

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service

Chapter CC23 – Staffing
Subchapter CC23.1 - Recruitment
Personnel INSTRUCTION 6 – Associate Recruiter Program

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Section A. Purpose and Scope

1. The Associate Recruiter Program (ARP) is designed to support the recruitment of qualified candidates for appointment into the Commissioned Corps of the U.S. Public Health Service (Corps).

Section B. Authorities

1. Section 203 of the PHS Act (42 U.S.C. § 204).
2. 42 C.F.R. § 21.1 to 21.58.
3. Executive Order (EO) 11140, dated 30 January 1964.
4. Reorganization Plan No. 3 of 1966, dated 25 June 1966.
5. The responsibility for assuring the day-to-day management of the Corps has been delegated to the Surgeon General (SG) of the U.S. Public Health Service (PHS) (68 FR 70507). The SG, as head of the Office of the Surgeon General (OSG), supervises the Office of Commissioned Corps Operations (OCCO) which is responsible for implementing the policies for appointment of Corps officers established by the Assistant Secretary for Health (ASH).

Section C. Service Policy

1. It is the Department of Health and Human Services' (Department or HHS) policy to make full use of existing recruitment resources to obtain candidates for the Corps.
2. Each Corps officer is expected to abide by the Standards of Conduct (See http://dcp.psc.gov/DCP_pubs.asp - click on "Conduct").
3. An officer participating in recruitment activities is expected to maintain all uniform service standards of conduct and ethical behavior. It is critical an officer avoid any appearance of infraction and conduct oneself in a professional manner.

Section D. Definitions

1. The **Associate Recruiter Program** (ARP) is a voluntary program designed to assist a Corps officer or individual affiliated with the Department to recruit potential applicants to the Corps.
2. The **Associate Recruiter Coordinator** (ARC) is responsible for daily oversight of the ARP.
3. An **Associate Recruiter Lead** (ARL) is an officer who promotes the program within a category and creates an Associate Recruiter (AR) network that recruits Corps officers and for whom recruitment is not a primary responsibility.
4. An **Associate Recruiter** (AR) is an officer or individual affiliated with the Department who recruits specifically for the Corps and for whom recruitment is not a primary responsibility.
5. A **Recruiter** is an officer assigned to a billet in which his/her primary duties and responsibilities relate to recruitment.
6. **Current Status** in the ARP is defined by meeting the applicable appointment or currency requirement criteria determined by the ARC in conjunction with the category Chief Professional Officer (CPO), Professional Advisory Committee (PAC) Chairperson, and ARL.

Section E. Eligibility Criteria

1. An officer on extended active duty may serve within the ARP by meeting the following criteria:
 - a. Maintain a strong commitment and dedication to the mission, vision, and core values of the Corps;
 - b. Successful completion of probationary period with the Corps. *Note:* An exemption can be made by the ARC after consultation with the CPO and category ARL;
 - c. Receive an overall performance rating at the above average or outstanding level on most recent Commissioned Officers' Effectiveness Report (COER), or receive a satisfactory or higher narrative statement if recently changed Operating Division (OPDIV)/Staff Division (STAFFDIV)/non-HHS organization to which Corps officer is assigned;
 - d. No current or pending disciplinary action;
 - e. Meets the requirement of Basic Level of Force Readiness;
 - f. Requires three references attesting to the officer's interest, intent, and ability to carry out the role and responsibilities of an AR. These references are provided by the officer's immediate supervisor and two Corps officers attesting to the officer's commitment to the Corps. In a situation where an AR applicant is the only officer at his/her duty station, references from the officer's immediate supervisor and two non-Corps co-workers must be provided with the application;
 - g. Completion of the Basic Officer Training Course and the Independent Officer Training Course and awarded the Commissioned Corps Training Ribbon;
 - h. Completion of AR introductory training (See Section F., below); and
 - i. Exceptions to the above mentioned criteria must be justified by the applicant in writing and approved by the category CPO.

2. Individuals affiliated (e.g., retired Corps officers, academics, civilians) may serve within the ARP by meeting the following criteria:
 - a. Maintain a strong commitment and dedication to the mission, vision, and core values of the Corps;
 - b. Provide three references attesting to the individual's interest, intent, and ability to carry out the role and responsibilities of an AR; and
 - c. Completion of AR introductory training (See Section F., below).

3. An AR appointed prior to the effective date of this INSTRUCTION will be considered to have met the eligibility requirements listed above.

Section F. Training Requirements

1. Training is an important aspect in the development of an AR to recruit potential applicants to the Corps.
 - a. Prior to appointment, a potential AR is required to participate in the AR Introductory Program conducted by the Office of Commissioned Corps Operations (OCCO). This program consists of, but is not limited to: concepts of recruitment, legal and ethical issues in recruitment, standards of conduct, recruitment approaches, appointment standards, general OPDIV/STAFFDIV/non-HHS organization information, the application process, and general recruitment administration.
 - b. To maintain currency, each AR and ARL must participate in recruitment and retention training at least once in a 3-year period.
2. Each AR and ARL must participate in the yearly online ARP Update conducted by OCCO based on curriculum and material developed by the Office of Commissioned Corps Force Management (OCCFM) and approved by the ASH. The yearly ARP Update must include: a review of Corps policies; recruitment goals; and an on-going review of Section G.1.c., below.

Section G. Requirements to Maintain Current Associate Recruiter Status

1. An AR must meet the following requirements to maintain current status and actively participate in the ARP:
 - a. Maintain requirements in listed in Section E.1.c., and e., above;
 - b. Participate in a yearly ARP Update and a minimum of one AR training within the preceding 3-year period; and
 - c. Participate in a minimum of two activities within a 12-month period from the following list:
 - (1) Contact at least five separate potential Corps applicants or conduct a presentation to a group of five or more individuals to talk about Corps programs;
 - (2) Spend a minimum of 4 hours staffing a recruiting booth at a national or regional meeting of the recruiter's professional category association (wear the PHS uniform), e.g., American Dental Association, American Medical Association, American Nurses' Association;
 - (3) Precept and/or mentor a Junior Commissioned Officer Student Training and Extern Program (COSTEP) participant, Senior COSTEP participant, resident, or extern for a minimum of 1 month;

- (4) Visit a professional category school or local high school for a career day, class lecture, or local student chapter meeting to speak to students about opportunities in the Corps (wear the PHS uniform);
 - (5) Visit a professional category school to conduct a commissioning ceremony (wear the PHS uniform). Protocol for the ceremony can be acquired from OSG/OCCO/Division of Commissioned Corps Recruitment (DCCR); and
 - (6) Other presentations or events approved by the ARC.
2. An ARL must meet the above requirements to maintain current status, actively participate in the ARP, and:
 - a. Promote the ARP in the category, recruit ARs, and maintain a relationship with the ARC and CPO to facilitate the orderly operation of the program;
 - b. Maintain a minimum of two activities within a 12-month period from the activity list described in Section G.1.c., above; and
 - c. ARL terms are limited to 3-years; with a maximum of two consecutive terms.
3. Failure to meet the current status requirements will result in removal of the AR from the program. An officer must re-apply to the ARP and meet the eligibility requirements in effect at the time of the new application.
4. Any exceptions to the above mentioned criteria must be justified by the applicant and approved by the category CPO in writing to the ARC.

Section H. Duties and Responsibilities

1. Office of Commissioned Corps Force Management (OCCFM)
 - a. Advise the ASH on policies, regulations, and programs concerning recruitment strategies, communications and marketing programs, and information technology systems in the support of the Corps;
 - b. Responsible for the development of recruitment strategies and policies, programs and materials, and other resources for attracting health professional audiences as potential candidates to apply for and become members of the Corps;
 - c. Plan and provide oversight of public affairs programs designed to raise awareness of the Corps to the public, the press, and other external constituencies, to promote interest in the activities of the Corps; and
 - d. Develop and provide oversight of information technology and systems to support recruitment, personnel and Corps management functions, and collaborates with OSG on the implementation, usage, and improvement of information technology and systems.

