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Nota di contenuto	Cover; Preface; Contents; Figure and Tables; Summary; Acknowledgments; Abbreviations; Chapter One - Introduction; Chapter Two - Models of Recruiter Effort, Market Quality, and Enlistment Supply; A Model with a Single Type of Contract; A Model Distinguishing the Three Missioned Contract Types; A Conceptually Grounded, Econometrically Based Performance Measure; Chapter Three - Data and Econometric Estimates of Contract-Production Models; Data; Estimates for the Graduate, Senior, and "Other" Contract Model; Estimates for a Model Distinguishing Men and Women Chapter Four - Empirical Analysis of Performance Measures Chapter Five - Choosing Performance Windows and Organizational Units for Evaluation; Using the Performance Window to Control for Random Outcomes; The Use of Station Versus Individual Performance Evaluation; Chapter Six - Conclusions; Summary of Results; Implications for Policy; Appendix A - Allocation of Recruiter Effort: Implications of a Microeconomic Model; Appendix B - Recruiter Behavior in the Face of Risk; References
Sommario/riassunto	Designing and implementing performance metrics that support Army goals requires analysis of how different metrics would affect recruiter behavior and, in turn, recruiters' contributions toward achieving the

Army's goals. The authors evaluate traditional performance metrics, such as number of contracts signed per month per recruiter, and find that they do not adequately measure recruiter effort, skill, and productivity. They then develop a "preferred performance metric" that takes into account the difficulty of recruiting different types of youth in various markets. Using a performance metric
