

FY02 DON Pilot Project Summary

Project Name: Automated Leads Management Reporting System (#398)

Command: USMC

Functional Area Manager (FAM): Manpower

Pilot Summary:

This pilot improves administrative support to customers, aligns command business systems and more effectively utilizes Marine Corps Information Technology infrastructure for effective work and asset management. ALMRS improves response time on requested administrative services, simplifies the administrative request process, and decreases administrative support costs.

Business Value Added:

- Identifies Marines who are candidates for Prior Service Recruiting by virtue of an approaching Expiration of Active Service (EAS) date or demonstrated interest
- Provides contact management with contact history, task management, and tickler functionality
- Manages and reports accessions

Other Considerations:

- This system is funded and in production currently

Pilot Participants:

- Marine Corp Recruiting Command
- Marine Corps Reserve Support Command G-6
- Marine Forces Reserve

Targeted Users:

- Recruiters
- Active Reservists
- Reserve Affairs Planning Personnel