

Personalized Recruiting for Immediate and Delayed Enlistment Modernization



Enabling a more data-driven and efficient business process for the Navy to recruit and enroll qualified applicants.

The Personalized Recruiting for Immediate and Delayed Enlistment (PRIDE) system is one of six legacy systems supporting the mission of the Navy Recruiting Command (NRC). PRIDE supports the process of bringing new recruits into the Navy and assigning them to Navy positions.

The PRIDE Modernization Path

The PRIDE Modernization (PRIDE Mod) effort is an integral component of the Recruiting Force 2030 (RF2030), the Navy Recruiting Command's strategic plan to transition from pre-Information Age systems and processes to modern tools that facilitate "anytime, anywhere" recruiting.

1974: PRIDE application launched. PRIDE was initially deployed as a mainframe application to enable manual input of U.S. Navy applicant personal information, including the individual's test results and physical characteristics. PRIDE also enabled Navy recruiters to search for enlisted job quotas based on the inbound recruit's anticipated ship date to the Recruit Training Center (RTC) in Great Lakes, Illinois, which is the Navy's only boot camp. Because data has been manually entered into PRIDE at many different points throughout the recruiting and accessions process, NRC has been incurring numerous processing inefficiencies and escalating costs to ensure data quality and accuracy.

2011: PRIDE Modernization Phase I completed. NRC officially deployed the first modernization installment of PRIDE on 4 May 2011. Called PRIDE Mod I, the system is a significantly improved classification¹ and reservation capability that captures enlisted applicant qualifications data and determines the Navy job ratings for which the applicant is best suited. PRIDE Mod I then matches applicant qualifications to available ratings, determined by the needs of the Navy, and "A" school² seat availability. PRIDE Mod I also processes incentives and waivers as required and reserves "A" school seats for recruits.

Current: PRIDE Modernization Phase II. Efforts continue to build on PRIDE Mod as an important IT foundation for the Recruiting Force 2030 strategy. PRIDE Mod capabilities include implementing electronic forms technology, biometric signatures, workflow management tools for paperless processing, integration of officer and enlisted active and Reserve component processes, and data exchanges with the U.S. Military Entrance Processing Command (USMEPCOM), Recruit Training Command, and Navy Personnel Command (NPC).



New recruits assemble at the Recruit Training Command (Navy boot camp) to begin acquiring the basic skills for Naval service.

¹ Classification entails identifying Navy jobs suitable to the applicant based on medical screening, aptitude, academic test scores, and other factors.

² The Navy has a school to teach every enlisted man and woman the skills they need to do their jobs. These Class "A" schools cover the specialized skills in the duties the Sailor will be performing as well as how to be the best Sailor they can be. Sailors enter "A" school following boot camp.

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Current Business Process

Currently, the business processes and technologies supporting officer and enlisted recruiting for the active and Reserve components of the Navy are not integrated. This increases the accession cycle-time, the attrition rate for officer applicants prior to selection, and the error rate for applicant forms and data between Navy Recruiting Districts (NRDs) and NRC Headquarters. Errors on forms can result in pay inaccuracies and substantial manual intervention.

PRIDE Mod II Business Process Improvements

Multiple recruiting and accession systems are being subsumed by a paperless system that supports recruiter and applicant needs. PRIDE Mod II consolidates the officer and enlisted active and Reserve processes into a seamless solution allowing NRC to streamline its recruiting force and create multifunction field recruiters. The new system is the sole source of officer accessions data for NRC and the Navy Total Force. NRC recruiters and processors are able to view how long the process will take, the competitiveness of an applicant, the status of the application, and what rework is required for returned applications. PRIDE Mod II also provides the capability for paperless processing, the use of digital and biometrically signed forms, supports accessing commands, and communicates with selection boards and optical record systems.

PRIDE Mod II's new streamlined systems and processes reduces administrative burdens and training requirements, which allows recruiters to devote more time to informing, inspiring, and hiring future Sailors.

Benefits of PRIDE Mod II

- Reduction of application processing time by 30%, reducing the chance of losing good candidates
- Reduction in Processing Kit errors decreasing cost of rework
- Reduction in the number of fraudulent recruits through positive applicant identification using biometric technology
- Gain efficiencies in shared processes with Military Entrance Processing Command (MEPCOM), Bureau of Naval Personnel (BUPERS), Recruit Training Command (RTC)
- Establish better accountability and visibility of incentives accounting
- More accurately computing lead metrics, thereby ultimately executing business efficiencies for recruiting process

The Sea Warrior Program (PMW 240) manages a complex portfolio of information technology (IT) systems to support Navy human resource management, criminal justice, fleet support, afloat business applications, Navy and DoD portfolio management, DON administration, and joint aviation aircraft scheduling. The PMW 240 program is part of the Navy Program Executive Office for Enterprise Information Systems (PEO EIS) which develops, acquires, fields, and sustains Enterprise Network, business, and fleet support IT systems for the warfighters of the Navy and Marine Corps.

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