

Analysis of the Advertising and Recruiting Process within the Intelligence and Security Command

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Abstract: Organizational advertising and recruiting is a necessary stage in the life cycle of every organization to either expand, compensate for workforce attrition, or adapt to new industry-specific developments. Similarly, the military services must bring in members best suited to the requirements for each unit by analysis of the available talent-pool. This study developed a model that looks at different factors to determine which impact successful selection for a specific unit. This model is then used to recommend/predict the best advertising and recruiting strategy.

This paper analyzes the advertising and recruiting efforts within the Intelligence and Security Command (INSCOM). Due to the highly specialized skill-set required of its members, the INSCOM unit faces challenges with recruiting sufficient quality applicants. The Systems Design approach is utilized to identify the most effective means of advertising. The first section analyzes the available pool of potential candidates, and assesses possible advertisement strategies to address the problem statement. Additionally, value modeling, analysis of historical trends, and data analysis using R Studio are used to determine various methods to recruit candidates. The second section examines the possible options for recruiting solutions. From the data analysis, the study has concluded that the applicants' qualities cannot accurately predict perceived or measured performance in the program. Therefore, the major contribution of this study is the value model which assists with accurate candidate scoring. Future work will consist of extending applicant data analysis (full recruitment cycle of one year) and implementing new social media advertising strategies. The study is structured off of a systems approach and uses relevant data analysis concepts.

Keywords: Systems Design Process, Data Filtering, Advertising, Recruiting