



DEPARTMENT OF THE ARMY
UNITED STATES ARMY COMBINED ARMS SUPPORT COMMAND
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ATCL-CG

CASCOM Policy Letter #15-02

AUG 26 2015

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: US Army Combined Arms Support Command (CASCOM), Commanding General's Retention Program

1. References:

- a. Section 2261 of Title 10, United States Code.
- b. Army Regulation 601-280, 31 January 2006, Rapid Action Revision, 15 September 2011.
- c. Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs memorandum, Presentation of Recognition Items for Recruitment and Retention Purposes 15 July 2009.

2. Purpose. To assist Commanders and Career Counselors, this policy letter is designed to provide guidance for retention excellence and to outline standards and procedures for the Commanding General's Retention Program which includes the Commanding General's Retention Awards Program, the Commanding General's Retention Incentive Program, the Commanding General's Career Counselor of the Year Recognition, and the standards for funding of the Commanders' Retention Programs.

3. General. The Army Retention program is a dynamic program that requires constant attention due to the ever-changing conditions both in and outside of the Army. Retention of our future leaders is the direct responsibility of all levels of command. The success of the program depends on effective leadership, vigorous command involvement, and aggressive reenlistment programs at all organizational levels. More importantly, success is a direct indication of the quality of leadership exhibited by the officers and non-commissioned officers of the command. Success is measured by the achievement of the command objective with the fewest waivers, exceptions to policy, and "movement" type options while improving the competency and quality of our force now and beyond 2025.

4. Commanding General's Retention Awards Program. The Commanding General's Retention Awards Program will consist of the following:

- a. Retention Excellence Award- Presented to the commands who achieve 100% or higher

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in all assigned categories and receive a commendable rating on their latest Staff Assistance Visit (SAV) or Command Inspection Program (CIP).

b. Top Production Award - Presented to the command who achieved the highest overall aggregate percentage in the Active or Reserve category within CASCOM. Must accomplish 100% or higher in all assigned categories.

c. Early Bird Award - Presented to the command who first achieved mission in each assigned category.

5. Commanding General's Retention Incentive Program. The CASCOM Commanding General's Retention Incentive Program is in addition to any other incentives from higher headquarters. The CG's Retention Incentive Program is available to the following categories of Soldiers and will consist of the below listed incentives:

a. Soldiers reenlisting in the Regular Army.

b. Soldiers who enlist/transfer into a Troop Program Unit of the Reserve Component.

c. Soldiers who gain acceptance into the ROTC Green-to-Gold Program or the United States Military Academy Preparatory School (USMAPS).

d. A four-day pass, (includes two full duty days in conjunction with weekend), to be taken within 180 days after reenlistment.

e. Non-duty status for the remainder of the reenlistment day in order to take care of business such as applying for new common access cards, finance inquiries, etc.

6. Commanding General's Career Counselor of the Year Recognition. The CASCOM Career Counselor of the Year winner and all participants shall be appropriately recognized by the Commanding General and the Command Sergeant Major. Recognition will include:

a. Award of the Army Commendation Medal (winner).

b. CASCOM Career Counselor of the Year Plaque (winner).

c. Commanding General's Two-Star Note of Congratulations (winner).

d. Commanding General's Certificate of Achievement (all).

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7. Standards for Funding of the Commanders' Retention Programs. Our Soldiers are one of the most precious resources we have. Commanders are responsible for ensuring that their retention programs are properly funded and managed. Retention funds distributed from this command are supplemented to the Commander's Retention Program. All units should establish a retention budget per the requirements outlined in AR 601-280, Section 2261 of Title 10, United States Code, and the Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs memorandum, Presentation of Recognition Items for Recruitment and Retention Purposes, 15 July 2009. Authorized expenditures may include:

a. Cost and travel associated with conducting strategic planning and/or training meetings, conferences, seminars, and functions for the sole purpose of Soldier retention, promotion, recognition, or education. Units are encouraged to devise strategic alternatives to Government travel, including local or technological alternatives, such as teleconferencing and video conferencing.

b. Specific unit or command-designated retention advertisement items (including pens, cups, t-shirts, bags, etc.). Appropriate wording to indicate continued commitment to serve must appear on item (i.e. "Stay Army", Reenlist..., Stay..., etc.). However, units should limit the purchase of retention items in particular where they are not cost effective.

c. Retention office decorations or furnishings that help create an environment conducive to interviewing and counseling Soldiers on retention. The environment/office should also afford privacy to Soldiers being interviewed or counseled on retention matters. Retention offices should effectively display retention advertising materials (posters, literature handouts, retention videos, etc.).

8. Conclusion. Subordinate Commanders will further supplement these policies for the retention award and retention incentives by establishing their own within their respective commands. Suggested additions, deletions, or changes to this policy letter will be incorporated upon approval of the Commanding General, the Command Sergeant Major and the Command Career Counselor. Forward all recommended changes to the CASCOM Installation Retention Office.

9. Success in retention is the result of effective and direct involvement from senior leadership. This policy letter is published to assist in our retention effort. Use it as a foundation for establishing an aggressive and effective Retention Program. A positive approach to Army Retention will result in success for CASCOM, TRADOC, and the United States Army.

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10. Point of contact is SGM Arlene Horne, the CASCOM Command Career Counselor, at (804) 765-7004.



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