



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
3000 MARINE CORPS PENTAGON
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MCO 1130.56D

MCRC

MAY 26 2009

MARINE CORPS ORDER 1130.56D

From: Commandant of the Marine Corps
To: Distribution List

Subj: TOTAL FORCE RECRUITING

Ref: (a) MCO 1100.76E
(b) T/O's 5130, 5131, and 5132 (NOTAL)
(c) MCO P1000.6G
(d) MCO 7130.1J
(e) MCO P1100.72C
(f) MCO 1130.53P
(g) MCO P1100.71A
(h) MCO P1326.6D
(i) MCO P10120.28G
(j) MCO 1130.62B
(k) MCO 1130.65A
(l) MCO P3040.4E
(m) MCO P1100.75C
(n) MCO 5040.6H
(o) MCO 1130.76B

Encl: (1) Marine Corps Recruiting Command Structure and Command Relationships
(2) Reporting Instructions for Recruiting Support Programs and Reserve Referral Credits
(3) Recruiting Support Programs Report
(4) Reserve Referral Credit Report
(5) Reserve Referral Credit System

Reports Required: I. Recruiting Support Programs Report (Report Control Symbol MC-1130-26) par. 4.a.(2)(c)2, encl (2) and encl (3)
II. Reserve Referral Credit Report (Report Control Symbol MC-1130-24) par. 4.a.(2)(c)2(d), encl (2) and encl (4)

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(b) Recruiting/Recruit Training Commanders. The region CG's are well positioned to manage the often conflicting needs of meeting quantity requirements and quality standards. As recipients of new recruits, regional CG's carry out a vigorous quality control program.

(c) Personnel

1. The DC M&RA provides sufficient personnel to MCRC in support of its total force recruiting mission. MCRC's recruiting force is composed of Marines from both the Active and Reserve components. The manpower derived from the recruiting support programs described in paragraph 4.a.(2)(c)2 of this Order represent an integral part of the recruiting force and is vital to mission accomplishment. CG, MCRC has cognizance over the Career Recruiter program as per reference (a) to include appointment and assignment of 8412 Career Recruiters.

a. The regional CG's each have an Assistant Chief of Staff for Recruiting and other staff personnel to assist in carrying out their recruiting responsibilities.

b. In line with references (a) and (o), COs of MCDs organize and assign recruiting personnel to accomplish their mission.

(1) Reassignments are made in accordance with references (b), (c), (d) and (o).

(2) Requests for table of organization changes are submitted to the CG, MCRC.

2. Recruiting support programs include the Recruiter Aide Program, the Extended Active Duty (EAD) Recruiter Program, the Permissive temporary active duty (TAD) Recruiter Assistant Program (PRASP), the Command Recruiting Program, and the Reserve Referral Credit System. To accomplish the total force recruiting mission, each of the support programs must yield their expected share of accessions. This team approach provides the Marine Corps with economies and efficiencies. The reporting requirements referenced below apply only to subordinate recruiting commands within MCRC.

a. Marine reservists are encouraged to apply for the following active duty assignments:

(1) Reserve Recruiter Aides. Members of the SMCR apply for temporary active duty at a recruiting station in the

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vicinity of their home. They provide a valuable cadre of "home grown" recruiters in support of the total force recruiting effort. Tour lengths of 139 days may be extended up through 179 days in a fiscal year. These limitations help prevent the accounting of these Marines against active duty end-strength. References (c), (d), and (e) provide detailed information and instructions regarding employment of Reserve recruiter aides. Further details are covered in references (f), (g), and paragraph 4.b.(5)(e) of this Order. Enclosure (2) sets forth reporting requirements.

(2) EAD Recruiters. Reserve noncommissioned and staff noncommissioned officers may apply for initial 2-year tours. Reference (e) provides detailed information and instructions regarding employment of EAD recruiters. Further details are covered in references (c), (f), (h), (i), (j), and paragraph 4.b.(5)(e) of this Order. This program is not a career program.

b. Recruiter Assistants. Reference (e) provides information on this highly effective program. Recent graduates from recruit training, Marine Combat Training, or an MOS-producing school should be encouraged to return to their hometown in support of local recruiting efforts. Assignments are generally no longer than two weeks. Permissive TAD recruiter assistant assignments may also be in conjunction with annual leave. Enclosure (2) explains reporting requirements.

c. Command Recruiting Program. As detailed in reference (j), all Marine Corps commanders are tasked to assist the recruiting program to the fullest extent possible. The MCRC Program:

(1) Consists of the direct actions taken by commanders to assist the recruiting effort. Commanders are encouraged to exercise initiative.

(2) Specifically calls upon commanders to:

(a) Make Marines available for up to 30 days of permissive TAD in support of recruiting.

(b) Encourage Marines to assist the recruiting effort while on leave or liberty.

(c) Inform Marines of the incentives available for assistance rendered and formally recognizes them as appropriate.

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(3) Sets forth procedures to report the degree of participation by major commands and their measure of success per enclosure (2).

d. Reserve Referral Credit System. Essentially, this is a command recruiting program for reservists. The program is fully described in enclosure (5). Reporting instructions are provided in enclosure (2).

b. Subordinate Element Missions

(1) DC M&RA. As part of overall manpower responsibilities, the DC M&RA has staff cognizance over military recruitment, both Regular and Reserves.

(2) MCRC. Responsibilities of Marine recruiting commanders are fundamentally the same as those of any commander accomplishing the mission and looking out for the welfare of their people. Some of the special responsibilities of recruiting commanders follow:

(a) CG, MCRC. The CG, MCRC is responsible to the CMC for developing, justifying, planning, organizing, conducting, and administering total force personnel procurement programs to meet the manpower needs of the Marine Corps. In controlling and coordinating officer and enlisted Regular Marine Corps and Prior Service and non-prior service Reserve recruitment, the CG, MCRC assigns qualitative and quantitative enlistment shipping quotas and pool strength requirements to the regional CGs. Contracting goals are subject to the approval of CG, MCRC. Additionally, CG, MCRC coordinates with COMMARFORRES on Reserve Referral Credit Quota and other recruiting matters. The CG, MCRC assigns officer procurement requirements directly to the region CGs. By means of directives and a series of guidebooks as outlined in reference (o), collectively regarded as the basis for systematic recruiting, the CG, MCRC sets forth policies and procedures for the conduct of recruiting. To help accomplish the recruiting mission the CG, MCRC provides personnel, logistics, fiscal, and advertising support directly to the regions. The CG, MCRC further sustains the effort through market analysis, strategic planning, training oversight, and programming and budgeting processes. The CG, MCRC is also the Marine Corps member to all Department of Defense (DOD) or joint recruitment committees or groups.

(b) Operations. The conduct of recruiting operations is guided by the annual recruiting operations plan per references (a) through (o).

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(c) Training

1. The CG, MCRC develops, coordinates, provides for, and oversees training for total force recruiting personnel, including initial and follow-on training programs. Marine Corps recruiter and recruiting management training places emphasis on the professional selling skills and the time-tested set of procedures known as systematic recruiting. The purpose of the follow-on training is to sustain and improve the proficiency of the recruiting force.

2. The Recruiters School, located at MCRD, San Diego, functions under the direct control of the CG, MCRC. Personnel assignments to staff the Recruiters School are controlled by MCRC. Assignments to fill student requirements are controlled by HQMC in close coordination with MCRC.

3. For base-related matters the Director, Recruiters School answers to the CG, WRR and relies on the support of that chain of command. In operational and training matters however, the CG, MCRC directs the activities of the school to include modifications to the program of instruction.

4. MCRC conducts the Recruiting Management Course and controls assignment to the course.

5. The CG, MCRC, in conjunction with the regional CGs, arranges for and conducts the training of the MCD command groups.

6. Subordinate recruiting commanders carry out the training specified by the CG, MCRC.

(d) Advertising

1. Advertising develops and influences public awareness about all aspects of the Marine Corps (enlisted, officer, Regular and Reserve). To do this, a message that stimulates the target's interest and remains true to the Corps is provided. Advertising must highlight the Marine Corps' position as "smart, tough, elite warriors" and leverage this image relative to the enlistment consideration cycle or prospects.

2. Advertising efforts help to connect the Marine Corps to the American society and make the public aware of the unique benefits of becoming a Marine. While not everyone can be a Marine, everyone should understand what it means to become one and should feel a sense of pride when an associate chooses to serve the Nation as a U.S. Marine. Advertising must be engaging.

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3. As the target audience changes, advertising must keep pace, accommodating additional informational needs and changing media consumption behaviors. In the current, cluttered spectrum of media, Marine Corps advertising must be relevant and unique. It must stand out from the barrage of messages aimed at the target prospect and inspire the uninformed to consider the Marine Corps.

4. Recruiting advertising has five objectives:

a. Leverage the Marine Corps advertising program as an effective tool to enhance the Marine Corps image, promote public awareness and support the recruiter.

b. Develop targeted lead generation products to drive an increasing number of qualified leads to recruiters as measured through delivery and conversion rates.

c. Provide compelling and effective recruiter support materials that assist recruiters in the sales process.

d. Exploit emerging technologies and new advertising opportunities to remain at the forefront of all recruit advertising.

e. Generate unique and relevant advertising that provides a solid foundation for the movement of a prospect from awareness of the Marine Corps to joining our ranks.

(3) CG, ERR and CG, WRR. The regional CG's are responsible for:

(a) Planning, organizing, conducting, and administering officer and enlisted Regular Marine Corps and Prior Service and non-prior service Reserve recruitment.

(b) Assigning contracting goals and shipping requirements to MCD's to meet annual accession requirements. Specifically, the region CGs manage contracting enough qualified applicants to attain assigned monthly and annual shipping requirements while maintaining pool strengths at or above the minimum level established by the CG, MCRC.

(c) Exercising waiver authority as provided for in reference (e).

(d) Maintaining liaison with the COMMARFORRES on referral credit quota attainment.

(e) Adjudicating recommendations for recruiter reliefs.

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(f) Coordinating with Military Entrance Processing Command (MEPCOM) sectors and other commands as needed.

(g) Handling non-routine special and congressional interest inquiries.

(h) Managing the qualitative and quantitative performance of subordinate recruiting commands.

(i) Identifying training deficiencies and supporting the training effort.

(j) Developing and maintaining comprehensive quality control procedures per reference (k).

(k) Serving as General Court Martial Convening Authority.

(l) Improving the overall wellness and quality of life of command members and their families.

(4) COs of MCDs. COs of MCDs are responsible for:

(a) Meeting the qualitative and quantitative contracting goals and shipping requirements for officer and enlisted Regular Marine Corps and Prior Service and non-prior service Reserve recruitment as directed by the regional CG.

(b) Sustaining pool strength and effecting pool distribution per guidance from the regional CG.

(c) Conducting an aggressive quality control program.

(d) Identifying training deficiencies and conducting the required training.

(e) Improving the overall wellness and quality of life of command members and their families.

(f) Coordinating local advertising and public affairs and community relations activities.

1. Support COMMARFORRES requests for assistance with public affairs and community relations activities.

2. Request assistance via the chain of command when MCD capabilities could be exceeded.

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(g) Ensuring that COs, Marine Corps recruiting stations cooperate and coordinate with COMMARFORRES counterparts including:

1. Hosting a semi-annual Reserve recruiting coordination conference.

2. Providing such units with shipping dates and other quota information available from Marine Corps Recruiting Information Support System (MCRISS).

(h) Complying with casualty procedures as required.

(i) Maintaining liaison with Marine Corps Coordinating Councils, Marine Corps affiliated organizations, and other potentially supportive groups through Reserve Special Staff Officers and COs, Marine Corps recruiting stations to increase support for the recruiting effort.

(j) Coordinating laterally with other military commands as necessary, including other military service recruiting commands.

(k) Participating in the United States Military Entrance Processing Command (USMEPCOM) Recruiting Commanders Committees in accordance with reference (m) as appropriate:

1. Monitor the processing and other services provided by Military Entrance Processing Stations (MEPS).

2. Ensure the COs, Marine Corps recruiting stations comply with the MEPS-related responsibilities, including participating in Interservice Recruitment Committees and support for the Student Armed Services Vocational Aptitude Battery (ASVAB) Program.

(5) COMMARFORRES. The COMMARFORRES responsibilities include:

(a) Monitoring each SMCR unit's non-prior service and prior service MOS shortages.

(b) Determining annual Reserve accession requirements in coordination with the Director, RA in accordance with the established planning process timeline.

(c) Assigning to subordinate commands Reserve Referral Credit quotas equal to 25 percent of the total non-Prior Service Reserve recruiting mission for that year, and ensuring accomplishment of the MFR Reserve Referral Credit mission.

(d) Ensuring that SMCR units hold the Interview/Orientation Brief reference (e).

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(e) Identifying and nominating EAD recruiters and Reserve recruiter aides for assignment to billets which come under operational and administrative control of the appropriate CO MCD. Cos, I-Is of SMCR units and COs of supporting recruiting stations coordinate this effort locally. Since these human resources are an integral part of the recruiting force and recruiting success, working to fill EAD recruiter and recruiter aide vacancies is a particularly important COMMARFORRES responsibility.

(f) Monitoring recruiter aide assignments.

(g) Ensuring that SMCR units coordinate with their supporting MCDs, recruiting stations and prior service recruiting offices to realize a fully cooperative and successful total force recruiting effort. This includes giving support with casualty assistance, investigations, and community relations.

(h) Assuming primary responsibility for public affairs initiatives, which exclusively employ COMMARFORRES resources. Submit requests for outside assistance in support of COMMARFORRES public affairs initiatives to the CMC (AC/S Public Affairs). Coordinate with the appropriate MCD CO on public affairs plans and activities.

(i) Coordinating with the CG MCRC on recruiting-related training matters including orientation training for newly assigned COs/I-Is.

(j) Evaluating the recruiting and retention effectiveness of COs and I-Is of SMCR units.

(k) Notifying the CG MCRC on contemplated SMCR unit relocations, activations, or deactivations. This notification includes a request for an estimate of supportability based on the recruiting situation and demographics.

(6) All Commanders. Actively assist the Marine Corps recruiting effort through command initiatives and the Command Recruiting Program explained in reference (j).

5. Coordinating Instructions

a. To accomplish the aims of total force recruiting effectively, direct liaison is authorized at all command and staff levels within the Marine Corps.

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b. Problems and differences between recruiting stations, prior service recruiting offices and SMCR units relating to recruiting will normally be resolved by the cognizant MCD CO and the senior SMCR unit CO/I-I. Those problems which can not be resolved at that level will be explained in writing and forwarded by the MCD CO and the senior CO/I-I up their chains of command. Advance copies will be provided to the CG, MCRC and COMMARFORRES.

c. MEPS are designated as the primary site for accomplishing mental and physical examinations and other enlistment processing. The MEPS serve as the primary shipping point for Regular (non-prior service/prior service) and Reserve (non-prior service) applicants. Reserve (prior service) applicants will receive mental and physical examinations at the MEPS as required.

d. The reporting requirements shown in enclosure (2) apply to MCRC's subordinate recruiting commands.

e. Attainment of Reserve referral credit quotas assigned by the COMMARFORRES will be guided by the procedures contained in enclosure (5).

6. Administration and Logistics

a. Administration. The CG, MCRC provides annual funding allocations for recruiting and advertising under O&MMC and O&MMCR appropriations.

b. Those expenses specifically identifiable as relating to Reserve recruiting will be included in the reserve recruiting budget. These expenses consist of:

- (1) Out-of-pocket expenses for Reserve Recruiter Aides (RRA).
- (2) Vehicle lease and mileage costs for Reserve recruiting vehicles.
- (3) Man-day and TAD costs to include travel and per diem for Reserve recruiter aides.
- (4) Travel, subsistence, board, and lodging for USMCR(K) applicants.
- (5) Advertising in support of Reserve personnel procurement, which is further addressed in paragraph 6.d.

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c. All other O&M expenses not listed in paragraph 6.b. will be funded for the O&MMC appropriation. These costs identified in paragraph 6.b. and included in O&MMCR funds in support of Reserve recruiter aides will be justified to the Director, RA based on field input. The Director, RA subsequently allots funds to the CG, MCRC who makes them available to subordinate recruiting commands.

d. The CG, MCRC budgets annually for advertising expenditures in support of both Regular and Reserve recruiting programs.

(1) The CG, MCRC allocates a portion of advertising dollars to MCD's to provide the capability for conducting a local advertising program designed to augment and complement the national advertising program. Those allocations are based on share of total force quota and obligated only for advertising in support of regular recruiting.

(2) As the overall executor of Regular and Reserve advertising funds, the CG, MCRC serves as coordinator for plans involving combined advertising endeavors.

(3) Use of either Regular or Reserve advertising funds for public affairs functions which are not specifically directed at the target market are not authorized. Questionable cases should be referred to the CG, MCRC (AC/S Advertising) for resolution.

e. Logistics

(1) The CG, MCRC provides COs of MCDs with the means to support recruiting efforts logistically including support for transportation, vehicles, communications, facilities, and other contractual needs.

(2) The Prior Service recruiting force is supported by and Inter-Service Support Agreement between CG MCRC and COMMARFORRES.

f. Inspection Program. The CG, MCRC will execute an inspection program (CGIP) in accordance with reference (n) that serves as an oversight tool to assess mission performance and standards compliance.

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7. Command and Signal.

- a. Command. This Order is applicable to the Marine Corps Total Force.
- b. Signal. This Order is effective the date signed.



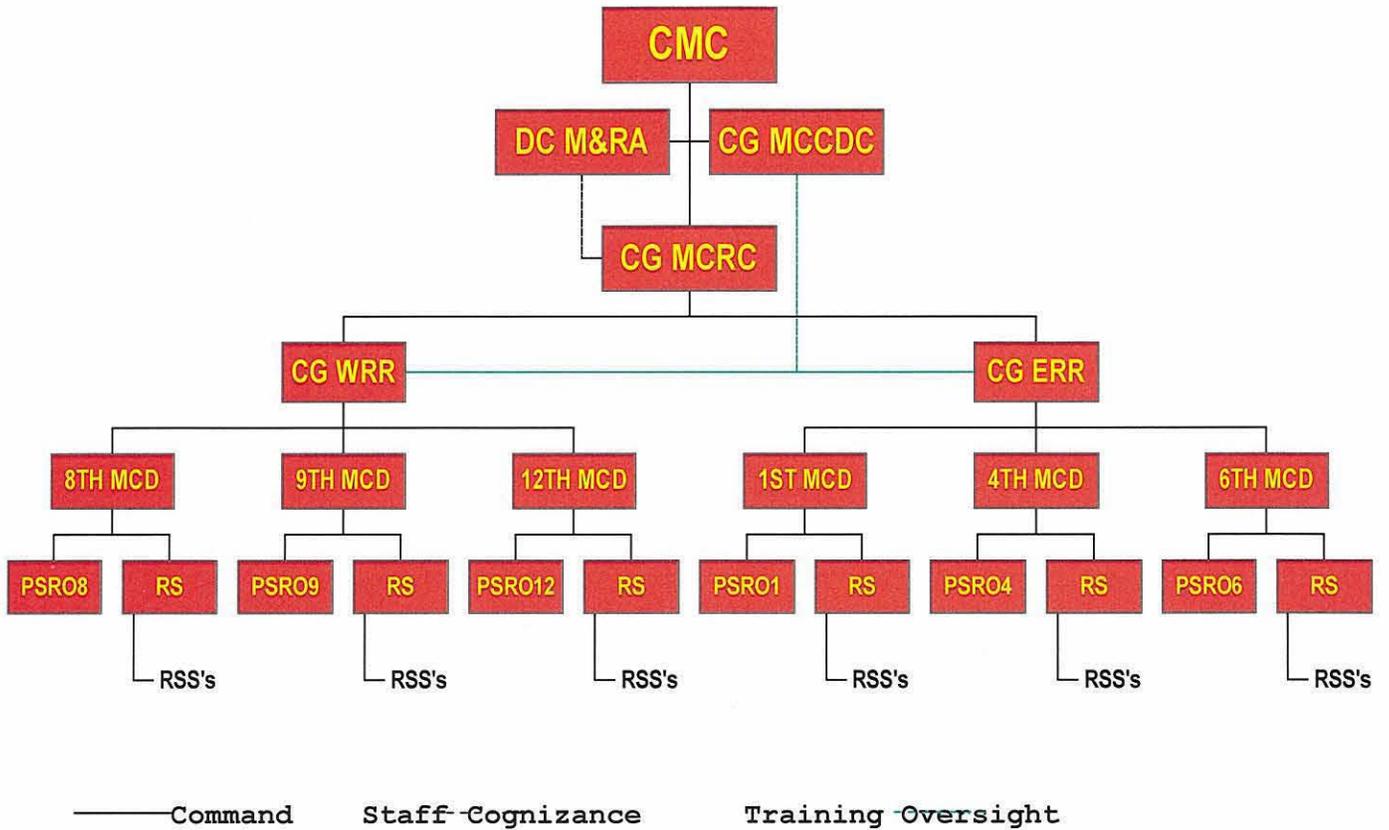
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Marine Corps Recruiting Command Structure and Command Relationships



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Reporting Instructions for Recruiting Support Programs and Reserve
Referral Credits

1. Purpose. To provide instructions for reporting on recruiting support programs and reserve referral credits. Each of these programs represents an enlistment contract-generating resource. MCRC expects to realize a predetermined amount of enlistments from each program annually. The prescribed reports facilitate close monitoring of each program's contribution, therefore accurate reporting is important.

2. Reports. The following reports will be submitted to MCRC (G-3) monthly:

- a. Recruiting Support Programs Report.
- b. Reserve Referral Credit Report.

3. Instructions

a. Recruiting Support Programs Report. RS COs will report information on recruiter support man-days used and contracts generated to the District CO at the end of each month. District COs will consolidate the information and submit to the region CG no later than the 10th day of each month. Report Control Symbol MC-1130-26 is assigned to this reporting requirement. The report format is provided as enclosure (3) to this Order.

b. Reserve Referral Credit Report

(1) At the end of each month, RS COs will report to the District CO the total number of reserve referrals credited to each SMCR unit. A referral credit letter for every credit claimed will accompany the referral report forwarded from the RS to the District. These letters will be utilized to validate that referrals provided by the SMCR unit are sworn in before credit is conferred and reported. Prior to reporting, RS COs must coordinate with the I-Is/COs of each SMCR unit to ensure accurate reporting of referral credits. Any disparities noted between the numbers tracked by the RS and SMCR unit with respect to referral credit information will be resolved before the report is submitted to the District.

(2) District COs will submit reserve referral attainment reports to the region CG no later than the 10th day of the month. Region CGs will forward the consolidated report to MCRC (G-3) no later than the 15th day of the month. Report Control Symbol MC-1130-24 is assigned to this reporting requirement.

(3) The format prescribed for the reporting of reserve referrals is contained in enclosure (4) of this Order.

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(4) CG, MCRC provides reserve referral credit attainment report to COMMARFORRES monthly.

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Recruiting Support Programs Report (MC-1130-26)

FY-XX RECRUITING SUPPORT PROGRAMS AS OF DATE	
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RECRUITER AIDE (AD)	RS	DIST								
MONEYS AUTHORIZED										
MONEYS ALLOCATED FYTD										
MONEYS UNALLOCATED FYTD										
% MONEYS ALLOCATED FYTD										
% MONEYS UNALLOCATED FYTD										
MANDAYS USED MONTH										
MANDAYS USED FYTD										
RECAIDES ASSIGNED MONTH										
RECAIDES ASSIGNED FYTD										
CONTRACTS MONTH										
CONTRACTS FYTD										
EFFECTIVENESS MONTH										
EFFECTIVENESS FYTD										

EXTENDED ACTIVE DUTY (EAD)	RS	DIST								
CONTRACTS MONTH										
CONTRACTS FYTD										
RS GROSS CONTRACTS MONTH										
RS GROSS CONTRACTS FYTD										
EFFECTIVENESS MONTH										
EFFECTIVENESS FYTD										

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Reserve Referral Credit Report (MC-1130-24)

District report consists of compiled RS Reports and Region reports will consist of compiled District reports. RS's will use Excel Spreadsheets distributed by MCRC.

FYXX RESERVE REFERRAL CREDIT REPORT

RS NAME

UNIT RUC	UNIT NAME	LOCATI ON	FYxx RESER VE MISSI ON	FYxx RESERV E REFERR AL QUOTA	OC T	NO V	DE C	JA N	FE B	MA R	AP R	MA Y	JU N	JU L	AU G	SE P	1S T Q T R	2N D Q T R	3R D Q T R	4TH Q T R	FYTD TOTAL	% ATTAIN ED		

~~MAY 26 1984~~Reserve Referral Credit System1. General

a. COMMARFORRES annually assigns subordinate commands a Reserve Referral Credit quota equal to 25 percent of the total Non-Prior Service Reserve recruiting mission for that year.

b. Attainment of recruiting goals requires a unified, coordinated effort between each SMCR unit and RS. Consequently, direct liaison between SMCR units and the supporting RS/RSS is essential.

2. RCQ

a. COMMARFORRES gives subordinate units annual RCQ broken out with quarterly objectives.

b. Attainment of assigned RCQs is mandatory. To ensure that each SMCR unit achieves the assigned quota, SMCR unit I-Is/COS must exercise active oversight of this program.

(1) A referral credit is only given for individuals provided by the SMCR unit to the RS or OSS who are sworn in once found to be qualified for enlistment. Credit will not be conferred until the individual is sworn in. The following actions are prescribed:

(a) Locate and refer prospects, determine interest in the Marine Corps, screen for obvious disqualifying factors, and persuade the individual to interview for enlistment with a recruiter. At this point the individual becomes a referral.

(b) Report the named referral to the RS or OSS.

(c) Coordinate with the RS to verify which RSS will process the individual. In the case of an officer referral, the OSO will advise the SMCR unit as to the necessary actions for processing the referral.

(d) Report the following information via email to the local RS:

1. Referral's name (last, first, middle initial).
2. Referral's SSN.
3. Referral's phone number.

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4. Referral's address.
5. Referring Marine's name.
6. Referring Marine's SSN.
7. SMCR unit RUC.
8. SMCR unit POC.
9. SMCR unit name and city.
10. SMCR unit phone number.
11. Comments (if applicable).

(e) Bring the referral to the designated RSS or OSS, if geographically feasible. In all cases, the method of introducing the individual to the supporting recruiter will be coordinated between the SMCR unit and the RSS or OSO to fit the local situation.

(2) Upon receipt of the referral at a recruiting substation, the noncommissioned officer in charge (NCOIC) will:

- (a) Complete the screening process.
- (b) Conduct an interview (if found qualified).
- (c) Make a sales presentation and close on the applicant.
- (d) Prepare an enlistment package.
- (e) Process the applicant as expeditiously as possible for enlistment.

(3) Once the referral has contracted, the following actions will occur:

(a) The RS OPSO will forward, via email, the information specified in paragraph 2.b(1)(d) along with the contract date and component code to the Inspector-Instructor staff (senior officer and enlisted) of the SMCR unit.

(b) The Inspector-Instructor staff will forward this email via the MSC chain of command to the MARFORRES G-1 Recruiting and Retention Officer.

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(c) The "Read Receipt" email feature should be used to verify transmission among all parties.

(d) The RS will then generate and forward a reserve referral credit letter to the appropriate Inspector-Instructor staff and a second letter to the District.

(4) Upon receipt of the referral at an OSS, the OSO or his/her assistant will:

(a) Initiate screening and testing.

(b) Conduct an interview.

(c) Prepare the application.

(d) Process the referral as expeditiously as possible.

(e) Within 2 working days of the applicant's acceptance or non-acceptance of an officer program, the OSS will notify the SMCR unit of the disposition of the referral, and also inform the appropriate RS OPSO.

(5) A referral credit may be:

(a) An individual who walks into the reserve training center, expresses a general interest in enlisting, gives his name and contact information to a member of the SMCR unit, agrees to meet with a recruiter about enlisting, and subsequently enlists.

(b) An individual who gives his name and contact information to a member of the SMCR unit, agrees to meet with a recruiter about enlisting, and subsequently enlists.

(c) An individual whose name and contact information is referred to the SMCR unit by a unit member or other contact, agrees to meet with a recruiter about enlisting, and subsequently enlists.

(d) A former Marine in the Individual Ready Reserve who is not affiliated with the SMCR unit who contacts the SMCR unit asking for information about returning to active duty. The former Marine must express interest in reenlisting in the Regular Marine Corps, must be referred by the SMCR unit to the local RS, and must subsequently reenlist via the Prior Service Enlistment Program.

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(e) A non-obligor presently in the SMCR unit who decides to reenlist in the regular Marine Corps. The Marine must express interest in reenlisting in the Regular Marine Corps, must be referred by the SMCR unit to the local RS, and must subsequently reenlist via the Prior Service Enlistment Program.

(6) A referral credit is not:

(a) A name, or a list of names, obtained by the SMCR unit and passed on to the RS without any action to motivate, screen and determine interest in enlisting. This includes all lists of students that are obtained and passed on to a RS/RSS.

(b) An individual already in a SMCR unit as an USMCR (K) or (B) who decides to enlist in the regular Marine Corps. This includes Marines who have completed the drilling obligation portion of their 8-year contract.

(c) An individual the SMCR unit claims to have sent to an RSS without contacting the RS first.

(d) An individual who walks into an SMCR unit looking for a specific recruiter or a local RSS to keep an appointment previously arranged.

(e) A non-obligor presently in the SMCR unit who decides to reenlist in the regular Marine Corps or who accepts a commission, who is not referred by a member of the SMCR unit.

(f) A reservist, obligor, or non-obligor who is assigned to EAD recruiter status on an initial or subsequent EAD contract.

(g) A recruiter aide generated referral.

(h) A Boot Leave reservist generated referral.

(7) The possibility exists that a referral already processed and determined eligible for enlistment might decline to enlist. In such cases, the designated RS to which the referral was originally delivered will promptly notify the SMCR unit of the referral's decision and the individual's reason(s). In all cases, the SMCR unit which prospects an individual has claim to that individual for referral purposes unless it is determined that a reasonable amount of time has passed, and that the individual reverted from the applicant stage to just a name once prospected (2-3 months). Where the passage of a reasonable amount of time is under dispute, the district headquarters in coordination with the SMCR unit's parent command will make the decision.

c. SMCR units will not engage in direct competition with the local RS by canvassing school lists. If able to obtain any school lists, SMCR units will turn the list over to the local RSS for canvassing. In no case will an SMCR unit attempt to work, visit, or contact a high school/college/junior college without prior coordination with the RS.

d. The primary sources SMCR units should utilize to locate prospects and generate referrals include:

(1) SMCR unit members working in the community.

(2) SMCR unit sponsored training demonstrations at shopping malls, beaches, lakes, and other gathering places with reserve Marines.

(3) SMCR unit open houses.

(4) Team canvassing efforts.

e. Annual planning may result in the execution of activities co-sponsored by an SMCR unit and RS. Co-sponsored events are encouraged; however, I-Is/COs of SMCR units and RS COs must develop a plan for sharing names in advance to preclude any disputes over credit.

3. Referral Credit Reporting. Reporting procedures applicable to the MCRC are set forth in enclosure (2) of this Order.