



DEPARTMENT OF THE ARMY
UNITED STATES ARMY COMBINED ARMS SUPPORT COMMAND
2221 ADAMS AVENUE
FORT LEE, VIRGINIA 23801-2102

FORT LEE POLICY NO.: 08-11

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JUL 11 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Combined Arms Support Command (CASCOM) Fiscal Year (FY) 2011 Retention Program Guidance and Commanding General's Retention Excellence Awards Program

1. References:

- a. Army Regulation 601-280, Army Retention Program, 1 MAR 2006.
- b. Memorandum of Instruction, Retention Program Guidance, HQ TRADOC, ATBO-BR, 17 Feb 11.

2. Purpose: To provide retention program guidance for the execution of plans, policies, and procedures for all matters that impact the CASCOM Retention Program.

- a. Overview.
- b. General Administrative Instructions.
- c. Mission, Vision and Goals.
- d. Objectives and Reporting.
- e. Accomplishments, Recognition and Incentives.
- f. Training.
- g. Staff Assistance Visits/Inspections.
- h. Utilization of Career Counselors.
- i. Career Counselor of the Year Board.

3. Overview

a. The Army Retention Program is a commander's program. As a result, commanders by virtue of their position are the Retention Officers for their respective commands. Additionally, the Command Sergeant Major (CSM), as the senior enlisted

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advisor in the command, is by virtue of his/her position the Retention NCO for their command. Commanders must meet retention missions and goals, provide resources, and enforce strong command involvement at all levels. To be truly effective, our effort to retain high-quality Soldiers, the future NCO Corps, requires the enthusiastic involvement of all leaders.

b. Resources include, but are not limited to, personnel, administrative support, and funding for retention publicity items, training events, and retention awards to recognize retention excellence. Facilities used for retention purposes should be centrally located and attractively furnished to provide a suitable professional environment to service our Soldiers and their Families.

c. Success is a direct indicator of the quality of leadership exhibited by commanders, officers, and Noncommissioned Officers, who also ensure that all required counseling is being conducted in a timely manner. Commanders should evaluate all potential reenlistees under the "whole person" concept. Soldiers who are not considered suited for future military service should be considered for immediate administrative separation or initiation of a bar to reenlistment under the provisions of AR 601-280, Chapter 8.

d. Commanders provide assistance to Reserve Component Career Counselors to ensure that those Soldiers wishing to leave the Army are counseled on the benefits of enlisting or transferring into the National Guard or Army Reserves. Counselors should emphasize to these Soldiers how they can continue to contribute to the defense of our great Nation as a Citizen Soldier.

4 General Administrative Instructions:

a. The Command Career Counselor is the retention program administrator and expert technical advisor to the Commander and CSM on all aspects of the Army Retention Program. The Retention Office will:

(1) Advise subordinate unit retention programs and personnel.

(2) Prepare and conduct formal training for subordinate personnel. Ensure retention personnel are trained and remain sufficiently proficient to perform their assigned duties and responsibilities in support of the Army Retention Program.

(3) Ensure the Commander and CSM are continually updated regarding the readiness posture of the organizational Army Retention Program and compliance with higher headquarters and HQDA regulatory guidance.

b. Army Regulation 601-280 and Remote Technical Assistance and Information Network Reenlistment, Reclassification and Assignment System (RETAIN) messages

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specify the contents and disposition of residual reenlistment, extension and transfer packets. CASCOM defines the "servicing retention office" as the office of the first primary MOS 79S Career Counselor in the Soldier's retention chain. All inspectable files will be maintained for the current and previous fiscal year.

c. Retention teams will maintain annual eligibility rosters on file at each command echelon to include company level. Rosters will reflect all Soldiers, within the HQDA established reenlistment eligibility window, regardless of eligibility status and intent. In lieu of hard copy files, electronic files may be maintained to reflect changes in eligibility status.

d. Reserve Component Career Counselors (RCCC) (PMOS 79Sx4R/79T/79V) will:

(1) Develop local Reserve Component (RC) appointment procedures which will ensure all separating Soldiers on Fort Lee and within the CASCOM footprint are counseled for RC affiliation. Procedures will include a tracking measure for RC affiliation counseling and no-show letters in order to demonstrate commanders' involvement.

(2) Maintain DA Form 5690-R (Interview Record) alphabetically by separation month, for each Soldier interviewed. The date of the interview entered on the interview form in block 35b is the actual date the initial interview is conducted. The RCCC will sign and date the DA Form 5690-R after verifying all information in sections A and B are correct. The remarks section contains a synopsis of the interview and results.

(3) Maintain a close working relationship with the major US Army Reserve Command Transfer Program Manager and ARNG State Transition Program Managers to ensure maximum assignments are procured for all separating Soldiers on Fort Lee or within the CASCOM footprint.

(4) Ensure all reservations on RETAIN reflect correct test scores as shown on Soldier's Enlisted Records Brief (ERB), Officer Records Brief (ORB), enlisted distribution and assignment system (EDAS), or official documentation.

(5) Cancel RETAIN reservations using the cancellation codes defined in RETAIN. Career counselors will also cite the reason for cancellation, initial and date cancellation in the "CANCEL REMARKS" block of RETAIN, and in the "REMARKS" section of the DA Form 5690-R.

5. Mission, Vision and Goals: All commanders are required to sustain Army personnel readiness by developing, implementing, and maintaining aggressive Retention Programs that are designed to accomplish specific goals and missions consistent with this program guidance, governing laws, policies, and directives.

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a. Mission. The CASCOM Retention mission is to develop leaders and improve force alignment by ensuring that only those Soldiers who have demonstrated potential for future development, and have maintained a record of acceptable performance, will be offered the privilege of reenlisting in the Regular Army or transitioning into a unit of the Army National Guard or a troop program unit (TPU) of the Army Reserve. Other Soldiers will be processed and or separated under appropriate administrative procedures

b. Vision. The Career Counselor, through dynamic training and vast expertise in human resources, will enable leaders to establish the imperatives that make the Army persuasive in peace and invincible in war. The Career Counselor will enhance the Army by developing leaders, retaining quality Soldiers, improving force alignment, transitioning Soldiers into reserve components, and impacting the Army end-strength. The Career Counselor is a combat multiplier, deploying worldwide across the full spectrum of military operations, while transforming with the Army.

c. Goals. The goals of the CASCOM Retention Program are aligned with the Army Retention Program identified in AR 601-280. The goals are to obtain maximum command involvement in the Retention Program, reenlist high quality Soldiers consistent with Army needs and assigned objectives, support force alignment objectives by reenlisting quality Soldiers into critical MOSs and locations, access quality Soldiers into the Reserve Component and provide adequate referrals to special programs.

6 Objectives and Reporting: The Commanding General assigns annual retention and transition objectives to CASCOM subordinate units. Retention and transition objectives are based on a "fair share" percentage of the population of Soldiers separating within a specified ETS window, which is determined by HQDA. An automated report of eligible Soldiers by reenlistment category will be retrieved and verified from the RETAIN System.

a. Upon receipt of the retention mission from TRADOC, the CASCOM retention office will issue a tentative retention mission on an official objective memorandum, pending the Commanding General's signature.

b. Active Component (AC) Objectives. Reenlistment objectives are based on set ETS parameters as established by HQDA. Reenlistment credit will only be awarded for reenlistments of Soldiers with ETS dates that fall within those set parameters.

c. Reserve Component (RC) Objectives. RC objectives are based on the ETSing population of Soldiers in the ranks of Private First Class through Sergeant, taken from a RETAIN automated report of eligible Soldiers. The eligible population will be determined based on parameters established annually by HQDA. RC credit is based on the Soldier's ship date (day after scheduled ETS date).

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d. Glide paths: TRADOC has established guidelines for each installation to concisely evaluate their eligible populations and establish glide paths. The dates used to determine the FY11 retention eligibility window are as follows: 1 Jan 11 – 30 Sep 12 for AC and 1 Nov 10 – 15 Sep 11 for RC to determine the annual mission. The CASCOM retention glide path was based upon guidelines established by TRADOC to support the Army retention mission. Mission accomplishment is required no later than (NLT) 30 Jun 11. Mission accomplishment in the FY11 ETS category is required NLT 31 Mar 11. Additionally, all subordinate units are required to establish accurate monthly glide paths, signed and authorized by the commander.

e. Subordinate school retention offices will provide an end-of-month (EOM) report NLT 1600 hours on the first working day of each month to monitor progress of retention accomplishments and ensure accurate statistical data throughout the command. EOM reports will include all bars to reenlistment, confirmed reenlistments, BEAR extensions, RC accessions, and distance learning validations, as well as any other directed credit as a result of policy changes by HQDA. Retention credit will be awarded based on information verified in RETAIN. Additionally, any changes that result in a change of retention credit (i.e., double reenlistments in the same FY, all code changes that result in retention credit, etc.) must be reported monthly.

f. The CASCOM Retention Office will publish monthly, quarterly and fiscal year statistics that reflect objectives and accomplishments. All units are required to publish and provide, at a minimum, monthly retention statistical information to their subordinate units.

7. Commanding General's Retention Excellence Awards Program.

a. Unit Awards.

(1) The Commanding General's Award for Retention Excellence is presented to the major school and separately missioned unit with the highest accumulative achievement while meeting the assigned fiscal year objectives in all categories (initial, mid-career, career, FY ETS, and Reserve Component).

(2) The Commanding General's Award for Retention Success is presented to all schools and separately missioned units that achieve 100 percent of their assigned fiscal year objectives in all categories (initial, mid-career, career, FY ETS, and Reserve Component).

(3) Units must accomplish their respective FY ETS mission NLT 31 Mar 11 to be eligible for any award. Should multiple units attain equal percentages, the winner would be determined by the highest percentage of FY ETS reenlistments. Awards will be based on fiscal year reenlistment accomplishments tracked through RETAIN.

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(4) Competitive categories for Unit Awards:

(a) Category I: Major Schools (OD, TC, QM & SSI)

(b) Category II: Separate Units (Band, MP, HHC, ALU, & NCOA)

b. Individual Awards. Each Career Counselor and full time Reenlistment NCO whose unit of responsibility receives one of the Commanding General's Unit Retention awards listed above will receive special recognition from the CG, CASCOM during the annual Retention Awards ceremony.

c. Schools and separately missioned unit commanders will develop and implement an awards program to recognize units within their command that meet their assigned reenlistment mission. The program will be announced by memorandum, dated and signed by the current commander, maintained by the career counselor and additional duty Reenlistment NCO, well publicized throughout the unit, and posted on the unit retention bulletin board. Retention recognition may be suspended at the discretion of the Commanding General.

8. Retention Incentive Program:

a. Reenlistments in the Active Army and transitions into a Troop Program Unit of the Reserve Component are important events in our Soldiers' careers; therefore retention ceremonies should be scheduled, planned, and conducted with the utmost of care and dignity. Family participation is highly encouraged.

b. Soldiers reenlisting, extending for the BEAR program, or affiliating with TPU of the Reserve Component will receive a four-day pass, which includes two full duty days in conjunction with a weekend, to be taken within 60 days of the reenlistment, extension, or affiliation.

c. To maximize the success of our retention program, commanders at all levels will:

(a) Stay personally involved in their retention program and enforce retention interview requirements for all Soldiers.

(b) Seek to reenlist fully qualified Soldiers and encourage maximum participation at all reenlistment ceremonies by Soldiers and family members.

(c) Instill a sense of ownership of the retention process in all junior leaders within their organization.

11 Processing Guidance for Soldiers:

- a. The servicing Career Counselor/Reenlistment NCO will obtain the Soldier's enlisted records brief (ERB), utilize the interactive personnel electronic record management system (IPERMS) to make required copies for posting in the Soldier's retention file, and pre-qualify the individual.
- b. The servicing Career Counselor/Reenlistment NCO will complete a DA Form 3340-R, and obtain the unit Commander's signature for approval.
- c. The servicing Career Counselor will obtain the DA Form 4591-R from the Unit Reenlistment NCO and validate the Soldier's eligibility for reenlistment utilizing additional training documents, APFT scorecard, tape test, and any existing physical profiles.
- d. The servicing Career Counselor will process the Soldier in RETAIN and provide a list of currently available options based on current HQDA policy guidance.
- e. Upon receipt of the RETAIN worksheet, the servicing Career Counselor will lock the Soldier in for the desired option (if known). Using the HOLD process is only valid for ten days, and a decision to accept is required, otherwise it will be automatically deleted on the 10th day.
- f. The servicing Career Counselor/reenlistment NCO will provide the Soldier his/her own personal copy of reservations or detailed options, as applicable. If the Soldier does not elect to accept an option, the unit First Sergeant/Commander will be provided a copy of the options so they can provide additional counseling. This will also be noted and dated in the Soldier's retention counseling along with all conversations, dates and times with the Soldier.
- g. Once the Soldier decides on an option, reenlistment/extension date and term, the servicing Career Counselor will confirm the Soldier's choice and secure a control number and publish the required contract documents via the RETAIN system.
- h. The servicing Career Counselor will then re-verify the proposed reenlistment/extension, and that all qualifications are still valid. The Career Counselor/Reenlistment NCO will coordinate the reenlistment/extension ceremony based on local guidelines and policy.
- i. The servicing Career Counselor/reenlistment NCO will counsel the Soldier and seek a commitment when possible. The Career Counselor is responsible for submitting the final contract to IPERMS via electronic scan and tracking to ensure the contracts get posted to the Soldiers official records (OMPF). Career Counselors will provide a copy

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of the reenlistment contract, along with a copy of all supporting documents to the installation retention office. A copy of the entire reenlistment packet will also be maintained on file at the servicing retention office.

j. The servicing Career Counselor is responsible, at a minimum, to check the Post 9/11 MGIB site (https://www.dmde.osd.mil/TEB_SR/) once weekly to ensure that any Soldier who has requested to transfer benefits meets the service remaining requirement. The transfer request will be approved/disapproved within five days of the Soldier's request. If the request is rejected for any reason, the Career Counselor will contact the Soldier to inform him/her why they were rejected.

11 Utilization of Career Counselors:

a. Career Counselors, as the commander's Army Retention Program administrators and expert advisors, are generally assigned to the Commander's Special Staff, and are under the direct supervision of the Command Sergeants Major.

b. The rater for the Career Counselor is the respective unit's Command Sergeants Major, with the commander being the senior rater. Raters and senior raters are encouraged to solicit input, from the Command Career Counselor regarding the rated soldier's performance and potential for further service.

c. Career Counselors are expected to devote maximum time, effort, and energy to meet Army personnel readiness missions. Accordingly, they will not be utilized, attached, or assigned tasks, functions, and/or duties, other than those in direct support of the Army Retention Program, and specifically authorized by AR 601-280 and DA PAM 611-21. These soldiers are expressly prohibited from performing either permanent or temporary leadership duties as First Sergeant, Detachment NCOIC, platoon sergeant, and squad leader. Further, they will not be assigned any additional or roster type duties not in direct support of the Army Retention Program. These include, but are not limited to, duties as: Charge of Quarters, Staff Duty NCO, Equal Opportunity NCO, Training NCO, flag detail or any duties that could be viewed as a conflict of interest such as APFT grader, urinalysis involvement, or escort involving chapter separation or UCMJ

12 CASCOSM Career Counselor and Reenlistment NCO of the Year Board:

a. The annual competition is held in conjunction with the CASCOSM Ultimate Warrior Competition managed by the CASCOSM G3.

b. The competition nomination criteria for both boards and packet content will be published by the CASCOSM, G3 IAW the Ultimate Warrior Competition OPORDs.

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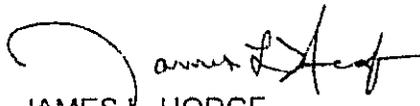
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Note: Maximum participation is encouraged for SFC and below to compete to ensure selection of the best qualified candidates to represent CASCOM.

c The CASCOM Career Counselor of the Year Competition recognizes the most outstanding Career Counselor and Reenlistment NCO within CASCOM. Nominees selected as the CASCOM Career Counselor of the Year and Reenlistment NCO of the Year will compete for the TRADOC Career Counselor and Reenlistment NCO of the Year Award.

13. Changes in policy may occur periodically throughout the FY that may require revision of these guidelines.

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