



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

EAID-CG

FEB 28 2012

MEMORANDUM FOR SEE DISTRIBUTION

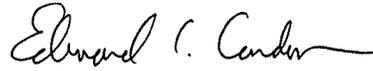
SUBJECT: Policy Letter #13-4, 2ID Commanding General's Retention Program

1. Reference. AR 601-280, The Army Retention Program, Chapter 1 and Executive Order – Promoting Efficient Spending, November 09, 2011
2. Applicability. This policy letter applies to all personnel assigned or attached to the 2nd Infantry Division. It supersedes 2ID Policy Letter #51, 2ID Commanding General's Retention Program, dated 10 January 2011. It is effective immediately and remains in effect until rescinded or superseded.
3. Purpose. The purpose of this memorandum is to establish policies and standards for Commanders to fund their retention programs.
4. Policy. Soldiers are the most precious resource we have. Commanders are responsible for ensuring that their retention programs are properly funded and managed. Retention funds distributed from this Headquarters are supplemental to the Commander's Retention Program. All units should establish a retention budget per the requirement outlined in AR 601-280. Authorized expenditures may include:
  - a. 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.
  - 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", Re-enlist..., 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.).

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5. Proponent: Questions regarding this policy should be referred to the 2ID Command Career Counselor at 730-3140.



EDWARD C. CARDON  
Major General, USA  
Commanding

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