COMNAVCRUITCOM INSTRUCTION 1140.1G

From: Commander, Navy Recruiting Command

Subj: DISTRIBUTION, REPLENISHMENT, AND REQUISITIONING OF THE RECRUITING AID DEVICES, PROMOTIONAL ITEMS AND FUTURE SAILOR KITS

1. Purpose. To establish policies, responsibilities, and procedures for the direct distribution, replenishment, and requisitioning of the Recruiting Aid Devices (RADS), Promotional Items (PROMOS) and Future Sailors Kits (FSK) from the Recruiter Store Warehouse (N43).

2. Cancellation. COMNAVCRUITCOMINST 1140.1F. This instruction has had significant revisions and needs to be read in its entirety.

3. Background. RADS, PROMOS and FSKs are part of the advertising budget. They must be safeguarded in the same manner as other pilferable government property. They have an intended, limited appropriate use and must be judicially distributed to prospects and centers of influence to maximize their Return on Investment (ROI).

4. Policy
   a. Recruiting Aid Devices (RADS)
      (1) Public and internal display of RADS will be maintained per the highest standards of the United States Navy.

      (2) New RADS or major revisions to current RADS will normally be distributed as an initial distribution allotment to all pertinent account holders at Navy Recruiting Districts (NAVCURITDISTs) and Navy Recruiting Stations (NAVCURITSTAs). Further replenishments will be accomplished via the IPOL website on the Recruiting Quarterdeck (Recruiter Tools).

      (3) RADS will not be reproduced without proper authorization and reproduction instructions from NAVCRUITCOM N95.
(4) Where appropriate, joint active and reserve recruiting material and logos will appear in RADS. Any RADS made redundant by this effort will be used Until Exhausted (UTE), and then eliminated.

b. Promotional Items (PROMO)

(1) Using PROMO items, such as sports bottles, lanyards and coffee mugs, in support of Navy Recruiting, has proven to be an effective method of increasing Navy awareness. To ensure maximum cost efficiency, PROMO items are centrally procured by NAVCRUITCOM N4 Department based on operational goals. Allocation, of items, is based upon market share and inventory availability. The fair-share PROMO distribution control limits will be determined annually by N4 based upon authorized budget control and percentage of NAVCRUITDIST goal from total goal as determined by N3 allocation. Authorized control limits will be set to stay within budget control assigned and what that equates to in inventory on-hand. Control limits may have to be adjusted during a fiscal year due to unexpected advertising budget marks and decreases from higher authority.

(2) NAVCRUITCOM will conduct semi-annual PROMO Review Boards (PRB) to keep products current and relevant to their intended audience. Results of these boards will lead to product line items being added or deleted from the inventory list. PROMO will be requisitioned periodically as needed to maintain adequate stock on hand to fulfill field order requests and will be warehoused for just-in-time distribution to the field from Millington, TN. Orders are processed in the order they are received via the Inventory Pro On-line (IPOL) RADS or PROMOS ordering system.

(3) PROMOS include higher priced premium items to low-cost advertising specialties (i.e., Tier 1, Tier 2, or, Tier 3) items. They must be expended judicially and wisely, in a manner that directly enhances the recruiting mission. PROMO items shall not be given to active duty members or federal employees. Their intended purpose is to be given to prospective recruits or to those who may influence prospective recruits. These items are to be used during area canvassing, for example, as an icebreaker, to enrich relationships with influencers, or for specific help in challenging mission accomplishment areas. Do not put large numbers of PROMOS on a recruiting table creating a
take one environment. At no time should they be used where anyone could just walk up and take items without being engaged in conversation about the many opportunities in today’s Navy. Care and sensitivity to the investment made is imperative for the continued use of these items.

(4) Providing PROMOS support for special events will be considered by N4 and N9 if:

(a) A NAVCRUITDIST sponsors the event complete with recruiters and the event is a valid recruiting function supported by the NAVCRUITDIST CO or XO. Or,

(b) For non-recruiter supported events the Commanding Officer of the sponsoring organization sends a written request to N4 indicating what and when the event is, who and in what numbers will attend and what Navy Recruiting has to gain from supporting the event (i.e., ROI). In all cases, N9 shall consider expected ROI of the event and whether the budget is available to support it.

c. FSKs are a tool utilized by recruiters to enhance Navy awareness and keep Future Sailors committed to the Delayed Entry Program. Each Future Sailor will receive one kit upon entering the Delayed Entry Program from their local Navy Recruiting Processing Station (NRPS). The numbers of FSKs for each NAVCRUITDIST are determined by the national recruiting goal as established by N3. The number of FSKs sent to the NRPS and NAVCRUITDIST is based on each NAVCRUITDIST’s recruiting goals plus 15 percent. If replacement items are needed due to the items being unserviceable, an NAVCRUITDIST shall send written requests to N43 via N4.

d. IPOL Account Holders

(1) Only authorized IPOL account holders will be able to place orders for RADS and PROMO items. To initiate account creation, a footprint ticket must be submitted by the NAVCRUITDIST System Administrator (SYSAD), or NAVCRUITSTA Leading Petty Officer (LPO). All accounts will be set-up by N6 based on the Personnel Status Report (PSR) which is updated by respective NAVCRUITDIST personnel. Headquarters and NAVCRUITDIST accounts will not be created unless the member requesting an account is filling the Headquarters and
NAVCRUITDIST position that qualifies for an IPOL account as listed in paragraphs d.(3) and d.(4) below. Members requesting accounts for NAVCRUITSTA, Navy Officer Recruiting Station (NORS), Navy Operational Support Center (NOSC) and Navy Reserve Recruiting Station (NRRS) must be listed on the roster for the station and do not have to be in a particular role, but must be approved by the LPO of the prospective station. It is highly recommended that accounts for stations be held by the LPO of the station, but it is not required. The Logistics Supply Officers (LSO) are the account holders for NAVCRUITDIST and are the single POC for executive orders. In the absence of the LSO, the NAVCRUITDIST may designate the PAO or an alternate in writing. Scanned copies of the letters of designation will be kept on file and validated by N6 for account validation and maintenance.

(2) Any additional accounts must be approved by N43 and will be established by submitting a footprint ticket on the Recruiting Quarterdeck with justification.

(3) The following key positions at NAVCRUITCOM may have access to IPOL:

(a) Admiral’s Aide;
(b) FORCM Aide;
(c) N3 Chaplain Coordinator;
(d) Nuclear Coordinator;
(e) NSO/NSW Coordinator;
(f) Program Area Managers;
(g) National Events Coordinator;
(h) Printing Officer; and,
(i) N9 Department Head.

(4) The following key positions at each NAVCRUITDIST are recommended to have access to IPOL:
(a) CO;
(b) XO;
(c) SUPPO;
(d) PAO;
(e) OPS;
(f) AOPS;
(g) NSO/NSW Coordinator;
(h) NROTC Coordinator; and,
(i) Nuclear Coordinator.

(5) All NAVCRUITSTA, NOSC, NRRS and NORS are authorized one account per Recruiting Station Identification (RSID). Normally authorized users are LPOs or WCSs, but can also be the DIVOs or LCPOs as required in each field recruiting office.

(6) Each authorized account holder will be given access to the catalog based on their duties, responsibilities and current RSID.

(7) Basic orders do not require any approval from CO/XO, but will be screened and reviewed by N43 personnel for shipping address and comment blocks.

(8) All Special Event Orders must be approved by the NAVCRUITDIST CO or XO. Special event orders should be submitted 90 days in advance of requested date of event for planning and approval. Authorized account holders must place a request for a special event. The request can be modified or adjusted per the NAVCRUITDIST CO or XO discretion. There will be occasions that some requested quantities can and will differ from the original requests because of pending requirements from other customers. If an item is needed for a special event in large quantities, contact the N43 Warehouse directly for availability and further assistance or additional special instructions.
e. Replenishment Requisitioning of RADS and PROMOS

(1) A RAD and PROMOS request may only be submitted via the IPOL website and will not be issued without the proper request. This is the only way to ensure historical data is stored, inventory adjustments are performed, and accountability maintained. An account holder is able to place one order every 30-day period. There can be exceptions (i.e., special events), but special orders must be justified in IPOL and approved by the account holder’s CO or XO.

(2) Each account holder must ensure that all orders contain the proper NAVCRUITDIST RSID, current address (no P.O. boxes) and zip code. If information is not correct, notify N43 and submit footprints ticket to N6 for data corrections. Each individual account is tailored to your department mission (i.e. Enlisted, Officer, etc.). Maximum order limit is 27 items. NAVCRUITDISTs must ensure all addresses are correct in order to provide delivery of RAD or PROMO items without any delay or incur additional shipping cost.

(3) An order will normally be processed within three working days of receipt and shipped via traceable means. Once the order is packed and shipped, the customer can check the shipping status via the IPOL web-page using the tracking number hyper-link. If the shipment has not been received within five to seven working days, use the hyperlink to learn the status of the package. Once you have received your package, you will find the original approved order accompanying the package(s) so you may confirm the contents.

f. Utilization. It is essential that RADS and PROMOS are used wisely and only for their intended purpose. Planning ahead and saving this precious commodity will assure you have enough to support your events. Your order will be filled as inventory allows. If an item is removed from the catalog that may mean the Recruiter Store is temporarily out of stock. As soon as stock is replenished, it will re-appear on the catalog. If you have questions, please contact N43 at (901) 874-9205/9418.

g. IPOL application can be access via https://nrc.cissltd.com, or logging into the Recruiting Quarterdeck via https://rq.cnrc.navy.mil/. Users must have a
valid account to log in to the Recruiting Quarterdeck accounts. After gaining access into the Recruiting Quarterdeck, under the Application Tab users can select the IPOL link.

h. IPOL self-paced end-user training can be found on the IPOL web-pages under the hyperlink: NAVCRUITCOM Training Aids or via Recruiter Quarterdeck under the N6 page/IPOL Files. The end-users training videos are short in duration and provide a step-by-step process for each major function of the IPOL application.

/s/
G. C. PETERSON
Executive Director

Distribution:
Electronic only, via http://www.cnrc.navy.mil/