



DEPARTMENT OF THE ARMY
HEADQUARTERS, 2D INFANTRY DIVISION
UNIT #15041
APO AP 96258-5041

03 FEB. 2016

EAID-SR

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter #13-4, Update #2, 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 2020.

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4. Commanding General's Retention Awards Program. The Commanding General's Retention Awards Program will consist of the following and will be presented during quarterly retention training to the Commands and retentions teams:

a. Retention Excellence Award (Quarterly and Annually) - Presented to the commands who achieve 100% or higher in all assigned categories and receive a commendable rating on their latest SAV/CIP.

b. Top Production Award (Quarterly and Annually) - Presented to the command who achieves the highest overall aggregate percentage within the Division. Must accomplish 100% or higher in all assigned categories.

c. Early Bird Award (Quarterly) - Presented to the command who first achieved mission in each aggregate category.

5. Commanding General's Retention Incentive Program. The 2ID 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. Categories of Soldiers:

(1) Soldiers reenlisting in the Regular Army.

(2) Soldiers who enlist/transfer into a Troop Program Unit of the Reserve Component.

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

b. List of Incentives:

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

(2) 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 inquires, etc.

(3) Personnel requesting the Division Commander or Deputy Commanding Generals to reenlist them will coordinate the reenlistment through the 2ID Retention office. All Soldiers are authorized to request the officer and the location of their reenlistment (within reason).

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6. Commanding General's Career Counselor of the Year Recognition. The 2ID/ROK-US Combined Division Career Counselor of the Year winner, the Korea Rotational Unit Career Counselor of the Year winner and all participants shall be appropriately recognized by the Commanding General and the Division Command Sergeant Major. Recognition will include (but not limited to):

- a. Award of the Army Commendation Medal (winners)
- b. 2ID Career Counselor of the Year Trophy (winners)
- c. Commanding General's Two-star Note of Congratulations (winners).
- d. Commanding General and Division Command Sergeant Major Certificate of Achievement (all).
- e. Mementos for winners will be presented as available.

7. Standards for Funding of the Commanders' Retention Programs. Our Soldiers are one of the most precious resources we have. Per the requirement 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, Commanders are responsible for ensuring that their retention programs are properly funded and managed.

a. Retention funds will be maintained at the Division Retention office and will be executed based on the annual number of Soldiers in each unit that are eligible for reenlistment (the dollar amount will be issued in a FRAGO at the beginning of each Fiscal Year). Authorized expenditures may include, but are not limited to specific unit or command-designated retention advertisement items (including pens, cups, t-shirts, bags, posters, flyers, etc.). Appropriate wording to indicate continued commitment to serve must appear on each 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.

b. It is each subordinate commands responsibility to fund costs 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.

c. Each commander will ensure that their respective retention office has 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

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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 Division Command Sergeant Major and the Division Command Career Counselor. Forward all recommended changes to the 2ID 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 the 2nd Infantry Division/ROK-US Combined Division, Eighth United States Army and the United States Army.

10. Point of contact for this memorandum is the 2ID/ROK-US Combined Division Command Career Counselor at 730-3140.

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THEODORE D. MARTIN
Major General, USA
Commanding

MSC	BN	ELIGIBLES	RPIs **	Rounded Amt
2 CAB		333	\$9,990	\$10,000
	HHC	19	\$950	\$1,000
	2-2 AHB	56	\$2,800	\$3,000
	3-2 GSAB	84	\$4,200	\$4,000
	4-2 ARB	62	\$3,100	\$3,000
	602 ASB	112	\$5,600	\$6,000
TOTAL				\$27,000
2 SBDE		177	\$5,310	\$5,300
	STB	24	\$1,200	\$1,200
	194TH CSSB	153	\$7,650	\$7,700
TOTAL				\$14,200
210 FAB		208	\$6,240	\$6,300
	70TH BSB*	105	\$5,250	\$5,000
	1-38 FA	57	\$2,850	\$3,000
	6-37 FA	46	\$2,300	\$2,300
TOTAL				\$16,600
HHBN		70	\$4,900	\$5,000
23d CHEM		71	\$4,970	\$5,000
2ID TOTAL		859		\$67,800

*Includes JSA and 1ABCT Iron BN

**Includes Brigade and BN (i.e. Bde Tshirt, BN Bag)