

**DEPARTMENT OF THE NAVY
BUREAU OF NAVAL PERSONNEL
5720 INTEGRITY DRIVE
MILLINGTON TN 38055-0000**

**IN REPLY REFER TO
BUPERSINST 5450.16F
PERS-03
10 Feb 2003**

BUPERS INSTRUCTION 5450.16F

From: Chief of Naval Personnel

Subj: MISSION AND FUNCTIONS OF NAVY RECRUITING COMMAND
(NAVCRUITCOM)

Ref: (a) OPNAVINST 5450.171C

Encl: (1) Mission and Functions of Navy Recruiting Command

1. Purpose. To issue revised mission and functions of Navy Recruiting Command (NAVCRUITCOM), per reference (a). This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. BUPERSINST 5450.16E.

3. Status and Command Relationships. NAVCRUITCOM is a shore activity in an active, fully operational status under a Commander.

a. Command: Navy Recruiting Command

b. Echelon

ONE - Chief of Naval Operations

TWO - Chief of Naval Personnel

THREE - Commander, Navy Recruiting Command

c. Area Coordination:

Chief of Naval Education and Training

4. Action. Commander, NAVCRUITCOM will ensure performance of the mission and functions in enclosure (1). Send recommended changes to Bureau of Naval Personnel (PERS-03).

S. J. TOMASZESKI
Rear Admiral, U.S. Navy
Deputy Chief of Naval Personnel

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**MISSION AND FUNCTIONS OF
NAVY RECRUITING COMMAND**

MISSION

To recruit men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy. Prepare documents required for original appointment to warrant and commissioned grades for the Secretary of the Navy.

FUNCTIONS

1. Develop, implement, and manage plans and programs for the recruitment and selection of officers, officer candidates (except Naval Academy Midshipmen) in the Regular and Reserve components of Navy.
2. Develop, implement, and manage plans and programs for the recruitment and selection of enlisted personnel in the Regular and Reserve components of Navy.
3. Plan, develop, and maintain a national and local recruiting communications program in printed, audio, and visual media.
4. Plan, develop, procure, and distribute promotional material and collateral sales material for use in Navy recruiting efforts.
5. Maintain liaison with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.
6. Coordinate recruiting-related public relations programs of mutual concern to NAVCRUITCOM, Chief of Naval Information (CHINFO); Superintendent, Naval Academy; Chief of Naval Education and Training (CNET); and Commander, Naval Reserve Recruiting Command (COMNAVRESCRUITCOM).
7. Conduct analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting upon the recruiting effort.

8. Assist Bureau of Naval Personnel (BUPERS), Assistant Chief of Naval Personnel for Military Policy and Career Programs (PERS-2) with planning and development of aids and materials to support the retention effort of Navy.
9. Provide support to assigned recruiting activities.
10. Supervise and coordinate preparation of the recruiting budget.
11. Prepare and publish Navy Recruiting Manual.
12. Coordinate with Commander, Military Entrance Processing Command, Chicago, IL matters pertaining to processing Navy applicants at Military Entrance Processing Stations (MEPS).
13. Discharge other responsibilities, which may be assigned by higher authority.