1. Purpose. To publish the mission, functions and tasks of Navy Recruiting Command (NAVCRUITCOM), per reference (a). This instruction has been revised to comply with reference (a) requirement for echelon 2 commands to submit mission, functions, and tasks statements every 3 years, or as required. This instruction is a complete revision and should be read in its entirety.

2. Cancellation. BUPERSINST 5450.16F.

3. Scope and Applicability. This instruction applies to NAVCRUITCOM and its subordinate commands and activities.

4. Status and Command Relationships. NAVCRUITCOM is a shore activity in an active, fully operating status under a Commander.
   a. Command: Navy Recruiting Command
   b. Echelon:
      (1) Chief of Naval Operations
      (2) Chief of Naval Personnel
      (3) Commander, Navy Recruiting Command
   c. Area Coordination: Commander, Navy Region Mid-West

6. **Records Management.** Records created as a result of this instruction, regardless of media or format, must be managed per Secretary of the Navy (SECNAV) Manual 5210.1 of January 2012.

7. **Review and Effective Date.** Per OPNAVINST 5215.17A, BUPERS-05 will review this instruction annually on the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, SECNAV, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. OPNAV 5215/40 may be obtained from the BUPERS directives manager. This instruction will automatically expire 5 years after its issuance date unless reissued or canceled prior to the 5-year anniversary date or an extension has been granted.

R. A. BROWN  
Deputy Chief of Naval Personnel

Releasability and distribution:  
This instruction is cleared for public release and is available electronically only via BUPERS Web site, http://www.public.navy.mil/bupers-npc/Pages/default.aspx
MISSION, FUNCTIONS, AND TASKS OF NAVY RECRUITING COMMAND

1. **Mission.** Leverage an inspirational culture to inform, attract, influence and hire the highest quality candidates from America’s diverse talent pool to allow America’s Navy to assure mission success and establish the foundation for Sailors to thrive in a life-changing experience.

2. **Functions**

   a. Commands the Navy Recruiting Command (NAVCRUITCOM) and recruiting activities, as assigned, for the Chief of Naval Personnel.

   b. Recruits men and women for enlisted, officer candidate, and officer status in the Regular and Reserve Components of the Navy and prepare the documents required for original appointment to warrant and commissioned grades for the Secretary of the Navy.

**Tasks**

   (1) Develops, implements, and manages plans and programs for the recruitment and selection of officers, officer candidates (except Naval Academy midshipmen) in the Regular and Reserve Components of the Navy.

   (2) Develops, implements, and manages plans and programs for the recruitment and selection of enlisted personnel in the Regular and Reserve Components of the Navy.

   (3) Plans, develops, and maintains a national and local recruiting communications program in printed, audio, and visual media.

   (4) Plans, develops, procures, and distributes promotional material and collateral sales material for use in Navy recruiting efforts.

   (5) Maintains liaison with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.

   (6) Coordinates recruiting-related public relations programs of mutual concern to NAVCRUITCOM, Chief of Naval Information; Superintendent, Naval Academy; Commander, Naval Education and Training Command; and Commander, Naval Reserve Recruiting Command.

   (7) Conducts analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting upon the recruiting effort.
(8) Assists Director Military Personnel Plans and Policy (OPNAV N13) with planning and development of aids and materials to support the retention effort of the Navy.

(9) Provides support to assigned recruiting activities.

(10) Supervises and coordinates the preparation of the recruiting budget.

(11) Prepares and publishes the Navy Recruiting Manual.

(12) Coordinates matters pertaining to processing Navy applicants at military entrance processing stations with Commander, Military Entrance Processing Command.

(13) Discharges other responsibilities, which may be assigned by higher authority.