



Prairie Quest

Case Study

Army Partnership for Youth Success (PaYS)

Prairie Quest, Inc. is an award-winning professional services firm with an impressive past performance history in our federal practice. We are a certified 8(a)/SDB, HUBZone, Woman-Owned company, and we were recently recognized as one of the top Indiana Companies to Watch. With a Midwest base of operation, we have lower administration costs, allowing you to take advantage of our commitment towards customer-centric results and quality without endangering your budget.

We provide innovative, cost-effective solutions in

- ◆ Project Management
- ◆ Business Process Analysis
- ◆ Advisory and Administrative Services
- ◆ Technology Services



Top 5 primary functions of this contract included:

- ◆ Strategic Planning.
- ◆ Policy Administration and Review.
- ◆ Program Support/Marketing/ Recruiting.
- ◆ Quality Control and Evaluation.
- ◆ Training.

The PaYS program started in FY 2000 for Regular Army Soldiers. It expanded to include the Army Reserve in FY 2002 and Cadet Command's Reserve Officers' Training Corps (ROTC) in January 2008 for cadets entering the Reserve Components. The PaYS program started with one partner and six jobs in the database. It now has over 300 partners with more in the pipeline and over 1,000,000 jobs for enlisted Soldiers and ROTC cadets. It provides America's youth with an opportunity to serve their country while they prepare for their future. Soldiers learn technical skills required by industry and government agencies along with work ethics, teamwork, communication, and leadership while serving in the United States Army.

Identifying and targeting new partners: Recruiting for PaYS Partners requires our team to monitor the needs of the Army. The yearly mission for the command is broken down into many categories. More important to the program than the number of overall Soldiers required are the number of each Military Occupational Specialty (MOS) required. This knowledge assists the project leader in guiding the PaYS Marketing Analysts to target companies and agencies who can request positions in an MOS the Army needs and not to saturate the program with un-needed MOSs. The command provides monthly reports that reflect mission accomplishment by MOS.

Program Support/Marketing: Per contract, Prairie Quest team members contact at least 10 percent of the existing corporate partners, on a rotating basis, each month to ensure there are no problems related to the program such as, but not limited to, contacting soldiers, scheduling interviews with soldiers, or changes in the partner contact information. We establish contact with potential PaYS partners, present PaYS information via mail, e-mail, and on-site briefings, and determine if they meet the guidelines for becoming a partner. We coordinate partner visits to USAREC/USACC or other Army installations of interest and coordinate visits by the USAREC/USACC command group to partners and prospective partners. Team members process nominated companies in the job manager computer application and prepare recommendations for the PaYS Program Manager. Additionally, our team members are responsible for maintaining the PaYS Corporate Partner information database, coordinating ceremonial signings of memoranda of agreement, and writing a monthly newsletter for PaYS and submitting articles to trade publications about PaYS.

Program Support/Evaluation: Our team members provide program/marketing evaluation support to the Recruiting Subject Matter Expert of the PaYS program to partners, brigades and battalions. We support guidance counselors and Recruiting Operations Officers in adjusting job dates, processing Statements of Understanding, and completing PaYS reservations in REQUEST using the PaYS website. Our team reviews job descriptions and qualifications submitted by partners, making appropriate MOS matches and ensuring civilianized MOS descriptions were available through the PaYS website. We support corporate partners in loading jobs in the PaYS jobs database and ensure jobs are distributed properly to accommodate the full spectrum of possible enlistment terms, ship dates, and available school dates. We also monitor PaYS reservations and recommend solutions for low performing battalions.