CACI has a 40 year successful relationship working with the US Navy recruitment service. For the past 15 years, continuous improvement has been top of the agenda, as the Navy embraces technology evolution to streamline processes and increase internal efficiencies, as well as mitigate the ever-changing cyber security challenges.

For good Governance and reasons of impartiality, CACI is responsible for scoping and devising innovative continuous improvement proposals, which are then reviewed and prioritized by Navy Recruitment senior management. These are then implemented by an impartial third party. Using SIMPROCESS, our modelling and simulation tool, CACI analyzes the Navy’s recruitment business processes and technology systems, with a view to maintaining optimum efficiency and identifying new ways to improve the selection process. These improvement proposals are based on new Government policies and standards, changing working, social or environmental practices, such as increasing adoption of mobile devices, and new progressive cutting-edge technology capabilities.

This in-depth understanding of Navy operations has been achieved through our long-standing relationship with the US Navy.

Our team of dedicated analysts and engineers are based on site at the Navy Recruiting Command (NRC) HQ in Millington, Tennessee, which has helped us establish successful relationships with a wide range of Navy personnel from the Admiral through the ranks, to coding and analyst staff.

One key area, where CACI has made a significant difference in Navy recruitment, is with data accuracy. Navy Recruitment often have to reach out a number of times to potential recruitment candidates to validate data accuracy such as school records and zip code information, as well as liaise with multiple organizations, to undertake mandatory checks, such as criminal conviction records and social security numbers.

Reducing the error rate by 5% dramatically reduces the amount of resource requirement to check and amend data files. CACI achieved this through automating systems to tie in with local and central agency information, and auto-populate and verify record information.
A second major improvement can be seen with mobile recruitment operations. Outside the Tennessee HQ, US Navy Recruitment manage a number of satellite sites, which are responsible for local recruitment and sending trained Navy personnel into the field to meet and process potential candidates.

CACI spent a month working alongside people in the field to analyze how they work and the challenges they face. They discovered a number of processes varied between stations, as well as from HQ procedures, which was largely due to geographical and demographic differences, such as areas without cell phone coverage and differences between engagement in rural and urban areas.

One significant challenge faced by satellite office operations was the inability to automatically update candidate information, which made the mobile recruitment process very expensive. Recruitment officers needed to capture data manually off-site and then import it into systems when back at their recruitment bases. This duplication of effort also led to increased human error and further inaccuracies.

CACI designed a solution that enabled recruitment officers to capture data at remote locations, which were automatically uploaded to a central database in near real-time. This information could then be matched against a range of profiling information, which has increasingly become more sophisticated over the years.

The Navy selection and training program invests a lot of money in its recruitment process. Its profiling information serves two purposes. First it acts as a guide, when evaluating the likelihood of candidates becoming successful Navy personnel. Such factors as background, neighborhood, and family demographics all play a statistical part, when matched against successfully qualified Navy recruits, as can medical conditions and tattoos depicting gang allegiances. These broad range of success indicators can guide and inform the discussions and questions posed by recruitment officers.

Secondly, profiling information is invaluable to match the intake of recruits, their skills and interests, to the wide range of disciplines and job roles that the Navy recruits for. This means that recruits are more likely to be channelled towards roles where they’ll gain the greatest benefit and satisfaction, as well as provide recruiters with the insight to proactively seek out the changing specific skills and profiles that are in high demand at any particular time. For example, twenty years ago, cyber security was a low priority when paper processes dominated the Navy, whereas today, maintaining cyber security is at the heart of all operations, with the Navy facing daily attacks from global hackers.

These business profiling rules need to be continuously examined and improved, along with system processes and capabilities, to ensure that the Navy does not miss out on suitable and valuable recruits, while ensuring the costs of recruitment, and those candidates who drop out of training, are kept to a minimum.

CACI is very proud to have assisted the US Navy and Government in ensuring it maintains its leading world-class recruitment processes. The past 15 years of working in partnership has achieved levels of efficiency and sophistication that are envied the world over.