



DEPARTMENT OF THE ARMY  
HEADQUARTERS UNITED STATES ARMY SIGNAL CENTER OF EXCELLENCE  
AND FORT GORDON  
506 CHAMBERLAIN AVENUE  
FORT GORDON GEORGIA 30905-5735

ATZH-CG

AUG 21 2012

MEMORANDUM FOR ALL MILITARY AND CIVILIAN PERSONNEL

SUBJECT: Commanding General's Policy Memorandum No. 7 - Retention Incentive and Awards Program

1. Retaining highly qualified Soldiers is essential to the success of our Army. As leaders, our retention mission is to reenlist our eligible Soldiers or transition them into the Reserve Component. The goal of the Fort Gordon Retention Program is to meet all retention objectives.

2. Commanders will maintain retention incentive programs that officially recognize Soldiers who reenlist, extend through the BEAR Program, or transition into the Reserve Component. In addition to unit incentive programs, Commanders, at their discretion, will award a three-day pass on behalf of the Commanding General to all Soldiers who reenlist. Commanders will continue to support the Home Town Recruiting Program by showcasing our best Soldiers in their hometown.

3. Commanding General's Retention Excellence Awards Program.

a. Annual Award Program:

(1) To be eligible for a yearly award, brigade/separate battalions must successfully accomplish mission in all categories, or if the Installation accomplishes mission, then all subordinate units will be considered successful under the Team Concept Plan.

(2) Successful units will receive the Commanding General's Excellence in Retention plaque and a training holiday. The servicing Career Counselors and fulltime Reenlistment NCOs will receive an appropriate award.

b. Quarterly Award Program:

(1) To be eligible for a quarterly award, brigade/separate battalions must achieve command-directed glide path in all categories.

(2) Quarterly successful units will receive the Commanding General's Excellence in Retention plaque. The servicing Career Counselors and fulltime Reenlistment NCOs will receive a Certificate of Achievement.

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4. IAW AR 601-280, Chapter 2, paragraph 2-2d(14), all Commanders must implement an awards program at their level. The type of recognition or reward is at the discretion of the Commander.
5. Special Recruiting Missions: Commanders will support all special recruiting missions by promoting maximum participation and advertisement of all special recruiting briefings. Commanders will mentor and recommend outstanding Soldiers for officer commissioning programs. Commanders will conduct annual retention training during OPD and NCOPD sessions.
6. Our job as leaders is to develop and retain highly qualified Soldiers. As the Army continues to meet global and domestic commitments it is essential that leaders strive to maintain the force. Any effort put forth today is an investment in our future Army.
7. The point of contact for this memorandum is Retention at 791-4725.



LAWARREN V. PATTERSON  
Major General, USA  
Commanding

This memorandum supersedes Commanding General's Policy Memorandum No. 7 – Fort Gordon Retention Program, dated 7 June 2011.