

# OPTIMIZING NAVY RECRUITMENT: LESSONS FROM NAVY TALENT ACQUISITION GROUPS



NAVAL  
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## Abstract

- This research aims to optimize the recruitment practices for the United States Navy by conducting an analysis of the successes and failures of Navy Talent Acquisition Groups (NTAGs). By evaluating recruitment practices, training programs, and leadership involvement across various geographical locations, the study seeks to identify the critical factors that contribute to effective recruitment and those that impede it. The findings will be used to develop a set of best practices and recommendations designed to enhance the efficiency and effectiveness of Navy recruitment efforts. The ultimate goal is to ensure a steady influx of qualified personnel to meet the operational demands of the Navy.



1. Map of NTAGs. Source: Navy Recruiting Command (n.d.b)

## Methods

- To effectively address the research questions, I first created a knowledge base summarizing the known factors that hinder successful recruitment. I then conducted interviews with NTAG COs, XOs, CRs, and recruiters to gain insight into how these issues affect those directly involved in the recruitment process. Lastly, I interviewed the Navy Recruiting Command’s Chief of Staff to further my knowledge of Battle Stations and gain the perspective of someone working from NRC headquarters. I held separate interviews and reported the findings anonymously to encourage open, honest feedback from participants.



## Results & Their Impact

- In addressing leadership involvement and training, the recruiting triad mentioned their priority in visiting different stations throughout the month and showing their buy-in, which positively impacts Sailors. Next regarding training effectiveness, recruiters said that “headquarters monthly training” frequently lacked relevance to the needs of the stations and therefore took the back burner among their long list of responsibilities. However, they did mention helpful resources provided by headquarters, such as RinC/Recruiter University, which they felt adequately prepared Sailors for future on-the job (OJT) provided at individual stations.
- The interview process with the recruiting triad and recruiters corroborated the USNI source, revealing that Admiral Waters’ use of battle stations to clear medical waivers has proven to be the most valuable improvement in qualifying candidates more quickly for service. Additionally, practices like “Knowing Your Number,” or consistent follow-up with recruiters have proven to be successful. Next, the version of Salesforce used by the Navy was identified as an additional, unnecessary hinderance to the administrative burden demanded of recruiters for each candidate kit.

