



UNITED STATES MARINE CORPS

1ST MARINE LOGISTIC GROUP FMF

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GROUP BULLETIN 1040

From: Commanding General
To: Distribution List

Subj: FISCAL YEAR 2024 ENLISTED RETENTION CAMPAIGN PLAN

Ref: (a) MCO 1040.31 Enlisted Retention and Career Development Manual
(b) MARADMIN 064/23 FY24 Enlisted Retention Campaign
(c) Fiscal Year 2024 Enlisted Retention Guidelines
(d) MCO 1050.3J Regulations for Leave, Liberty, and Administrative Absence

Encl: (1) Commandants Retention Program Certificate of Achievement

1. Situation. The 1st Marine Logistic Group (1st MLG) has 1,482 Fiscal Year 2024 (FY24) reenlistment eligible Marines that require guidance, mentorship, and career recommendations from their leaders.

2. Cancellation. Group Bulletin 5041 as of 28 June 2022

3. Mission. 1st MLG executes a deliberate campaign to inform and mentor FY24 reenlistment eligible Marines, emphasizing career options, lateral move options, incentives, and the benefits of continued service, in order to retain our best and most qualified Marines.

4. Execution

a. Commander's Intent

(1) Purpose. The purpose of the Enlisted Retention Campaign Plan is to retain our best and most qualified Marines. It is a truism that Marines are the Corps' most valuable resource, and leaders at all echelons are a key contributor to a Marine's development and informed decision making. Leaders must engage Marines on retention, just as they would engage on topics of warfighting prowess. These engagements are imperative to their Marines' success, contribute directly to maintaining a talented, skilled, combat ready force, and are vital to the future health of our Corps. Retention is commander's business.

(2) Endstate. Marines within 1st MLG Marines are provided sage career counsel and reenlisted or lateral moved, thereby retaining the experience, technical expertise, and specialized training of our most valuable asset.

b. Concept of Operations. All commands shall conduct required interviews and briefs in accordance with references (a) through (c) and this Bulletin.

c. Tasks

(1) Commanding Officers, Regiments and Independent Battalions

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(1) Commanding Officers, Regiments and Independent Battalions

(a) Adhere to policy and guidelines promulgated in this Bulletin.

(b) Retain the best and fully qualified Marines in accordance with the assigned FY24 Command Retention Missions (CRM).

(c) Ensure required Commanding Officer and career planning interviews are completed on time in accordance with reference (a).

d. Coordinating Instructions

(1) Interviews. Per reference (a), interviews are a crucial element in the accomplishment of the retention mission. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss their career options in a private setting with their small unit leaders (officer and enlisted) often, as well as during required interviews with their Career Planner. Leaders are also encouraged to discuss reenlistment bonuses and special duty assignments as valuable reenlistment incentives. Therefore, all leaders should familiarize themselves with the current Special Duty Assignment (SDA) incentives and current Selective Retention Bonus Program. If not already completed, all FY24 First Term Alignment Program (FTAP) Career Planner interviews should be completed prior to 1 August 2023 and Subsequent Term Alignment Program (STAP) Career Planner interviews should be completed prior to 1 October 2023.

(2) Briefs. In order to ensure all Marines within 1st MLG receive the most current information on retention, lateral moves, incentives, opportunities, and deadlines, the following briefs will be conducted:

(a) Command Retention Brief. The purpose of this brief is to inform all Commanding Officers, Executive Officers, and Sergeants Major (and/or those acting in those roles) on FY24 retention directives and procedures. This will ensure command teams are knowledgeable and equipped to develop a retention strategy for the execution of the FY24 Retention Campaign. Commands should build the Retention Campaign into their calendars and training plans to give retention and career development the priority they require to be as successful as possible. This brief will need to be completed prior to 1 June 2023.

(b) FTAP Brief. The purpose of this brief is to educate FY24 FTAP Marines on FY24 retention policies, lateral move opportunities, incentives, and career opportunities available in their next term of enlistment. Commanders are encouraged to be creative in their approach to the FTAP brief and provide personalized remarks to ensure maximum participation and impact. These briefs will need to be completed prior to 15 June 2023.

(c) STAP/Senior Enlisted Alignment Plan (SEAP) Brief. The purpose of the brief is to educate STAP/SEAP Marines on FY24 retention policies in regard to opportunities for further service and retention incentives to include special duty assignments, type one and two assignments, and transfer of education benefits (TEB). These briefs will need to be completed prior to 1 July 2023.

(d) Early Reenlistment Authority (ERA) Brief. The purpose of this brief is to educate eminently qualified FY25 FTAP Marines who could be

eligible for early reenlistment in December 2023. These briefs will need to be completed prior to 1 December 2023.

(3) Retention Mission. Headquarters Marine Corps (HQMC) will assign a CRM to 1st MLG no later than May 2023.

(a) As each Military Occupational Specialty (MOS) reaches 100 percent execution on the HQMC boat space report, 1st MLG will be relieved of its mission for that MOS. Consequently, each regiment and battalion within 1st MLG will be relieved of its mission for that MOS instantly.

(b) Only approved reenlistment contracts for missioned MOSSs that are subsequently executed will contribute to the missions for those MOSSs.

(c) Only Marines who are permanently assigned to 1st MLG in June 2023, as identified by HQMC will count towards the CRM.

(4) Local Incentives. The below incentives are available specifically to Marines permanently assigned to 1st MLG units. Marines temporarily assigned to 1st MLG who reenlist while attached may take advantage of these incentives while assigned to a 1st MLG unit. The incentives will not transfer to any other command unless the gaining command chooses to make them available. Requests for special liberty will be prepared through Marine On-line and executed at the unit's discretion in accordance with reference (d). This reference does not limit the number of special liberty periods that can be granted by various levels of command (group, regiment, and battalion).

(a) Incentives for Reenlisting Marines

1. FTAP and STAP Marines who submit for reenlistment will be authorized a 96-hour special liberty period upon execution of an approved reenlistment contract.

2. Commanders may award a certificate of achievement to their FY24 FTAP Marines selected for CRP who execute an approved reenlistment contract. An example is provided in enclosure (1).

(b) Incentive for Units. This incentive recognizes that achievement of retention missions is not a single-handed accomplishment of the unit career planner, but of the leadership and peer-influence of the entire unit, who contribute to positive command climate and foster an environment in which Marines feel consistently challenged, valued, and respected.

1. Units will be awarded a 96-hour liberty period for all hands upon completion of their by-MOS and aggregate FTAP missions. Additionally, units will be awarded a 96-hour liberty period for all hands upon completion of their by-MOS and aggregate STAP missions.

2. The units who demonstrate the best retention rates across the fiscal year will be publicly recognized and awarded by 1st MLG at the conclusion of the FY24 retention season.

(c) Incentives for Career Planners

1. Career Planners who have completed all FY24 FTAP and STAP Interviews prior to 1 September 2023 in addition to all other requirements, on-time interviews, shall be authorized a 96-hour special liberty period.

2. Career Planners who design and implement creative ideas that support the execution of the unit's retention campaign and/or accomplishment of the retention mission may be recognized with a certificate of appreciation from the Commanding General.

5. Administration and Logistics. Recommendations concerning this Bulletin may be forwarded to the 1st MLG Career Planner.

6. Command and Signal

a. Command. This Bulletin is applicable to all commands, organizations, units, and activities under the command of 1st MLG.

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



P. N. FLETZE

Distribution: A



United States Marine Corps



Certificate of Achievement

Presented to

Sergeant John Hancock

For

Upholding the highest degree of military standards during your first enlistment in the Marine Corps. Your military record, imprinted with your pursuit of excellence, has earned your selection for the Commandant's Retention Program in fiscal year 2024. Your personal performance and professional conduct have led to your approval to reenlist ahead of your peers in the United States Marine Corps.

Presented 25 April 2023.

Chesty Puller
Colonel, Commanding Officer