

USAREC September 2012 Talking Points

Key Messages

- Recruiting success continues in FY 12, but the Army and the US still face challenges as we recruit the all volunteer force.
- The Army is looking for the best to join the profession of arms.
- Young people must aspire to be a Soldier, to embrace the Warrior Ethos.
- Fewer than one in four 17-24 year olds are fully qualified to join the Army (pages 5-6).
- Public support to Soldiers remains strong.
- The Army seeks qualified, motivated Americans to step forward and serve.
- The Army seeks adult advocates to support a youth's decision to join the Army.

Purpose of these Talking Points

The following talking points and links to informational web sites are provided to assist Recruiting Command personnel at all levels to respond to questions from the general public and the news media. This information can also be helpful when preparing for speaking engagements, community and school presentations and other recruiting activities in your communities.

Potential Audiences and Relevant Messages by Audience

- **Congressional leaders:** Compensation and benefits commensurate with the demanding rigors of Army service will ensure that US Army Recruiting Command will continue to meet its goals.
- **General Officers, CASAs, Reserve Ambassadors, and Command Sergeants Major:** Your continued support with community engagement is critical to US Army Recruiting Command providing the strength of the Army and Army Reserve.
- **Educators:** Access to high schools and colleges benefit everyone: educators, students, and the Army. The public education crisis in the US needs assistance that March 2 Success and the ASVAB provides. Recruiters offer programs, opportunities, and abilities to educators and students in all education settings.
- **Business leaders:** The PaYS and Reserve EPO programs offers companies productive employees – who have already been professionally trained and experienced in their specific job skill – without the employers having to spend precious training and human resource recruitment dollars.
- **Other influencers (parents, relatives, coaches, employers):** Parents and other influencers should support a prospect's interest in – or decision to join – the Army because there are literally hundreds of opportunities for young adults to become highly educated, confident leaders of tomorrow. Service in the armed forces is one of the noblest endeavors anyone can undertake.
- **Soldiers and other internal audiences:** Tell your Army story. Refer potential applicants to Army recruiters so young men and women can enjoy the same opportunity.

USAREC Fiscal Year 2012 Focus Areas

1. Recruiting the Profession of Arms.
 - We will recruit only those who embrace the Warrior Ethos.
 - Recruiting personnel will hold themselves to Profession of Arms standards.
2. Exhibit the highest standards of professionalism both on and off duty.
 - It is an honor and responsibility to be the Army's ambassadors across the nation.
 - Acting unprofessionally brings discredit to all who wear the uniform.
3. Focus and excel in small unit recruiting.
 - All recruiting personnel will work as a team at every level.
 - Our operations will be the same as the rest of the Army.
4. Selecting only those with the highest qualifications and genuine desire to serve
 - Current recruiting environment means we will select the best prospects.
 - As the Army gets smaller, we must have a higher quality force.
5. Expanded presence in high schools and colleges.
 - Army will be the military service committed to relationships with educators.
 - We will influence youth to complete their education and be healthy and fit.
6. Effective, responsive Future Soldier programs.
 - Future Soldiers and their families will be adequately prepared for the Profession of Arms.
 - Easing tension of their transition to Soldier assures minimal Future Soldier losses.
7. Positive leadership environments.
 - Our Soldiers are the tip of the spear and deserve an environment that promotes success.
 - Successful organizations have leaders that promote team success and the Army Values.
8. Taking care of our people and families.
 - If we take care of our people and our families, the mission takes care of itself.
 - Every USAREC leader must truly care about and support those they lead.
9. Updating the perceptions of influencers.
 - Make COIs understand the Army is a first choice that young people must aspire to join.
 - The Army provides high caliber young people great opportunities, not a last chance.
10. Expanding our partnership with America.
 - As Army ambassadors, we will give back in our partnership with America.
 - We assist communities in education shortfalls, obesity problems, and other critical issues.

Talking points for the CG's FY 12 Focus Area #10 follow on the next page.

FY 12 Focus Area Talking Point #10:**10. Expanding our partnership with America.**

- As Army ambassadors, we will give back in our partnership with America.
- We assist communities in education shortfalls, obesity problems, and other critical issues.

- Through partnerships with education, business and civic organizations, we get the chance to tell the Army story to prospects, their families, and their influencers.
- Army recruiters also serve the communities in which they live by coaching and mentoring youth in schools, churches, sports teams, scouts, and other youth groups.
- Army recruiters encourage youth to stay in school and finish their high school education, stay fit, stay off drugs and out of trouble. By doing these things, our youth are better prepared to take on whatever their future holds.
- The Army invests in the future of American youth by teaching them technical skills required by the civilian sector, along with work ethic, teamwork, communication skills and leadership during their time in the Army.
- Partnerships with American business, civic and industry organizations serve to educate those influencers about Army opportunities and options for America's youth.
- The Partnership for Youth Success (PaYS) program provides America's youth with the opportunity to serve their country while they prepare for their future. Additionally, the opportunity to connect the Army with high-profile employers in the battalion area can open several avenues for recruiting and community building.
- A successful program, PaYS ensures veterans are getting jobs and helps the Army establish a strong base of Army veterans who will remember the Army invested in their future. These veterans are themselves parents and influencers of future generations who will consider the Army a great place to start their careers.
- Co-participation at job fairs and community events provides opportunities for all members of the partnership. Partners and recruiters have shared exhibit space at regional conferences and conventions – this connection to corporate America, regional companies and local government agencies is a critical part of reconnecting America with the Army.

USAREC Vision***Strength Starts Here***

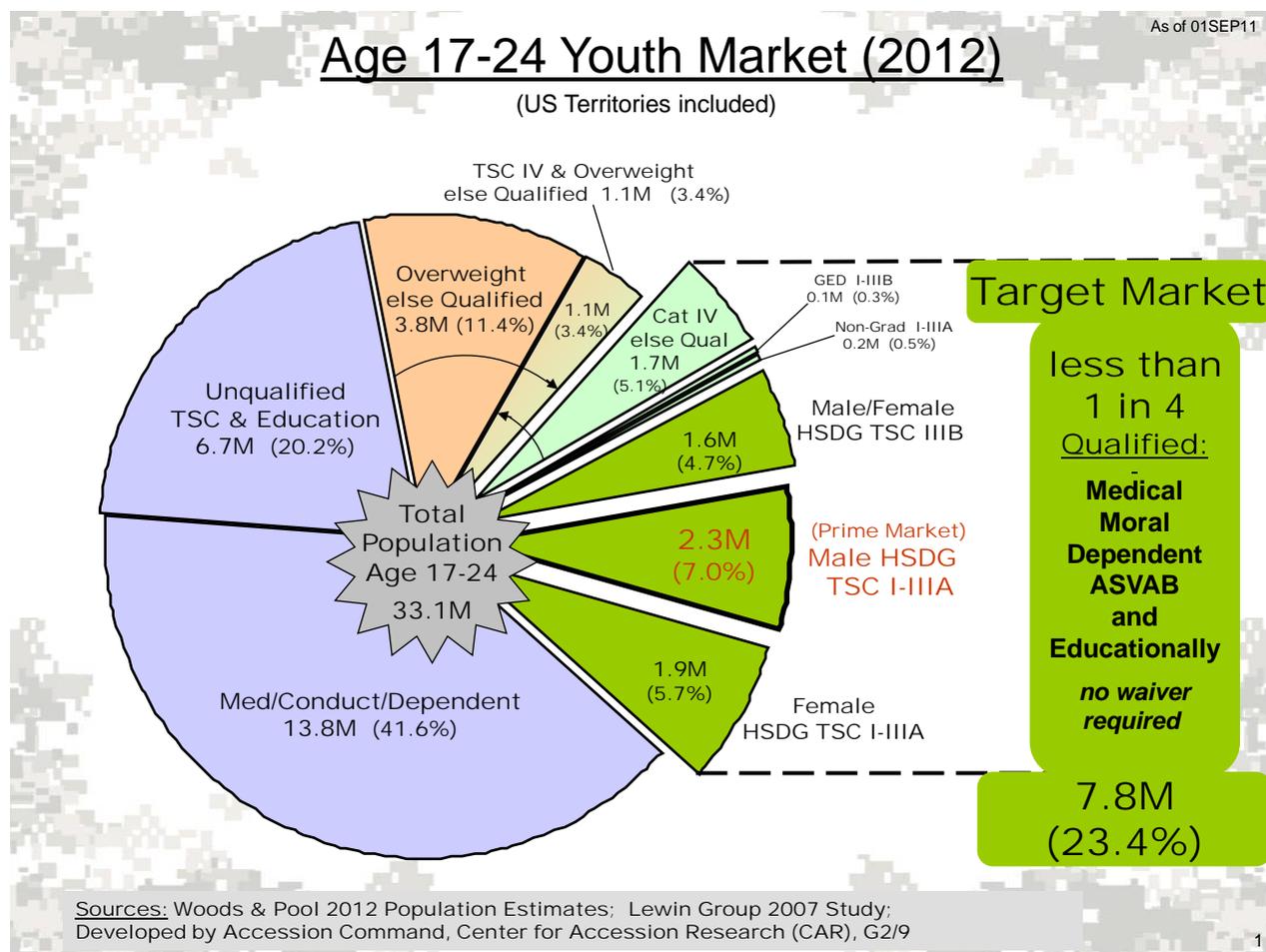
A carefully selected team of dedicated professionals sustaining an All-Volunteer Army...with Soldiers and Civilians who truly embrace the Army's values and Warrior Ethos, and who understand the strategic importance of our mission. Enabled by leading edge technologies and premier recruiting practices... we establish and maintain enduring relationships with Centers of Influence, Future Soldiers, Families and the American Public.

Current Top Talking Points

- “Why can’t Johnny join the Army?”
 - Temporary manpower increase of 22,000 Soldiers ends by 2013.
 - Regular Army mission of 58,000 for FY 12 is 9% less than FY 11’s mission.
 - It is harder to join today’s Army than it was in past years.
 - Accepting only the smartest, the most fit and moral young people in the Nation.

- Fewer than one in four 17-24 year olds are fully qualified to join the Army.*
 - The national high school dropout rate is 20 percent.
 - The obesity rate among our nation’s youth – one in five 12-19 year olds – is projected to grow to one in four by 2015.
 - Criminal and moral misconduct disqualifies many applicants.
 - These are not just Army challenges; they are challenges for the nation.

* Sources for these statistics are listed on the next page.





SOURCES:

1 in 4 not qualified -- Woods & Pool 2012 Population Estimates; Lewin Group 2007 Study; developed by US Army Accessions Command G2/9, Center for Accessions Research (502-613-0556)

1 in 5 do not graduate -- <http://nces.ed.gov/pubs2011/2011012.pdf> -- National Center for Education Statistics, US Department of Education: Trends in High School Dropout and Completion Rates in the United States: 1972–2008 Compendium Report, DECEMBER 2010 (see page 12 for regular high school diploma holders statistic of 79.5%). Department of Education statistics always take 2-3 years to develop.

1 in 5 overweight -- <http://www.childstats.gov/americaschildren/health7.asp>

SOURCE: National Center for Health Statistics, National Health and Nutrition Examination Survey.

- In 1976-1980, only 6 percent of children ages 6-17 were obese. This percentage rose to 11 percent in 1988-1994 and to 17 percent in 2005-2006. In 2007-2008, 19 percent of children ages 6-17 were obese, which was not statistically different from the percentage in 2005-2006.
- Combined data for the years 2005-2008 indicate that Mexican American and Black, non-Hispanic children were more likely to be obese than White, non-Hispanic children.
- In 2007-2008, 20 percent of children ages 6-11 were obese and 19 percent of adolescents ages 12-17 were obese. There was no statistical difference between the percentages of the younger and older age groups.
- In 2007-2008, there was no statistical difference between boys and girls in the percentage of children who were obese.

- **The Army's post-war posture and new Defense Strategy.**
 - The federal budget deficit solution will affect the Army.
 - Anticipate a smaller force with fewer resources.
 - Unknown how this will affect compensation and benefits.
 - We await action from the Congress and President.
 - “We developed a strategy that said [the military] is going to be leaner, it is going to be smaller, but it has to be agile, it has to be adaptable, it has to be flexible, quickly deployable, and it has to be technologically advanced. That’s the kind of force we need for the future.” ~ Defense Secretary Leon Panetta
 - We do not know yet how these changes will affect recruiting. Any decision made by Congress on the military end strength will require new guidance to be implemented by the Department of Defense through the Department of the Army before USAREC takes any action.

AR 340-21, The Army Privacy Program

3-3. Disclosure to third parties

Personal information that may be disclosed under the Freedom of Information Act is as follows:

a. Military personnel.

(1) Name, rank, date of rank, gross salary, present and past duty assignments, future assignments that are officially established, office or duty telephone number, source of commission, promotion sequence number, awards and decorations, military and civilian educational level, and duty status at any given time.

Army Strategic Messages

America's Force of Decisive Action

- The U.S. Army is the most decisive land force in the world. No matter the task, no matter the environment, no matter the difficulty– America's Army will always accomplish the mission.
- As America's decisive force, the Army provides our national security decision makers with greater flexibility in responding to national security challenges at home and abroad against both conventional and hybrid threats.
- Our Army is responsive, innovative, flexible, agile and lethal, providing versatility and depth to the Joint Force.
- As a member of the Joint Force and interagency team, the Army is responsive and effective for Combatant Commanders; provides training, equipment and logistical support to our sister services; and quickly integrates and synchronizes Army operations within larger joint, interagency and multinational efforts.
- To meet today's challenges and tomorrow's uncertain conflicts, we must field an Army that can rapidly dominate any operational environment and provide decisive results across a full range of missions to include: deterring and defeating aggression; providing humanitarian assistance; engaging with our allies while building partner capacity; facilitating strategic access to other armies; and supporting civil authorities at home and abroad.
- As we transition to a leaner, more agile Army we will shape a future force that has the capability and versatility to *Prevent* conflict; *Shape* the environment; and decisively *Win* our Nation's wars.
- America's Army is a globally recognized symbol of our national resolve and commitment. We are and will remain the best manned, best equipped, best trained, best led and most decisive land force in the world.

Freedom of Information Act (FOIA) requests for information from any USAREC source should be submitted to the following POC at Human Resources Command:
Mr. Peter A. Robinson [peter.a.robinson10.civ@mail.mil]
Chief, Freedom of Information and Privacy Act
U.S. Army Human Resources Command, Fort Knox KY
Telephone: 502-613-4053/4063

Recruiting Topics

Enlistment criteria

- The Army continues to attract highly qualified and motivated individuals who aspire to serve.
- Department of Defense and Department of the Army enlistment criteria call for at least 90 percent of non-prior service accessions to be high school diploma graduates, no less than 60 percent to score in Test Score Categories I-III, and allow no more than 4 percent to score in Test Score Category IV.
- U.S. Army Recruiting Command will manage Fiscal Year 2012 accessions in order to ensure compliance with the annual criteria.
- Army recruits have a much higher aptitude than the general youth population. Department of Defense uses an aptitude test, the Armed Services Vocational Aptitude Battery (ASVAB), for screening. This test is “normed” to a nationally representative sample of youth. In FY 11, 62.8 percent of active Army recruits scored above the 50th percentile; by definition, only 50 percent of American youth did.

Combat-Related Jobs Open to Women

There are two parts to the effort to open up combat-related jobs to women:

1. The Army will place women in 37 battalions in nine of its 45 active-duty BCTs. These Soldiers will be placed in MOSs that already are open to women. However, women didn't previously serve in these units because regardless of the MOS, they were barred from being assigned to combat units below the brigade level.
2. Additionally, six military occupational specialties (MOSs) were opened to women effective May 14, 2012.
 - Multiple Launch Rocket System crewmember, 13M
 - MLRS operations fire detection specialist, 13P
 - Field artillery fire finder radar operator specialist, 13R
 - M1 Abrams tank system maintainer, 91A
 - Bradley Fighting Vehicle system maintainer, 91M
 - Artillery mechanic, 91P

The Army plans to recruit new soldiers who want to enter these specialties, but also is seeking soldiers who want to reclassify and retrain into these jobs. The Army will assign Soldiers to these positions in accordance with existing assignment processes; women will be treated the same as their male counterparts. Infantry, Armor, Combat Engineer, Special Forces and some Field Artillery Military Occupational Specialties remain closed to women Soldiers at this time.

The Army has gender-neutral physical standards for each MOS. Gender-neutral physical standards are standards required for a specific job that are no different for women than men. In other words, the physical standards required are what have been deemed the minimum physical standards necessary to successfully perform a given job, and are therefore no different for women Soldiers than for male Soldiers.

Recruiting with Integrity

- There are more than 8,000 Soldiers recruiting throughout the United States. These Soldiers continue to recruit with integrity and uphold the Army Values.
- Everyone in recruiting is disappointed when a recruiter fails to uphold the Army Values. The U.S. Army Recruiting Command takes allegations of recruiting impropriety very seriously. We investigate every allegation of recruiting impropriety that is brought to our attention, and we take appropriate actions as necessary upon completion of the investigation.

The No Child Left Behind Act and recruiters in high schools

- The No Child Left Behind Act, enacted by the U.S. Congress, requires high schools to release student directory information to the military services. Parents must notify their child's school if they don't want their child's information released (called "opt out").
- The continued success of the all-volunteer military depends on our recruiters' ability to speak with students and educators. Our recruiters need the same access to students as employers and institutions of higher education, so that students and educators are informed that military service is a viable career option.

Soldier Stories – The following Web sites offer stories about Soldiers serving today. Please review and consider using in your newsletters and/or reposting in your social media channels.

- Army Stories of Valor <http://www.army.mil/valor/>
- DoD Heroes <http://www.defenselink.mil/heroes/>
- America's Army Real Heroes <http://www.americasarmy.com/realheroes/>
- Army Strong Stories <http://www.armystrongstories.com/>
- 1st Cavalry Division Moments of Valor <http://pao.hood.army.mil/1stcavdiv/heroes/valor/valor.htm>

Army.mil Smartphone Application Available – Army Public Affairs has an application for Smartphone users offering news, photos and videos from major commands around the Army. There are also several items Future Soldiers may find useful, such as information on rank, uniforms, and current weapon systems. Visit www.army.mil/mobile.

Army Recruiting Online

- **Recruiting News** – Visit www.army.mil/usarec to see what's going on across the command. Army news can be found at <http://www.army.mil/news/>
- **U.S. Army Recruiting Command Facebook Page** – Keep up with news, resources, events, and information about all things USAREC at <http://facebook.com/USAREC>
- **Army Referral Programs** – For information on the various Army referral programs, go to www.supportrecruiting.army.mil
- **Pocket Recruiter Guide update** – The updated 2011-2012 Pocket Recruiter Guide is available online at <http://www.2k.army.mil/downloads/Pguide11-12.pdf>

NDA FY 12 – Changes to Tier 1 education credential coding

Effective 1 July 2012, graduates from adult/alternative diploma schools, virtual/distance schools or home schools may enlist as Tier 1 credential holders into the Active Army, Army Reserve, or Army National Guard, provided they:

- a. Receive a diploma from a secondary school that is legally operating and completes a program of secondary education in compliance with the education laws of the state in which the person resides.
- b. Have an Armed Forces Qualification Test score (AFQT) of at least 50* and are otherwise qualified.

* As an exception, graduates whose AFQT scores are below 50 may enlist, but must be counted against the component's 10 percent cap as provided by DoD for alternate high school credential holders Tier 2 Bravos.

Applicants enlisting as graduates from adult/alternative institutions and virtual/distance schools will be required to complete the program in which enrolled at the time of enlistment.

- a. Future Soldiers (FS) who fail to graduate or complete the program will not be allowed to ship as Tier 2.
- b. FS who fail to complete the program for which they are enrolled but earn a GED are considered as a fail to graduate.

The BN education services specialist (ESS) is the primary evaluating official for all tier evaluations (per USAREC Regulation 601-101).

Definitions:

Credential	Code	Definition
Adult/Alternative Diploma	B	A diploma issued to a graduate of a public or private non-traditional school using alternative methods of instruction to complete graduation credit requirements based on state law (i.e., all alternative, accelerated, or high school completion programs to include the GED Test Option). (11M)
Virtual/Distance School	7	A diploma awarded upon completion of an accredited Home Study, Diploma Distance Learning, Independent Study, Self-Study, Correspondence School, Cyber School or Virtual Learning Program. (11M)
Home School Diploma	H	A diploma issued to a graduate of a home school program in accordance with State requirements, administered by a parent, teacher/school district, or umbrella association. (11H)

Absentee Voters Q&A

Q: When should I receive my ballot?

A: States and territories are required to mail ballots at least 45 days before an election. If you have not received your ballot 30 days before the election, contact your local election official (contact information available on most State election sites). If you encounter problems contacting your local election official, contact (FVAP). Always complete and return your absentee ballot regardless of when you receive it, even if you have already submitted a back-up Federal Write-In Absentee Ballot (FWAB). Your local election official will ensure that only one of the ballots is counted.

Q: What is the FWAB and when can I use it?

A: If you requested an absentee ballot but have not received one close to Election Day, you can still vote by using the back-up Federal Write-In Absentee Ballot (FWAB). In order to be eligible to use this back-up ballot, you must:

- Be absent from your voting residence;
- Have applied for a regular ballot early enough so the request is received by the appropriate local election official not later than the State deadline; or the date that is 30 days before the general election; AND
- Have not received the requested regular absentee ballot from the State.

IF YOU ARE NOT REGISTERED you are almost out of time to do so. 90 days before the election is reasonably considered the cutoff to enable your state to mail your ballot on time. However, if you act now to register; you can still cast your absentee ballot using the FWAB even if you don't receive your state ballot.

Two options to register: Go to www.fvap.gov to use their online registration assistant

- 1) Use FVAP's automated assistant; complete the form and print; postage paid packet is ready to send in less than 10 minutes.
- 2) Use FVAP's link to your state's online voter registration (process varies by state).

Key Information <http://www.fvap.gov/faq.html>

- 1) Voter assistance is not just for service members. Your spouse and voting age dependents can utilize this service as well.
- 2) Did you just PCS? Now is the perfect time for you and your family to re-register so that you get your ballot in a timely manner.
- 3) Even if you registered to vote absentee in the 2010 federal elections; you **MUST** register to ensure you get your ballot. States are **NOT REQUIRED** to automatically send absentee ballots to a previously registered (absentee) voter.
- 3) The federal election is on 6 November
- 4) You should receive your ballot at least 45 days prior to the election (~22 SEP). If you have registered and do not receive your State's ballot; the "back-up" plan is to utilize the Federal Write-In Absentee Ballot (FWAB).

September Observances

National Preparedness Month – Since 2004, National Preparedness Month is observed each September in the United States of America. Sponsored by the Federal Emergency Management Agency (FEMA) within the Department of Homeland Security, Preparedness Month encourages Americans to take simple steps to prepare for emergencies in their homes, businesses, schools, and communities. The Month encourages individuals across the nation to take important preparedness steps: getting an emergency supply kit, making a family emergency plan, being informed about the different emergencies that may affect them, as well as taking the necessary steps to get trained and become engaged in community preparedness and response efforts.

Suicide Prevention Week – September 9-15 is an annual week-long campaign to inform and engage health professionals and the general public about suicide prevention and warning signs of suicide. The campaign also strives to reduce the stigma surrounding the topic, as well as encourage the pursuit of mental health assistance and support people who have attempted suicide. World Suicide Prevention Day is recognized annually on the 10th of September.

Patriots Day – Patriot Day is observed on September 11th. Signed into law on December 18, 2001, Patriot Day is a day to remember those who lost their lives in the terrorist attacks on our country. On Patriot Day, Americans should fly their flags at half-staff and observe a moment of silence to honor those 3000 individuals who lost their lives as a result of the terrorist attacks. On September 11, 2001, two hijacked civilian aircraft crashed into the towers of the World Trade Center in New York City. A third hijacked aircraft crashed into the Pentagon, and a fourth hijacked aircraft crashed in southwestern Pennsylvania after passengers tried to take control of the aircraft to prevent the hijackers from crashing the aircraft into another important symbol of democracy and freedom. Patriot Day is a National Day of Service and Remembrance that calls upon Americans to make an enduring commitment to serve their community and our Nation.

Constitution Day – September 17, 2012 For more information see www.constitutionday.com

National Hispanic Heritage Month – Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza (October 12) falls within this 30-day period.

Gold Star Mothers Day – Gold Star Mothers Day is observed in the United States on the last Sunday of September each year to recognize and honor those who have lost a son or daughter while serving the United States Armed Forces. The president calls on all Americans to display the nation's flag and hold appropriate meetings to publicly express their love, sorrow, and reverence towards Gold Star Mothers and their families. Government buildings are also required to display the flag. The 2012 observance is on Sunday, September 30.

Services Meet Fiscal Year Recruiting Goals Through July American Forces Press Service

WASHINGTON, Aug. 23, 2012 – All four active services and five of the six reserve components met or exceeded their numerical accession goals for fiscal 2012 through July, Pentagon officials reported.

The only shortfall -- the Army Reserve -- was intentional as part of force balancing, officials said.

Here are the numbers:

- Army: 47,817 accessions, 101 percent of its goal of 47,300;
- Navy: 28,507 accessions, 100 percent of its goal of 28,483;
- Marine Corps: 21,462 accessions, 100 percent of its goal of 21,416;
- Air Force: 23,988 accessions, 100 percent of its goal of 23,974;
- Army National Guard: 40,127 accessions, 103 percent of its goal of 38,940;
- Army Reserve: 21,725 accessions, 98 percent of its goal of 22,194;
- Navy Reserve: 6,652 accessions, 100 percent of its goal of 6,652;
- Marine Corps Reserve: 7,925 accessions, 104 percent of its goal of 7,652;
- Air National Guard: 7,333 accessions, 100 percent of its goal of 7,319; and
- Air Force Reserve: 7,121 accessions, 100 percent of its goal of 7,121.

The Army, Navy, Marine Corps, and Air Force all exhibited strong retention through the tenth month of fiscal 2012, officials said, and all reserve components are on target to achieve their fiscal year attrition goals.

Please send suggestions, comments, or email address changes to:

U.S. Army Recruiting Command

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