

# Iowa Air National Guard 132<sup>nd</sup> Wing



## **RECRUITMENT LEAD DISTRIBUTION REPORT-OUT JUNE 20 - 22 2017**



# Why Are We Here?



- No standard written process
- Ensure no leads are dropped

## **Sponsor:**

Colonel Monica Brouse,  
Mission Support Group Commander  
Air National Guard



# Team “ROC STARS”

Jacob



- SMSgt Gary Burch
- MSgt Paul Havran
- MSgt Jason Stock
- TSgt Sabrina McIntosh
- SSgt Anna Rietveld
- SSgt Jacob Parsons
- SSgt Austin Wascher
- Capt Daniel Torrence
- CMSgt John Smith
- TSgt Jerry Anderson
- 1<sup>st</sup> LT Justin Wiebbecke
- CMSgt James Holwegner



## Observers:

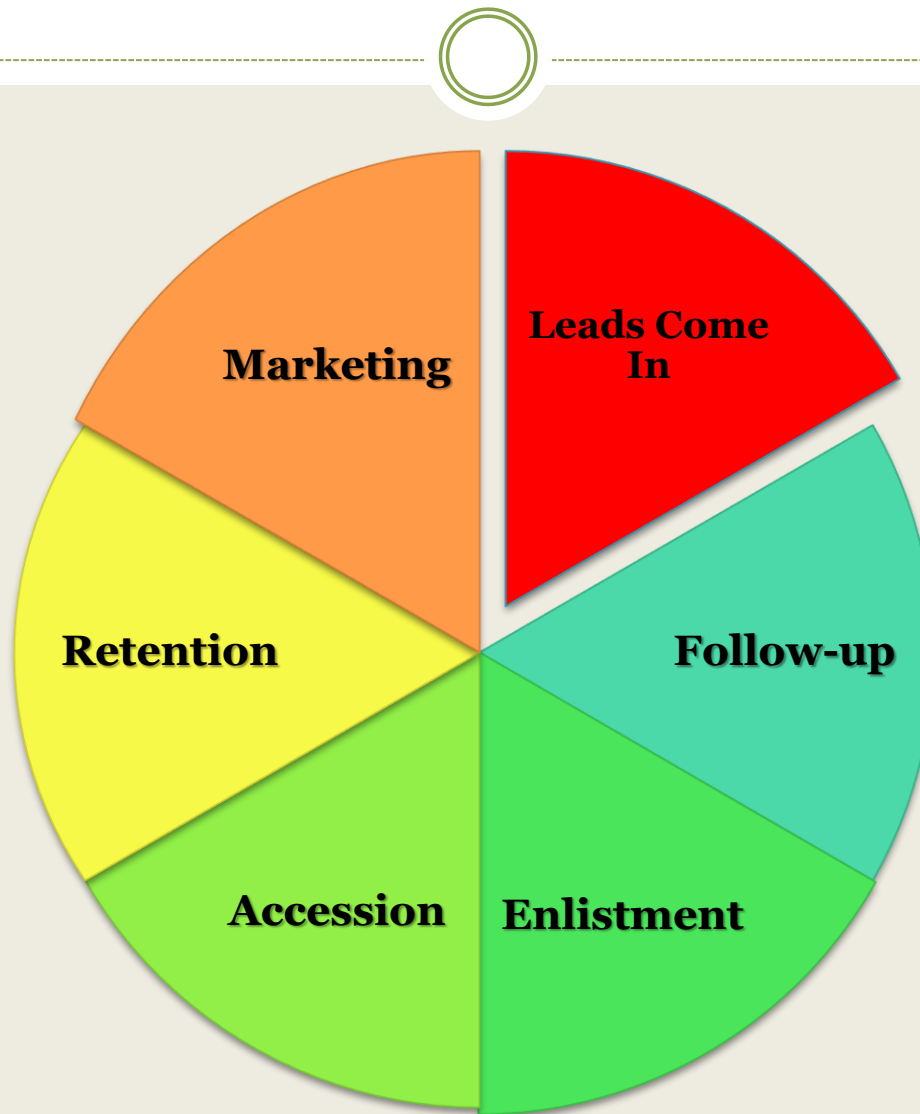
- Capt. Renee Rausch
- A1C Natalie Sheehey,

## Facilitators:

Marcia Tope, DOM  
Lisa LaVigne, DHS

# Recruitment

Jacob

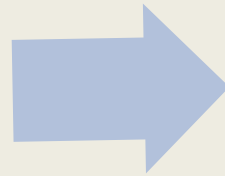


# Event Scope

Gary



Time lead  
received



Time lead  
becomes an  
applicant

# How Do We Get There?

Gary



- Gain a full understanding of how a lead is distributed to recruiters
- Have a written process which results in leads that are never dropped
- Gain a full understanding of how a lead becomes an applicant to include follow ups
  - Develop standard guidelines, including timeframes, for how leads are distributed
  - Develop a fair and equitable distribution process
- Develop a written SOP for Recruiting Operation Instructions

# What is Design for Lean?

Jim

- ❑ Methodology to create a new service, product or process
- ❑ Applicable to any project that needs a significant amount of new design
- ❑ Strong emphasis on capturing and understanding the customer and organization needs



# Design Event Schedule

Jim

Pre-event  
Planning

Follow-up &  
Implementation

## Design Introduction

**Design  
Overview**

**Review  
Charter**

## Gather Information

**Identification  
Of  
Trends**

**SWOT**

## Design Creation

**Formulate  
New Process  
Ideas**

**Prioritize  
and Select  
New Process  
Ideas**

## Implementation

**Design New  
Process**

**Identify  
What Needs  
to be Done  
to  
Implement  
New Process**

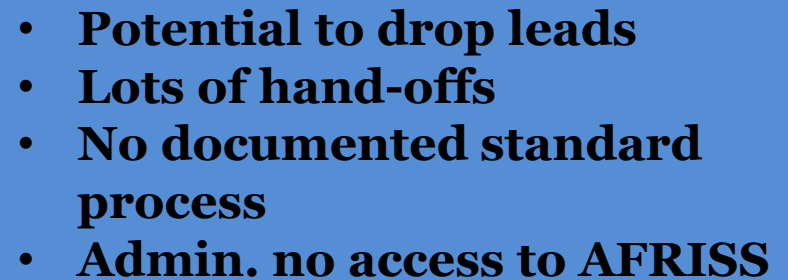
## Report Out

**Report Out**

**Celebrate!**



# Justin

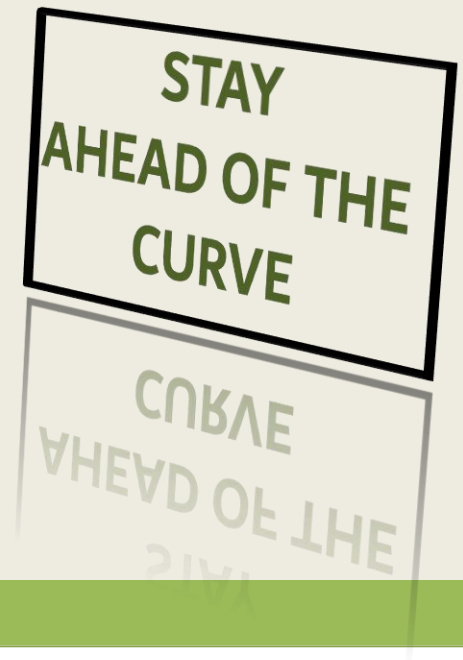


# Trends

Sabrina



- Technology – (i.e. texting)
- Lower high school graduation population
- Quick response time expected
- Physical training requirements
- More entry requirements
- Language barrier



# SWOT

Jason



## Strengths

- Motivated recruiters
- Adapt to change
- In-depth knowledge of recruiting

## Weaknesses

- Computers don't work properly
- No standard written process
- Duplication of work

## Opportunities

- Reduce admin work for recruiter
- Increase referrals with a standard process
- Recruiters in field more

## Threats

- Lost leads
- Poor customer service
- Loss of good employees



# Discussion & Consensus

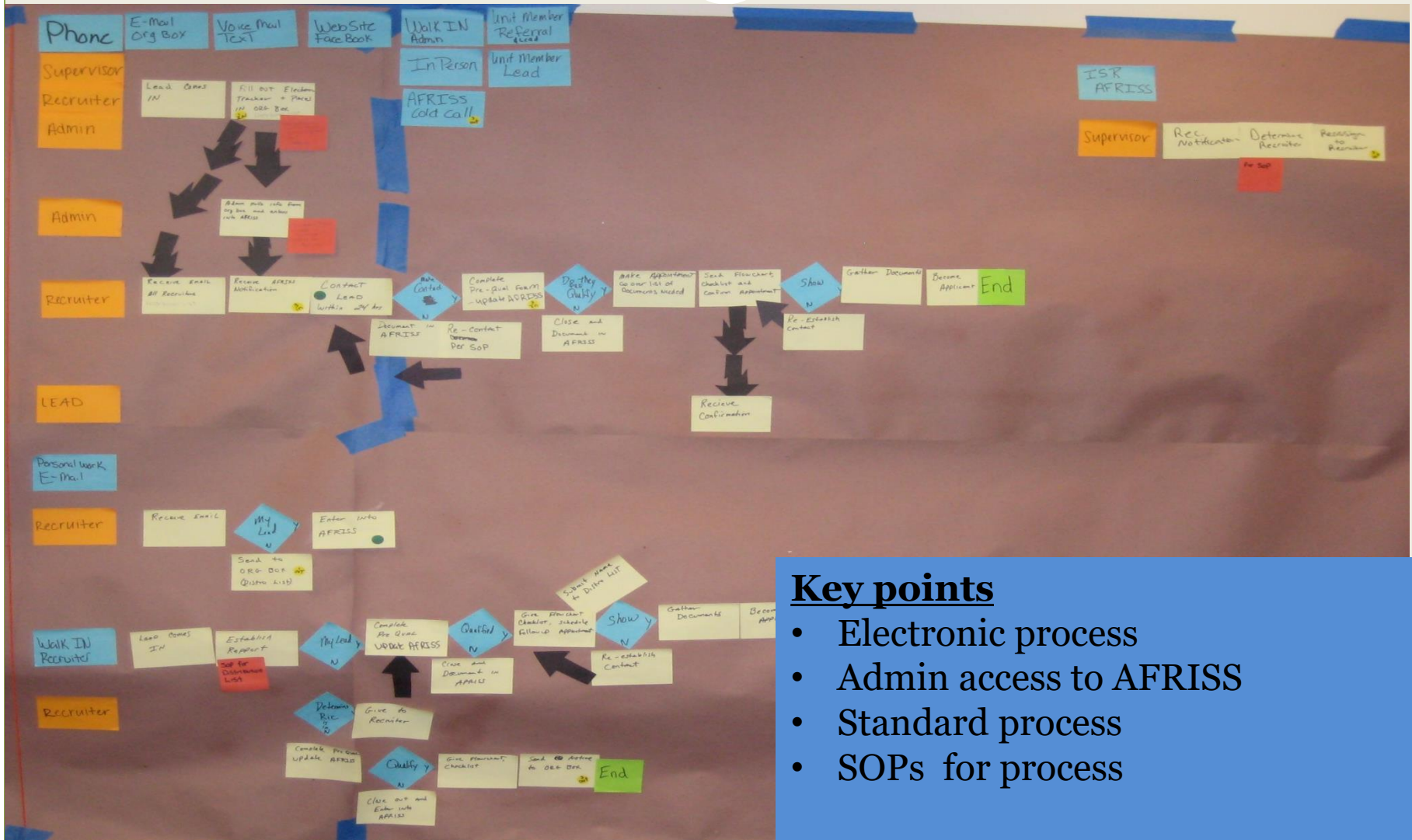
John



- Brainstorming of improvements
- Deselection of ideas

# Future State Map

Paul



## Key points

- Electronic process
- Admin access to AFRISS
- Standard process
- SOPs for process

# Simpler – Faster - Better

Paul



- Check points in place to ensure leads are not dropped
- Electronic process
- Standardized process
- Efficiencies in work by developing one form for lead information and pre-qualification



# Implementation Plan

John



Item #	Who's Responsible	Task (What needs done)	Needs communicated?	Start Date	Implement Date
#	Who	Task	Communicate?	Date	Date
2	Jason/Austin	Reliable-One stand alone network & Engage Leadership in IT issues ie. Tiger Team			90 days
		Action Item to Accomplish Task	Communicate?	Start Date	End Date
#	Who	Task	Communicate?	Date	Date
3	Jason/Austin	One centralized org. box - Distribution			30 days
		Action Item to Accomplish Task	Communicate?	Start Date	End Date
#	Who	Task	Communicate?	Date	Date
4	Jason/Austin	Create a visual/electronic schedule for rotation			30 day
		Action Item to Accomplish Task	Communicate?	Start Date	End Date
#	Who	Task	Communicate?	Date	Date
8	Gary	Create electronic lead tracker (combine lead tracker and pre-qualification)(determine questions to be determined by which staff)			30days
		Action Item to Accomplish Task	Communicate?	Start Date	End Date

# Time Line

Austin



90 Days

- SOP

90 Days

- Technology

30 -60  
Days

- Admin



# Communication Plan

Gary



WHAT	WHO	WHEN
High-level summary of the event	WLT and JFHQ	Within 30 Days
Bookends	WLT and JFHQ	Within 30 Days
Timeline	All Leadership and interested parties	Within 30 Days

# Team Member Experience



Dan Torrence  
Austin Wascher



LEAN

State of Iowa  
Continuous Improvement