



CASE STUDY

We provide innovative, cost-effective solutions in:

- Marketing Support
- Project Management
- Business Process Review
- Advisory & Administrative Services
- Technology Support & Training

TOP FUNCTIONS OF CONTRACT INCLUDE:

- Serve as overall contract senior management for planning, development and operations for all services provided under the PaYS program.
- Create and change project components and support the planning and steering of program processes.
- Provide day-to-day management for tasks related but not limited to gathering and analyzing data; submitting reports; and managing travel, internal and external communications and social media support.
- Plan, develop and implement program services and activities in accordance with the Army PaYS program that includes recruiting, marketing, administrative support and partnership development objectives.

Partnership for Youth Success (PaYS) Program Marketing

Since 2009, PQC has been supporting this one-of-a-kind program that helps soldiers prepare for their future as they transition to quickly find employment.

Partnership for Youth Success (PaYS) is an innovative, strategic Army marketing and recruiting program that establishes partnerships with a cross-section of U.S. industries and public sector agencies. This unique program is part of the Army's effort to partner with America's business community and reconnect America with its Army to open the doors to possible employment opportunities for soldiers after they transition from service.

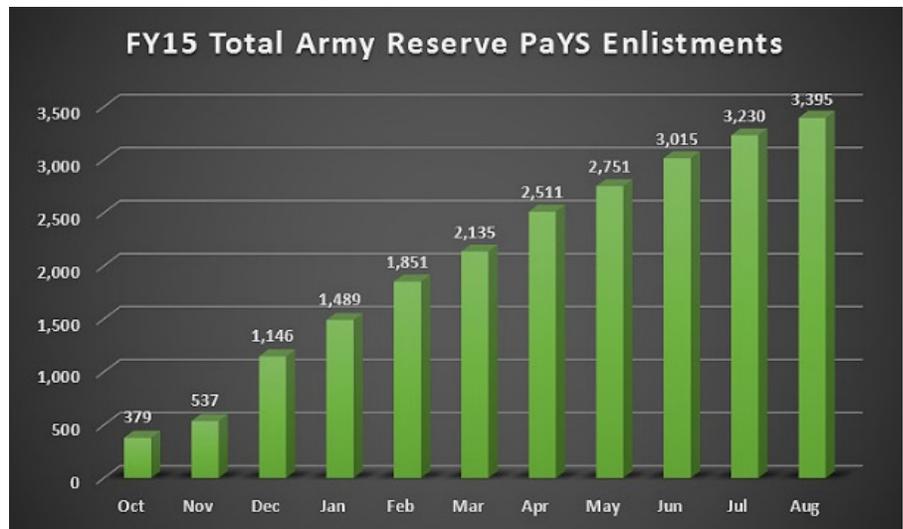
Upon enlistment or contract agreement, soldiers and cadets are guaranteed a job interview with a PaYS partner of their choice at the completion of their required Army obligations. PaYS provides America's youth with an opportunity to serve their country while they prepare for their future. Soldiers who participate in the program develop valuable skills and experience in addition to gaining opportunities for employment with organizations who understand the value of their military service.

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Since November 2009, our team of specialists has provided a variety of marketing and administrative services in support of the program. We support policy development, strategic planning, marketing and social media, and internal and external training needs. In 2015, when the contract location transitioned from Fort Knox, Ky., to Alexandria, Va., we developed a thorough transition plan to minimize knowledge loss and ensure no major disruptions to the contract occurred.

Policy Administration & Strategic Planning. PQC provides program support in policy staffing and implementation and administrative services. Our employees assist in the development of staff policies, procedures and support documentation for the PaYS program. We also document, research, review and provide technical editing of existing regulations to include all aspects of the program.

PQC's team develops a quarterly work plan that conforms to the U.S. Army Recruiting Command (USAREC)/U.S. Army Cadet Command (USACC) Strategic Plans and the training guidance provided by the commands. This work plan includes the estimated number of new partners, signing ceremonies, visits to recruiting battalions and



ROTC battalions, and the projected number of soldiers and cadets who were anticipated to sign a Statement of Understanding to enroll in PaYS. We also develop strategic plans and requirements to determine program effectiveness and develop, staff, and update program implementation plans.

Our team monitors and records all PaYS enlistments for Regular Army, Army Reserve and ROTC variants. The data is compiled in a weekly report for USAREC/USACC and used to inform future planning.



PaYS Partner Development. We develop corporate partnerships for the program. Our dedicated team works with companies all over the U.S. to encourage them to hire veterans and to help them understand the value of the personnel they can hire. Our marketing professionals also reach out to Army recruiting stations across the U.S. to help them understand the value of the program. Our team has been nationally recognized for their success and works with companies like Amazon, government agencies, and small and mid-size companies. As of August 2015, the program maintained partnerships with 557 companies, including 75 Fortune 500, 7 Global 500 and 9 Fortune 1000. PQC itself became an official PaYS partner in July 2014.



To develop new partnerships, our employees contact potential partners and provide PaYS program information via mail, email and on-site briefings to help determine if the company meets the partnership guidelines. Our team conducts a minimum of 40 annual marketing trips and they coordinate partner visits to USAREC/USACC or other Army installations. They also coordinate visits to partners and prospective partners by the command group. We establish a memorandum of agreement with new corporate partners and maintain the PaYS partner information database.

For existing partners, our team routinely maintains contact to mitigate problems such as changes in information, providing online PaYS support, etc.

Print & Digital Marketing. We develop and execute an annual PaYS Marketing Plan in addition to developing and executing an evaluation plan and cost/benefit analysis of the PaYS program. Our team is responsible for print and digital marketing initiatives. In print, we develop brochures, briefings, newsletters, news releases, and monthly articles for release across a variety of military media.

As part of the PaYS digital marketing efforts, our team supports an active Web-based plan that includes maintaining a variety of PaYS social media outlets. These platforms include Twitter, Facebook and Google+ pages; a YouTube channel; a blog; and online chat sessions through the Army Virtual Recruiter Portal. On our CPARS response, our customer stated PQC's social media efforts "have significantly increased the program's awareness." As of August 2015, the PaYS social media outlets have

9,022 Facebook “likes,” 1,131 Twitter followers, 195 LinkedIn followers, and 318 Google+ followers.

▶ Check out the PaYS online presence at these locations:

ArmyPays.com

Facebook.com/ArmyPaYS

Twitter.com/ArmyPaYS

LinkedIn.com/company/us-army-partnership-for-youth-success-pays-program

Training. Our team of marketers works with soldiers and cadets, recruiting officers, CEOs and human resource personnel to provide training and support to enable employment partners to know what to expect and how to get the best results out of hiring our Army veterans.

PQC developed an extensive PaYS training support package that was approved by USAREC and USACC Recruiting Operations. We deliver on-site and distance learning training to brigades, Battalion Leaders, Company Leadership Teams, recruiting stations, recruiters, and guidance counselors. We conduct training trips where we train Recruiting Command and Cadet Command personnel on use of PaYS tools on the internet and USAAC intranet. On a 2013 assessment, our customer remarked that PQC uses “innovative ways to accomplish required trainings and marketing trips within an extremely limited travel budget.”

Our training package is also available to all PaYS corporate partners and can be delivered via on-site training or distance learning. The training focuses on teaching the partners how to fully engage with the program and utilize PaYS’ Web-based tools, like the bulletin board,

which is a customized application where partners can load their job opportunities and manage their PaYS soldiers. We train all new partners on the program and bulletin board solutions. Our marketers assist in setting up partner accounts, then use a step-by-step process to train the partner in each module, beginning with the bulletin board. We further support the database by ensuring PaYS jobs are rolled forward into the new calendar year as applicable; distribute jobs properly to accommodate all possible enlistment terms, ship dates and available school dates; and inventory the pool of available job opportunities.

Conclusion. PQC supports our client with highly experienced and knowledgeable professionals who perform comprehensive policy administration and marketing services. We are responsible for developing the materials and cultivating the partnerships that propel the PaYS program forward and offer more job opportunities for America’s soldiers. We are honored to support this program and are proud of the work that our expert team does. We have received high praise for our work for the program, including from the program manager, who stated, “It’s a pleasure working with the PQC team. As the program continues to grow, they remain passionate, dedicated and hardworking to accomplish the mission.” As a further testament to our team’s dedication, in our most recent CPARS covering November 2013 through 2014, the COR stated, “Prairie Quest puts forth the extra effort to provide the best service possible.”

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 toward customer-centric results and quality without endangering your budget.