



UNITED STATES MARINE CORPS
MARINE FORCES RESERVE
2000 OPELOUSAS AVENUE
NEW ORLEANS, LA 70114-1500

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JAN 07 2014

FORCE POLICY LETTER 1-14

From: Commander
To: Distribution List

Subj: FISCAL YEAR 2014 MARINE FORCES RESERVE RETENTION OFFENSIVE

Encl: (1) Point Attainment System and Competitive Categories
(2) FY14 Reserve Career Planning Offensive Point Attainment Report
(3) Monthly Report of Career Planner Standings
(4) FY14 Incentive Matrix
(5) Qualification Standards

Ref: (a) MARADMIN 452/13

1. Situation

a. Recent readiness reporting from unit leaders throughout Marine Forces Reserve (MARFORRES) indicates critical shortfalls in the Staff Noncommissioned Officer (SNCO) ranks. Manpower data shows the most significant SNCO shortfall is in the rank of Staff Sergeant (573 total).

(1) Less than 13% of our Selected Marine Corps Reserve (SMCR) enlisted Marines who reached their mandatory drill stop date during FY13 remain in the SMCR today. This is a historical norm. While a certain level of attrition among these Marines is necessary, it is important for unit leaders and career planners to personally engage and retain the RIGHT ones in order to fill the unit's SNCO ranks.

(2) The best chance for filling the Staff Sergeant vacancies is retaining the right Noncommissioned Officers (NCOs) that are already in the unit. This dynamic is unique to the reserve component but one that each unit leader must understand and accommodate. While the possibility exists for Staff Sergeants to join units via inter-unit transfer or the Prior Service Recruiting force, these occurrences are rare, for valid reason. Therefore, unit leaders and career planners must collaborate and implement internal retention initiatives to identify NCOs who are best suited to fill the unit's current or projected SNCO billets and influence them to continue drilling beyond their obligated drilling requirement.

b. Due to Reserve Force Structure Review Group (FSRG) actions over the past year, many units have significant shortfalls in Military Occupational Specialties (MOS) required for the new structure, while also maintaining excess obligors of the wrong MOS. The employment of Personnel Transition Teams (PTT) mitigated this to an extent by affording personal counseling and the opportunity to retrain, however over 1,800 excess obligors still remain at these units. As time goes on, some Marines will change their mind and volunteer to retrain into an MOS required of the unit. Each voluntary retrain represents a significant savings for the Marine Corps. Therefore, it is important for unit leadership and career planners to periodically re-engage these Marines on retraining and service opportunities.

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FORCE POLICY LETTER 1-14

2. Mission. Throughout FY14, MARFORRES will improve manpower readiness by targeting the **RIGHT** Marines for retention and by targeting MOS-mismatches for voluntary retraining.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent

(a) The purpose of the FY14 MARFORRES Retention Offensive is to maximize the utility of Marines currently in our ranks through effective employment of retention incentives and retraining opportunities.

(b) MARFORRES will employ an incentive-based, competitive program designed to recognize units and career planners whose efforts result in the highest accumulation of points toward these objectives, per enclosure (1).

(2) Concept of operation. Career planners throughout MARFORRES will attain points toward this competition as outlined in enclosure (1). Point attainment will be based on utilization of FY14 Headquarters Marine Corps (HQMC) incentive programs because they are the only recognized and verifiable means for obtaining additional obligated contractual service. Obligated service obtained and retraining commenced from 1 October 2013 through 30 September 2014 will count toward the competition. MARFORRES will publish monthly standings, allowing unit leadership and career planners throughout the force to measure their progress against peers.

b. Tasks

(1) MARFORRES Assistant Chief of Staff, G- 1

(a) Assume overall responsibility for conducting this offensive.

(b) Collate and verify progress reporting from the field.

(c) Publish monthly standings no later than the 15th calendar day of the following month. Adjudicate discrepancies identified by the Major Subordinate Commands (MSCs), per enclosure (3).

(d) Coordinate awards.

(e) Publish update guidance, as necessary, throughout the remainder of this offensive.

(f) Provide quarterly progress updates to Commander, Marine Forces Reserve.

(2) Commanding Generals 4th Marine Division, 4th Marine Aircraft Wing, 4th Marine Logistics Group, and Force Headquarters Group

(a) Ensure reporting of objective attainment by subordinate elements is timely and accurate, per enclosure (2).

(b) Identify respective MSC Career Planner and Collateral Duty Career Planner of the Year no later than 1 November 2014.

FORCE POLICY LETTER 1-14

(3) Career Planners assigned to MARFORRES Units. Report each instance of additional obligated service attained or retraining, in accordance with enclosure (2).

c. Coordinating Instructions

(1) The Total Force Retention System (TFRS) and the Marine Corps Total Force System (MCTFS) will be the systems of record used to validate the attainment of additional obligated service.

(2) Point attainment reports will be submitted in accordance with enclosure (2).

(3) Guidance for issuing awards will be published under separate correspondence.

(4) A similar FY15 offensive will be published under separate cover during September 2014. It will incorporate changes for lessons learned during FY14.

(5) Relationship to other Manpower Programs. Most units are at, or above, 100% strength and have excesses in certain rank/MOS categories, with shortfalls in others. Manpower programs such as the SMCR Early Release Program (reference (a)), the Obligor Alignment Plan (OAP) and the quarterly realignment cycles are designed to move the excess to valid billets or transfer them to the Individual Ready Reserve (IRR). This offensive is compatible with those programs because it's objective is to retain the RIGHT NCOs and SNCOs - those who are qualified for retention and have a valid billet to fill.

4. Administration and Logistics

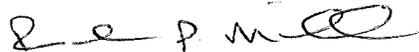
a. Administration. The FY14 Incentive Matrix, enclosure (4), provides a ready reference to identify the HQMC approved FY14 incentives, as well as their corresponding eligibility criteria.

b. Please direct all questions concerning this Policy Letter to the appropriate Major Subordinate Command career planners.

5. Command and Signal

(1) Command. This Policy is applicable to Marine Forces Reserve.

(2) Signal. This Policy is effective the date signed.



RICHARD P. MILLS

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**Point Attainment System and
Competitive Categories**

Program/Incentive	Points
SMCR Retraining Program: MARADMIN 503/13	4 ¹
Enlistment Affiliation Bonus: MARADMIN 495/3	3 ²
SSgt Bonus (SSB): MARADMIN 496/13	3 ²
Officer Affiliation Bonus: MARADMIN 536/13	2 ²
Reenlistment (at least 2 years)	2 ²
60 Point Bonus: MARADMIN 461 & 492/13	2 ³

Notes:

¹Points awarded when Marine reports for school

²Points will be awarded/claimed once the RELM is executed, per the request, and properly closed out

³Points will be awarded when the new mandatory drill stop date has posted in MCTFS

Competitive Categories:

1. Collateral Duty Career Planners. Collateral Duty Career Planners are those who have attended the 2-week reserve collateral duty course. They are an essential element of this offensive, as most serve at the Company/Battery level.

a. Each MSC, except the FHG, will board select their FY14 Collateral Duty Career Planner of the Year from the top point-earners in each of their Regiments/Groups. (Example: within 4th MarDiv, the top point earners from 14th Marines, 23d Marines, 25th Marines, and the conglomeration of independent battalions (4 total Marines) will compete on a board to earn title of 4th Marine Division Collateral Duty Career Planner of the Year) MSC boards will consider objective attainment from this offensive as well as qualifying standards set forth in enclosure (5). Because the FHG is comprised of independent companies and battalions, the FHG Collateral Duty Career Planner of the Year will be determined by the Marine who earns the most points and meets the qualifications set forth in enclosure (5). Each MSC Career Planner of the Year will be awarded a Navy and Marine Corps Achievement Medal by the Commander, Marine Forces Reserve.

b. MARRFORES will board select the FY14 Reserve Collateral Duty Career Planner of the Year. Only Marines who were selected as their respective MSC Collateral Duty Career Planner of the Year will be considered for this distinction (4 total Marines will be considered). The FY14 Reserve Collateral Duty Career Planner of the Year will be awarded a Navy and Marine Corps Commendation Medal by the Commander, Marine Forces Reserve. The selected Career Planner will hold both titles as MARFORRES and (respective MSC) Collateral Duty Career Planner of the Year; however, they will only receive the Navy and Marine Corps Commendation Medal associated with the MARFORRES title.

2. Battalion/Squadron Career Planners. This category consists of Active Reserve or Active Component Career Planners who possess the PMOS of 4821 and are serving primarily at the Battalion/Squadron level, including ANGLICOs, Regimental Truck Companies, etc.

Point Attainment System and Competitive Categories

a. Each MSC, except the FHG, will board select their FY14 Career Planner of the Year from the top point-earners in each of their Regiments/Groups. (Example: within 4th MLG, the top point earners from CLR 4, and CLR 45, and the conglomeration of independent battalions (3 total Marines) will compete on a board to earn title of 4th MLG Career Planner of the Year). MSC boards will consider objective attainment from this offensive as well as qualifying standards set forth in enclosure (5). Because the FHG is comprised of independent companies and battalions, the FHG Career Planner of the Year will be determined by the Marine who earns the most points and meets the qualifications set forth in enclosure (5). Each MSC Career Planner of the Year will be awarded a Navy and Marine Corps Achievement Medal by the Commander, Marine Forces Reserve.

b. MARFORRES will board select the FY14 Reserve Career Planner of the Year. Only Marines who were selected as their respective MSC Career Planner of the Year will be considered for this distinction (4 total Marines will be considered). The FY14 Reserve Career Planner of the Year will be awarded a Navy and Marine Corps Commendation Medal by the Commander, Marine Forces Reserve. The selected Career Planner will hold both titles as MARFORRES and (respective MSC) Career Planner of the Year; however, they will only receive the Navy and Marine Corps Commendation Medal associated with the MARFORRES title.

3. Miscellaneous. Any Career Planner who earns at least 50 points during this offensive will receive a Certificate of Commendation for superior performance during FY14.

Amplifying Information

1. Points will be awarded based on the initiator of the Reenlistment, Extension, Lateral Move (RELM) request in the Total Force Retention System (TFRS). In cases where active duty or active component career planners are processing RELMs on behalf of a collateral duty career planner, a note should be placed in Career Planner Comments: "Credit goes to (RANK, LNAME, FNAME, UNIT)". This note must be placed in the RELM when initiated, prior to submission; otherwise, points will only be awarded to the initiator of the RELM.

2. Career Planners who earn points by filling vacancies at adjacent units will earn points as part of this offensive.

3. Career Planners who PCS to another unit within MARFORRES during the FY will retain points earned while at the previous command, as long as they are in the same competitive category. However, in order to be awarded the title of Career Planner of the Year for a particular MSC, the career planner must have served in that MSC or a subordinate element the entire FY.

**Point Attainment System and
Competitive Categories**

4. Commanders are highly encouraged to capture the standings of their Career Planners, relative to their peers, in fitness reports. This is especially important for the Active Reserve Career Planners who compete for promotion in a small population where quantitative performance relative to peers can be very helpful to selection boards.

**FY14 Reserve Career Planning Offensive
Point Attainment Report**

Career Planner receiving Credit: (Rank, Last Name, First Name)

Career Planner's Unit: (Unit Name, City, State)

Marine Processed: (EDIPI, Rank, Last Name, First Name)

Point Category being Claimed (Check all that apply)

- SMCR Retraining Program (when Marine reports to school)
- Enlisted Affiliation/Reenlistment Bonus (RELM executed and closed)
- Staff Sergeant Bonus (RELM executed and closed)
- 60 Point Bonus (MDSJ adjusted in MCTFS)
- Officer Affiliation Bonus (RELM executed and closed)

Career Planner NCOIC: (Printed Rank, Name, and Unit)

Career Planner NCOIC Signature and

Date: _____

-----**Submission Instructions**-----

1. Attainment Report will be submitted by the respective CP SNCOIC
2. Form must be filled out completely and legibly
3. If the form is not signed and scanned, it can be sent as a word.doc attachment, but only from the respective Career Planner NCOIC's email account.
4. Submit to the MFR G1 Manpower Organizational Mailbox:
mfr(underscore)manpower@usmc.mil; Use subject line: "**CP Attainment Report; (LNAME & Rank of Marine processed)**"

Monthly Report of Career Planner Standings

Rank	Marine	Unit	Points	Rank	Marine	Unit	Points
1	SSgt Leader	CLB XYZ	12	31			
2	SSgt Planner	MWSS XYZ	10	32			
3				33			
4				34			
5				35			
6				36			
7				37			
8				38			
9				39			
10				40			
11				41			
12				42			
13				43			
14				44			
15				45			
16				46			
17				47			
18				48			
19				49			
20				50			
21				51			
22				52			
23				53			
24				54			
25				55			
26				56			
27				57			
28				58			
29				59			
30				60	Sgt Binotz	A 1/2?	1

FY14 Incentive Matrix

Incentive ----- MARADMIN ----- Amount ----- Obligation Requirement	<p align="center">Eligibility Requirements</p>
FY14 SMCR Retraining ----- MARADMIN: 503/13 ----- Amount: N/A ----- Obligation: 1yr<5 wks 2yrs>5<12 wks 3yrs>12 wks	Affiliate with or be member of MARFORRES unit/RUC at Bn/Sqn lvl or below -Member of AC w/in 90 days of EAS -Member of IRR discharged under honorable conditions -IMA affiliating with SMCR w/in 90 days of completing 3yr IMA tour -LCpl-Sgt 2yr or less TIG, 1stLt, Capt -SSgts/ SSgt Selects applying for 0211 or 0241 exempt from TIG req -Maj approved for transition/conversion to 0202 MOS less 4 yr TIG -Must not exceed Time in Service for Grade -LCpl <6, Cpl <7, Sgt <11, SSgt <14 -LCpl and Cpl's have average pro/con marks 4.0/4.0 -Meet prerequisites for intended MOS -Must be able to complete all schools for NMOS without a break -NMOS are as follows 0303,0317,0652,0653, 0814, 3524, 3534, 6012, 6033, 6043, 6049, 6242, 8621, 8641 -Marine possessing aviation mechanic MOS can retrain to HMM/VMM-764 MV-22 -6276 KC-130J MOS can retrain to 6242 MOS for KC-130-T -Pilots requesting transition must be approved by DC AVN and CG 4 th MAW. -Have not been reduced to present grade -Not in receipt of retrain funding within the last 3 years -If member of IRR with greater than 3 yr break since AC or last SMCR affiliation, must have 50 retirement points for each of past 3 yrs. -Must waive commuting distance outlined in FY14 SOU.
FY14 SMCR EAB ----- MARADMIN: 495/13 ----- Amount: Cpls & Sgts: \$15K ----- Obligation: 3 yrs	EAB: -Fill a validated BIC as exact PMOS or NMOS and grade match (NO 1UP/1DWN). -AC/AR separated with honorable conditions. -Was a member of SMCR with less than 3yr break in service that was satisfactory participant or separated under honorable conditions. -IRR with greater than 3 yr break from AC or SELRES must have greater than 50 pts for each of past 3 yrs. -Have not been reduced to present grade. -Not entitled to receive retired or retainer pay.
FY14 MGIB-SR Kicker ----- MARADMIN: 495/13 ----- Amount: \$350 per mo for 36 mos ----- Obl Req: 6 yrs	MGIB Kicker: -Fill exact match for grade, PMOS, NMOS validated BIC. -Sergeants and SSgt selects are eligible.

FY14 Incentive Matrix

<p>FY14 SMCR SSgt Bonus</p> <p>-----</p> <p>MARADMIN: 496/13</p> <p>-----</p> <p>Amount: \$20K</p> <p>-----</p> <p>Obligation: 3 yrs</p>	<ul style="list-style-type: none"> -Served on active component (AC, AR, Mobilized, ADOS, ADT) for period of at least 90 days and released under honorable conditions -Affiliate with SMCR unit to fill validated SMCR SSgt Billet and exact PMOS or NMOS match under following conditions. <ul style="list-style-type: none"> - Affiliate with SMCR with less than 3 yr break from AC or AR program - Satisfactory member of SMCR with less than 3 yr break in service or separated under honorable conditions - Member of IRR with greater than 3 yr break in service must have Greater than 50 retirement pts for each of past 3 years. -Less than 16 years of military service upon acceptance of bonus. -Less than 14 satisfactory years of service. -No more than 2 yrs TIG -Not have received bonus within the last 3 yrs or serving under other contractual obligations. -Affiliate with SMCR unit between 1 Oct 2013 and 5 Sep 2014. -Not entitled to receive retired or retainer pay.
<p>SMCR Composite Score Bonus</p> <p>-----</p> <p>MARADMIN: 461/13</p> <p>-----</p> <p>Amount: 60 promo pts for Cpls</p> <p>-----</p> <p>Obligation 1 yr</p>	<ul style="list-style-type: none"> -Successfully complete PSR screening checklist. -Satisfactory participant while serving in SMCR (if applicable). -Able to fill valid BIC. -Minimum pro/con of 4.0/4.0. -In compliance with Body Composition Program. - Not have been reduced to current grade. - Be eligible for and recommended for promotion to Sergeant
<p>FY14 SMCR OAB</p> <p>-----</p> <p>MARADMIN: 536/13</p> <p>-----</p> <p>Amount: \$20K or \$10K (see details)</p> <p>-----</p> <p>Obligation: 3 yrs</p>	<ul style="list-style-type: none"> -All commissioned company grade officers (2ndLt-Capt). -Fill a validated open BIC with grade and MOS (+ or - 1 grade match). -Completed any required service for any previous incentive. -Prior Service or AR officers must have been released under honorable conditions. -No more than 4 year break in service from AC or SMCR affiliation -IMA officers transitioning to SMCR regardless of time left on IMA tour -Not in receipt of retired or retainer pay.
<p>FY14 SMCR AOAB</p> <p>-----</p> <p>MARADMIN: 535/13</p> <p>-----</p> <p>Amount: \$20K</p> <p>-----</p> <p>Obligation: 3 yrs</p>	<ul style="list-style-type: none"> -Eligible Capt-Maj -Capt-Maj passed for promotion and Maj more than 4yrs are not eligible. -Able to fill validated SMCR BIC. -Valid 75XX BIC -Prior Service or AR officers must have been released under honorable conditions. -IMA officers transitioning to SMCR regardless of time left on IMA tour. -Not in receipt of retired or retainer pay.

Qualification Standards

CRITERIA

1. Meet all height/weight standards
2. Passing scores on most recent PFT/CFT.
3. Possess MCMAP Tan Belt.
4. No NJP within 12 months of the board.
5. No courts martial within 12 months of the board.
6. Current official photograph.