_

Review Date: \_\_\_\_\_

RDA: \_\_\_\_\_

REQUIREMENT	Y	N	REMARKS
1. Does plan cover timer period of 1 Aug to 31 Jul?			
2. Did the Det/CC review and sign the Record of Review page?			
3. Does the plan include a general summary describing the recruiting environment and significant recruiting challenges?			
4. Does the plan include unit recruiting objectives:			
a. For the upcoming academic year?			
b. For a three-year projection?			
c. Including areas of emphasis IAW target areas (such as Tier 1, nursing, minorities) and the Detachment's unique market?			
5. Does the plan address the target market available to meet local recruiting objectives by:			
a. Listing market resources by category and production value (host university, corss-towns, AF bases and feeder school)?			
b. Describing recruiting successes, lessons learned and the history of providing quality cadets from each source?			
c. Giving continuity information for repeating successful activities?			
6. Does the plan include a comprehensive time-phased list of events?			
7. Does the time-phased list of events include:			
a. Direct mail or e-mail activities?			
b. Public events and programs?			
c. Joint service events (if applicable)?			
d. Advertising campaigns?			
e. Student orientation?			
f. COIs/college fairs?			
8. Does the plan include a Point of Contact attachment including RDA, LOD, Base Ed Office, Admission Offices, Financial Aid Office and Orient Coord.?			
9. Does the plan include a detailed market analysis (should be kept in unit files; may be included in plan as an attachment)?			
10. Does the plan reflect the uses of "critical path" recruiting principles outlined in the AFROTC National Recruiting Strategy?			
11. Does the plan follow the required format IAW AFROTCI 36-2005?			

Comments:

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The traditional Field-by-Field creation process is extremely ineffective and slow.

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