

U.S. Army Recruiting Command

July 2012

Fiscal Year 2012 Missions:

Active Army 58,000

Army Reserve 16,320**

* Army Reserve mission includes 320 OCS

** Mission adjustment as of 16 Dec 11

USAREC also recruits for: Army Medical Department (AMEDD), Officer Candidate

(OCS), Special Forces (18X), Translator (09L), Special Forces Enlisted, Ordinance (89D),

Civil Affairs Officer, Military Information Support Operations (MISO),

160th Special Operations Aviation Regiment (SOAR), Non-Rated Crew Members (NRCM),

Aviation Back Shop Maintenance, Service Support, In-Service Warrant Officer (Tech),

In-Service Warrant Officer (Fight), Chaplain, Chaplain Candidate, Conversions, and Band

Key Messages

o Recruiting success continues in FY 12, but the Army and the US still face challenges as we recruit the All-Volunteer Force.

o The Army is looking for the best to join the profession of arms.

o Young people must aspire to be a Soldier, to embrace the Warrior Ethos.

o Fewer than one in four 17-24 year olds are fully qualified to join the Army.

o The national high school dropout rate is 20 percent.

o 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.

o Criminal and moral misconduct disqualifies many.

o Public support to Soldiers remains strong.

o The Army seeks qualified, motivated Americans to step forward and serve.

o The Army seeks adult advocates to support a youth's decision to join the Army.

USAREC Commanding General's Imperatives

Mission

1 in 4 not qualified -- Woods & Pool 2012 Population Estimates; Lewin Group 2007 Study
 1 in 5 do not graduate -- www.nces.ed.gov/pubs2011/2011012.pdf
 1 in 5 overweight -- www.children.gov/americaschildren/health7.asp

• Must ensure the quality of the force

• Right skills and qualifications

• And... a genuine desire to serve

• Tough business... not everyone is suited to being a Soldier.

• Bottom line: It's an honor and privilege to serve... not a right.

• Remember where you came from - life is tough there too!

• Anticipation is the key to success - Look ahead and be proactive.

• Don't be afraid to be innovative - change can be good.

• Relationships... Internal / External (Fellow Ctrs/CSMs, NG, USACC)

Leadership and Professionalism

• Be positive

• Don't get too emotional - get mad and get over it... quickly.

• Disciplined... both on and off duty

• The Army is a TEAM sport.

• Truly care about your Soldiers and their families. (If you don't... who will?)

• Be Professional... We represent the Army (and those serving in harm's way).

• And always remember... you're a Soldier first! Soldiers are our credentials!

These key messages are provided to help USAREC personnel respond to

questions from the general public and the news media. For current key messages

and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal

or call (502) 626-0164 or (502) 626-0167, USAREC Public Affairs. This product is

also available online at www.supportrecruiting.army.mil.

USAREC Fiscal Year 2012 Focus Area Talking Points

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.

“Mission first, people always.”

- o Caring for Soldiers and civilian employees is critical; without these valuable members we could not accomplish our mission.
- o It is imperative that we care for and develop our Soldiers and Civilian employees, our most valuable resource, and provide them tools and training to perform their mission.
- o By showing genuine concern for our most valuable resource, their welfare and career development, they will perform at their best and represent the Army with pride.
- o Leaders who have the well-being of their subordinates in mind create greater trust. Leaders who respect the people they work with will likely be shown respect in return.
- o Taking care of people means providing the guidance, resources, and sometimes the top cover to allow them to accomplish the mission. It means to mentor Soldiers when they make mistakes, reward them when they excel, celebrate accomplishments in public and address improvements in private.
- o It means to treat people with respect and dignity while keeping the bar high, and to support your Soldiers as they accomplish something they never thought was within their reach.
- o It means, in the end, to ensure your Soldiers are better when they leave the unit than when they came in.
- o Soldiers cannot be at their best when concerned about family issues. Good leaders ensure that Families' needs are addressed, too, and that means getting know all members of the team well enough to know what's happening with their Families.

Opening up combat-related jobs to women:

1. The Army will place women in 37 battalions in nine of its 45 active-duty BCTs 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.

Enlistment Benefits

Active Army

- Enlistment bonuses totaling up to \$40,000
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)