



UNITED STATES MARINE CORPS
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FORCE POLICY LETTER 4-15

From: Commander, Marine Forces Reserve
To: Distribution List

Subj: MARINE FORCES RESERVE RETENTION OFFENSIVE

Encl: (1) Point System and Competitive Categories
(2) Unit Size Categories
(3) Qualification Standards

1. Situation

a. Retention and alignment are critical to shaping the Selected Marine Corps Reserve (SMCR) enlisted career force for optimal inventory management and career progression, while also contributing to end strength requirements. Ensuring every SMCR Marine is properly assigned to a reserve Billet Identification Code (BIC) commensurate with their grade and Military Occupational Specialty (MOS) is necessary to ensure the operational readiness of our SMCR units, now and in the future. Retaining Marines with proven performance and demonstrated potential, consistent with manpower requirements listed in the Authorized Strength Report (ASR), is critical to the retention and alignment process.

b. Readiness reporting from unit leaders throughout Marine Forces Reserve (MARFORRES) indicates critical shortfalls in the Staff Noncommissioned Officer (SNCO) and Chief Warrant Officer (CWO) ranks.

(1) Less than 21% of our SMCR enlisted Marines who reached their mandatory drill stop date during Fiscal Year (FY) 15 remained in the SMCR. 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 Marines in order to fill the unit's SNCO ranks.

(2) The best chance for filling the Staff Sergeant vacancies is the retention of our outstanding Noncommissioned

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Officers (NCOs) within our units. This dynamic is unique to the reserve component, but one that each unit leader must understand and address through retention. While the possibility exists for Staff Sergeants to join via an inter-unit transfer (IUT) or the Prior Service Recruiting force, these occurrences are rare. 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.

2. Cancellation. MARFORRES Force Policy Letter 4-14.

3. Mission. This Force policy letter establishes the instructions and guidelines for the execution of an annual reserve retention goal in order to support operational readiness in SMCR units across all Major Subordinate Commands (MSCs).

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The purpose of the MARFORRES Retention Offensive is to maximize the utility of Marines currently in our ranks through effective employment of retention incentives, retraining opportunities, and accession programs.

(2) Concept of Operation

(a) Career planners and collateral duty career planners will attain an annual goal established each FY utilizing Headquarters Marine Corps (HQMC) incentive, retraining, and accession programs. The goals will be published in MARFORRES MEMO-01, outlining the requirements.

(b) MARFORRES will employ an award-based, competitive program, established in enclosure (1), designed to recognize units and career planners whose efforts result in completion of objectives established and published each FY through MARFORRES MEMO-01.

b. Tasks

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

(a) Assume overall responsibility for conduct of FY retention goals.

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(b) Develop an annual retention goal for SMCR units by publishing MEMO-01 each FY.

(c) Publish monthly standings no later than the 15th of each month for retention goal attainment tracking.

(d) Coordinate MARFORRES and HQMC level awards.

(e) Publish updated guidance, as required.

(f) At a minimum, provide quarterly progress updates to the Commander, MARFORRES.

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

(a) Each MSC will assign retention goals in writing to each unit identified in MARFORRES MEMO-01.

(b) Ensure timely and accurate reporting and tracking by subordinate elements of retention goal attainment.

(c) Establish awards program to manage career planner attainment offensives to meet retention goals (i.e. award of impact Navy and Marine Corps Achievement Medal for Career Planner with highest Warrant Officer package submissions).

(d) Identify the MSC career planner and collateral duty career planner of the year no later than 1 November after completion of the FY mission.

(3) Career Planners assigned to MARFORRES Units.

Validate all the retention offensive credits on the Career Planning Programs, MARFORRES SharePoint, at <https://sharepoint.marforres.usmc.mil/G1/Manpower/Career%20Planner%20Offensive%20Tracker/Forms/AllItems.aspx> no later than the 5th calendar day of each month.

c. Coordinating Instructions

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

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(2) Guidance for issuing awards will be published via separate correspondence.

(3) Relationship to other Manpower Programs. Most units at, or above 100% strength, have excesses in certain rank/MOS categories with shortfalls in others. Manpower programs such as 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) if no other option is viable. This offensive is compatible with those programs because its objective is to retain the right NCOs and SNCOs - those who are qualified for retention and have a valid billet to fill.

5. Administration and Logistics

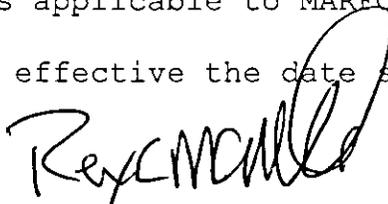
a. Administration. Enclosure (2) provides the unit size categories based on the ASR and career planner hierarchy. Enclosure (3) provides the qualification standards that must be met to compete as the MARFORRES Career Planner or Collateral Duty Career Planner of the year.

b. All questions concerning this Policy Letter should be directed to the appropriate MSCs Career Planners.

6. Command and Signal

a. Command. This Policy is applicable to MARFORRES.

b. Signal. This Policy is effective the date signed.


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POINT SYSTEM AND COMPETITIVE CATEGORIES

Program/Incentive/Action Item	1 Point (EA)
WO Accession Package	
SMCR Lateral Move (LATMOV) Program	
60 Point Composite Score (60PT)	
SMCR Reenlistment (at least 2 years)	

Points System

1. Each Career Planner (CP) and Collateral Duty Career Planner (CDCP) will receive a point for every program, incentive, and or action item they initiate/complete on behalf of an individual Marine (except where indicated). Points are to be used as a tool to compare a CP/CDCP performance to their peers, but not the only impact CPs/CDCPs have on retention. The Retention Offensive consists of:

a. Program: Lateral Moves (LATMOV). Also referred to as the retraining program, a CP/CDCP is awarded one point for a LATMOV when the Marine accepts his/her authority in TFRS.

b. Incentive: 60 Point Composite Score (60PT). One point will be awarded when the Reenlistment Extension Lateral Move (RELM) request is completely closed out in TFRS. The 60PT originator and or CP/CDCP request comments in TFRS will indicate who receives points for a HQMC approved 60PT incentive.

c. Action Items:

(1) WO Accession Package (WOA). The CP/CDCP must sign the initiator line on the WOA checklist. Retention offensive points will only be awarded if the CP/CDCP is the initiator of the WOA request. One point will be awarded to the CP/CDCP when MARFORRES forwards the package to Marine Corps Recruiting Command. These points will be added to the spreadsheet by the MARFORRES CP upon MARFORRES G1 approval.

(2) Reenlistment (REENL). A Marine must reenlist in the SMCR for at least 24 months. One point will be awarded when the reenlistment request is completely closed out in TFRS. The RELM originator and CP RELM comments will indicate who receives points for a HQMC approval. Individual Mobilization Augmentee (IMA), Active Reserve (AR), and Active Duty (component code 11) reenlistments do not count toward this offensive, however, these types of reenlistments should still be considered when forwarding nominees for the CP/CDCP of the year.

Competitive Categories

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

a. Career Planners will only compete against other CPs. Career Planners will receive points when they are the initiator of a specific program, incentive, or action. In addition, since CPs are Retention Program Managers and will be evaluated based on the performance of their subordinate units (detachments, companies, sites) will receive the same points their subordinate CDCP receive.

b. Units that have an assigned CP filling a valid BMOS of 4821 will be categorized by unit size. Using the SMCR Authorized Strength Report (ASR), units will be separated into four categories. The four categories are determined by available SMCR population. SMCR ASR units with a population from 1-300 are "S" (small); 301 to 600 are "M" (medium); 601 to 900 are "L" (large); 901 and more are "X" (extra-large).

c. Attaining the annual retention goal is a prerequisite for selection as the Career Planner of the Year. When board selecting a Career Planner of the Year, each MSC should consider, but are not limited to: Objective attainment from this offensive; unit personnel readiness rates; overall impact on the retention mission; peer performance based on other CPs in the same unit size category (regardless of MSC) as indicated in enclosure (2), other CP responsibilities and performance, as well as qualifying standards set forth in enclosure (3).

d. MARFORRES will board select the 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. When selecting the MARFORRES career planner and collateral duty career planners of the year, all duties and responsibilities will be taken into consideration. Nominated Marines must display a consistently high level of performance, exceptional leadership, management/organization skills, devotion to duty, and initiative in support of the SMCR. The Career Planner of the Year will be awarded 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, their award will be associated with the MARFORRES title.

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2. Collateral Duty Career Planners (CDCP). In order to be eligible to compete, CDCP must be appointed in writing in accordance with the current Career Planning Improvement Initiative Force Policy Letter.

a. Collateral Duty Career Planners will only compete against other CDCPs. Points are received when the CDCP is the initiator of a specific program, incentive, or action item.

b. Each MSC, will board their CDCP 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 separate battalions (4 total Marines) will compete on a board to earn title of 4th Marine Division CDCP of the Year). MSC boards will consider objective attainment from this offensive as well as qualifying standards set forth in enclosure (3). Each MSC CDCP of the Year will be awarded by the Commander, Marine Forces Reserve, unless selected as the MARFORRES CDCP of the Year.

c. MARFORRES will board select the CDCP of the Year. Only Marines who were selected as their respective MSC CDCP of the Year will be considered for this distinction. The MARFORRES CDCP of the Year will be awarded by the Commander, Marine Forces Reserve. The selected CDCP will hold both titles as MARFORRES and (respective MSC) CDCP of the Year however; their award will be associated with the MARFORRES title.

3. Career Planner SNCOICs. As program managers of other CPs, attention should be directed at training and assisting their subordinate CPs; therefore, CP SNCOICs are not eligible to compete for this offensive. The only exception is if the CP was in a unit competing prior to the assignment of CP SNCOIC. In these cases, the Marine may still be eligible based on the points and qualifications prior to the assignment.

Amplifying Guidance

1. Points will be awarded based on the initiator of the (RELM) submitted in TFRS and WO checklist. In cases where CPs are processing RELMs on behalf of a CDCP, the following should be placed in the comments section of the RELM: "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. CPs that execute Permanent Change of Station/Permanent Change of Assignment orders, or CDCPs who inter-unit transfer to

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another MSC will compete under the MSC where they received the higher number of points or highest standing. In cases of a tie in points, the CP or CDCP will compete under the MSC they were assigned to for the longest period of time.

3. Commanders are encouraged to include the performance of CPs and CDCPs relative to their unit readiness, SNCO staffing, and retention goal on formal evaluations. This is especially important for the Active Reserve CPs where quantitative performance relative to peers can be informative for promotion selection boards. Commanders should take into consideration that CPs in units with high ratings (i.e. P-1) may not have the same opportunity to attain points as a P-4 unit. Alternatively, a CP who does not perform well in a unit with a low readiness rate may have had an ample opportunity to excel.

UNIT SIZE CATEGORIES

MSC	SMCR ASR	UNIT NAME	S/M/L
MAW	56	VMR	S
MAW	61	HMLA-772	S
MAW	83	MAG-41 (w/SS)	S
MAW	102	HMM-774	S
MAW	139	VMU-4	S
MAW	141	VMGR-452	S
MAW	154	4TH MEB	S
MAW	156	VMGR-234	S
DIV	159	3D FORCE	S
DIV	159	4TH FORCE	S
FHG	159	3D CAG	S
FHG	159	1ST CAG	S
FHG	161	2D CAG	S
FHG	161	4TH CAG	S
MAW	198	MASS-6	S
FHG	205	3D ANG	S
FHG	205	4TH ANG	S
MAW	216	MALS-49	S
MAW	220	MACG-48	S
DIV	223	TRUCK/23	S
DIV	223	TRUCK/25	S
MAW	230	MAG-49	S
MAW	240	VMFA-112	S
MAW	273	MACS-24	S
MAW	279	HMLA-773	S
MAW	284	MALS-41	S
MAW	288	MWCS-48	S
DIV	300	COMM (14)	S
MAW	434	VMM-764	M
DIV	455	4TH RECON	M
MAW	478	MWSS-472	M
MAW	483	MWSS-473	M
MAW	485	MWSS-471	M
DIV	548	2/14	M
MLG	557	CLB-25	M
MLG	570	6TH ESB (ARIZONA ONLY)	M
FHG	573	ISB	M
MLG	574	CLB-21	M
MLG	574	CLB-23	M
DIV	671	1/25	L
DIV	756	3/14	L
DIV	774	5/15	L
DIV	839	1/23	L
DIV	839	2/23	L
DIV	840	3/23	L
DIV	841	2/24 (23)	L
DIV	841	1/24 (25)	L
DIV	841	2/25	L
DIV	841	3/25	L
FHG	855	LAW ENF BN	L
FHG	875	6TH COMM	L
DIV	922	4TH CEB	X
DIV	1027	4TH TANKS	X
DIV	1058	4TH AAV	X
MLG	1129	6TH ESB	X
DIV	1177	4TH LAR	X
MLG	1352	CLB-453	X
MLG	1366	CLR-451	X

UNIT SIZE CATEGORY	
SMALL	1-300
MEDIUM	301-600
LARGE	601-900
X-LARGE	901+

CATEGORY	TOTAL	MAW	DIV	MLG	FHG
SMALL	28	16	5	1	6
MEDIUM	11	4	2	4	1
LARGE	12	0	10	0	2
X-LARGE	7	0	4	3	0

QUALIFICATION STANDARDS

CRITERIA

1. Meet basic reenlistment prerequisites.
2. First class PFT/CFT.
3. No NJP within 12 months of the board.
4. Current official photograph.
5. Not have failed a FAI/CGI 045 during previous 12 months.
6. Must attain annual retention goal (only applies to Career Planners with PMOS of 4821).