BUPERS INSTRUCTION 5450.59

From: Deputy Chief of Naval Personnel

Subj: MISSION, FUNCTIONS, AND TASKS OF NAVY RECRUITING DISTRICT

Ref: (a) OPNAVINST 5400.44A

Encl: (1) Mission, Functions, and Tasks of Navy Recruiting District

1. **Purpose.** To publish the mission, functions and tasks of Navy Recruiting District (NAVCRUITDIST), per reference (a).

2. **Scope and Applicability.** This instruction applies to NAVCRUITDIST and its subordinate activities.

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

4. **Action.** Commanding Officer, Navy Recruiting District will ensure performance of mission, functions and tasks in enclosure (1). Send recommended changes to the Bureau of Naval Personnel, Total Force Human Resource Office (BUPERS-05).

5. **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.
6. **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.

\[signature\]

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](http://www.public.navy.mil/bupers-npc/Pages/default.aspx)
MISSION, FUNCTIONS, AND TASKS OF NAVY RECRUITING DISTRICT

1. **Mission.** Develop tomorrow’s leaders today while serving in the most critical billets in the Navy. Our Navy and Nation are counting on us to deliver to them quality recruits that will impact what the Navy will look like in the future, both in the officer and enlisted communities. A seamless recruiting team working to help one another, providing outstanding customer service and being great ambassadors in our communities.

2. **Function.** Manage recruiting activity within the assigned Navy Recruiting District (NAVCRUITDIST) in the recruitment of people who meet mental, moral, physical, and other specific standards for enlistment, reenlistment, enlistment as officer candidates or for direct appointment as officers in the Active Component (AC) and Reserve Component (RC) of the Navy.

**Tasks**

a. Develops, implements, and manages plans to recruit and select a sufficient number of candidates of the proper quality to meet the recruiting goals prescribed by the appropriate Navy recruiting region (NAVCRUITREG) commander for the various officer and officer candidate (except Naval Academy midshipmen) programs in the AC and RC of the Navy.

b. Develops, implements, and manages plans to recruit and select sufficient candidates of the proper quality to meet the recruiting goals prescribed for the various enlisted programs in the AC and RC of the Navy.

c. Plans, develops, and maintains a NAVCRUITDIST-wide recruiting publicity program for the Navy Recruiting Command in printed, audio, and visual media.

d. Maintains distribution control of recruiting aids and materials for use in Navy recruiting programs.

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

f. Conducts analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting upon the recruiting effort.

g. Provides support to assigned recruiting activities.

h. Coordinates with the appropriate NAVCRUITREG commander for the preparation of the NAVCRUITDIST recruiting budget.

i. Coordinates matters pertaining to military entrance processing stations.
j. Fosters the submission of suggestions from personnel that will lead to improved performance of the functions of the Navy Recruiting Command and encourage a high degree of initiative and discipline.

k. Provides quality of service for Navy personnel assigned to the NAVCRUITDIST (e.g., professional development, quality of life, and fitness, etc.).