

APVR-RPO

MEMORANDUM FOR See Distribution

SUBJECT: USARAK "Be All You Can Be" or "We Are Alaska" Program Policy Letter
(CG/CofS Policy Statement #0-5)

1. Intent.

Purpose: To support the facilitation of Army awareness and recruiting efforts within the U.S. Army Alaska (USARAK) area of operations.

Method: A holistic program will be developed that involves and synchronizes the commands within USARAK and incorporates the full spectrum of USARAK capabilities through action.

End State: Increased awareness of the total Army spectrum within the Alaskan community and a positive impact on the state's recruiting effort.

2. Mission.

USARAK commands will support the "Be All You Can Be" or "We Are Alaska" operation immediately to foster and develop a holistic program in support of Alaskan communities and Army recruiting programs.

3. Goals.

Goal 1: Double the yearly number of young Alaskans joining the active Army.

Objectives:

- a. Increase the referral rate to the hometown recruiter by 100 percent monthly.
- b. Commanders should develop a quantitative and qualitative recruiting action plan.
- c. Commanders should implement the plan NLT 4th Quarter FY99.

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d. Commanders should establish a COHORT relationship with community high schools and colleges.

Goal 2: Increase the positive involvement of soldiers and leaders in the Alaskan communities and school systems.

Objectives:

a. Commanders should establish a "leaders teach" program with the key and essential VIPs within the community. Tell the Army Story.

b. Commanders should establish programs and POCs to enforce positive efforts within the community. Such programs could include Adopt-a-Highway, sponsoring Special Olympics or supporting Big Brothers/Big Sisters.

c. Support an active mentor/counselor program for "at risk" teens in the school system.

Goal 3: Support the USARAK CSM's "ASAP (Accomplished Soldier Assistance Program)."

Objective:

a. Each Soldier of the Month/Quarter/Year will be OPCON to the local recruiter for a period of one week in order to "tell the Army Story."

Goal 4: Execute a series of OPD/NCOPD sessions on the Army TAIR (Total Army Involvement in Recruiting) Program and USARAK (Leader Teach).

Objectives:

a. During 3rd Quarter, every command will introduce TAIR operations through NCOPDs at Sergeant's Time.

b. During 3rd Quarter, every command will introduce TAIR operations through OPDs.

Goal 5: Commanders will initiate an awards program that will stimulate soldier/leader participation.

Objectives:

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a. The USARAK Commanding General and USARAK Command Sergeant Major will present a "We Are Alaska" plaque once a quarter to the unit which has demonstrated the most positive, innovative and proactive program.

b. Units will present awards to the company/directorate which has demonstrated the most positive, innovative and proactive program at Quarterly Training Briefs.

4. **Summary.** This is a plan intended to provide guidance and initiate a holistic program of "Telling the Army Story" in our community and state. We have the resources and leadership to make a difference in a young Alaskan's life and assure that the Army in Alaska fosters a positive profile.

CARLOS G. PAGAN
Command Sergeant Major, U.S. Army
USARAK Command Sergeant Major

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