ATZH-TB

4 September 2012

MEMORANDUM FOR ALL ASSIGNED AND ATTACHED MILITARY AND CIVILIAN PERSONNEL

SUBJECT: Policy Letter #6: Brigade Retention Program

   15 September 2011.

2. The Army Career Counseling Program is an ongoing function that begins the day a Soldier
   enters the Army, and continues throughout the Soldier’s Army career. Career Counseling is an
   integrated effort between Commanders, Officers, Noncommissioned Officers, and Army Career
   Counselors.

3. Reenlistment interviews are required to be conducted with all Soldiers in the rank of SSG and
   below, except for those who are on indefinite status, IAW Appendix C, Table C-1 of AR 601-
   280. Soldiers will be counseled about their future goals and personal plans for obtaining those
   goals. Soldiers will be advised of reenlistment incentives and different reenlistment options they
   may qualify for. All qualified Soldiers will be encouraged to reenlist. Those Soldiers who desire
   to separate, and who are qualified, will be advised of the Reserve Component opportunities, and
   enlisted or transferred to a reserve component, if possible. Soldiers who reenlist within their
   reenlistment window will receive a four-day pass signed by their unit Commanders on behalf of
   the Commanding General. Commanders must continue to support the Hometown Recruiting
   Assistance Program (HRAP) by showcasing their finest Soldiers in their hometowns.

4. Commanders will mentor outstanding Soldiers for Warrant Officer, Officer Candidate School
   and the Green to Gold Program. Battalions are encouraged to commission at least two officers.

5. Commands that achieve or exceed 100% of their assigned mission will be recognized at the
   end of the fiscal year.

6. By meeting our goals we not only keep the best Soldiers in the brigade, but we continue to
   support Army Readiness.
8. Point of contact for this policy is the Brigade Retention NCO at (706) 791-1190.

STEPHEN A. ELLE
COL, SC
Commanding