

S/S AR 601-280 May 68
+ AR 601-210 Apr 68

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No. 1 }

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, D.C., 25 April 1966

PERSONNEL PROCUREMENT

ARMY REENLISTMENT PROGRAM

AR 601-280, 9 November 1965, is changed as follows:

9. Selection of officer personnel for full-time reenlistment duty.

* * * * *
✓ b. (Superseded) When practicable officers should attend the Recruiting, Reenlistment, and Induction Course prior to assignment.
* * * * *

10. Selection of enlisted personnel for full-time career counseling duty. a. *Submission of application.* Application for duty * * * board for consideration:

(1) *Mandatory prerequisites.*

* * * * *
✓ (k) (Added) Successful completion of screening as prescribed in b(2) below.
* * * * *

✓ b. *Interview boards.* In CONUS, boards * * * of the board.
* * * * *

(2) (Superseded) (a) *Action by reviewing authority.* The commander who convenes the board will review applications forwarded by the interview board. Prior to forwarding applications to major commanders, a records check of the repository files at Fort Holabird, Md., will be completed. Applications for which approval is recommended will be annotated, "Favorable Records Check Completed," date -----, and validated by the reviewing authority. Applications for which disapproval is recommended based on an unfavorable records check will not reflect this as a reason for disapproval. With this exception, the reviewing authority will state his reason(s) for disapproval.

(b) *Disqualifying.* Any record of a felony, poor management of personal or family affairs, poor credit standing, a morals offense, a history or propensity for traffic violations or repeated offenses indicating an unwillingness to conform to laws and regulations, preclude an assignment to career counseling duty.
* * * * *

non-...
progr...
✓ 16. **DA Form 1315 (Reenlistment Data Card).**
* * * * *

✓ e. Unit commanders will, prior to individual's transfer or reassignment make an appropriate entry in the reenlistment status section of DA Form 1315. A bar to * * * by unit commander.

✓ 18. **Reenlistment counseling procedures.**
* * * * *

c. If reenlistment * * * will be taken:
* * * * *

Return to Army Library
Room 1A522, Pentagon

(2) Following this interview * * * serving his command. The name, grade, organization, and current military mailing address of each individual recommended for reenlistment will be typed on a 3-inch by 5-inch card in the format shown in figure 1. Completed cards will be submitted to the full-time career counselor who will mail monthly accumulations on the last working day of each month to the following address:

Direct Mail Reenlistment
Post Office Box 1040
Westbury, N.Y., 11591

This will initiate * * * to each individual.

* * * * *

Pfc John D. Doe	RA 12 345 678
(Grade) (Name)	(Service No.)
Company B, 4th Engineer Battalion (Constr)	
(Present military unit)	
Fort Benning, Georgia 31905	
(Current military mailing address)*	
*Note. For oversea addresses use appropriate APO number; for example: APO New York 09403. *APO US Forces* will <u>not</u> be used.	

Figure 1. Card format.

[EPPMI]

By Order of the Secretary of the Army:

Official:

J. C. LAMBERT,
Major General, United States Army,
The Adjutant General.

HAROLD K. JOHNSON,
General, United States Army,
Chief of Staff.

Distribution:

Active Army, NG, and USAR: To be distributed in accordance with DA Form 12-9 requirements for Military Personnel Procurement—A.

ARMY REGULATION

No. 601-280

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, D.C., 9 November 1965

21,
S/S by AR 601-280
17 May 68
+ AR 601-210, 15 Apr 68

PERSONNEL PROCUREMENT

ARMY REENLISTMENT PROGRAM

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Section I. GENERAL

1. General. a. The retention of qualified, competent enlisted personnel is vital to the success of the Army's mission. The development and maintenance of a well trained, professional Army is the responsibility of each officer and noncommissioned officer and each has the responsibility of rendering energetic, enthusiastic, and wholehearted support to the reenlistment effort.

b. The success of the program depends upon effective leadership, vigorous command support, and aggressive reenlistment programs at all organizational levels. The degree of success achieved in the program can be directly related to the quality of leadership exhibited by officers and noncommissioned officers.

2. Purpose. The purpose of this regulation is to—

a. Assist commanders and reenlistment personnel

in the conduct of the Army Reenlistment Program.

b. Establish uniform reenlistment procedures and outline specific duties and responsibilities.

3. Objectives. The objectives of this program are to—

a. Obtain for the Regular Army, on a long term basis, the maximum number of highly qualified enlisted personnel who are trained in occupations of critical importance as well as those who have demonstrated proficiency and military leadership in other occupations, regardless of criticality. Particular emphasis will be placed on the retention of qualified individuals who are completing their first term of service.

b. Obtain maximum command support at each echelon of command.

This regulation supersedes AR 601-280, 17 April 1962, including Cd, 13 May 1963, and DA message 63418, 1 December 1964.

c. Provide continuous and aggressive guidance in the maintenance of a successful reenlistment program.

4. Applicability. The instructions contained herein are equally applicable to continental United States and oversea commands; however, in oversea commands the schedule of reenlistment interviews as set forth herein will depend upon the number of days prior to expiration of term of service that individuals are normally returned to continental United States.

5. Responsibility. *a.* Major commanders reporting directly to Headquarters, Department of the Army and heads of Department of the Army agencies having command responsibility will implement and support aggressive reenlistment programs within their commands and will require subordinate commanders to do likewise. Commanders will continually provide guidance for units within their commands which require assistance in the conduct of their reenlistment programs. Reenlistment conferences are encouraged.

b. Commanders will insure that—

- (1) Each individual who is serving honorably and faithfully, and who meets the eligibility requirements listed in AR 601-210, is counseled and interviewed as prescribed in paragraph 18.
- (2) Every qualified individual who desires unbroken service is afforded the opportunity of reenlisting the day following the date of discharge, even though such date may fall on a nonduty day.
- (3) Each individual who meets Officer Candidate School requirements is personally informed of the opportunities and procedures for qualifying as an Army officer candidate. See AR 350-50.
- (4) Continual effort is given toward early detection of individuals who are untrainable or unsuitable for military service and appropriate action taken to preclude such individuals from reenlisting as provided by paragraph 16e.
- (5) Assigned primary-duty reenlistment personnel are fully utilized in the furtherance of the reenlistment effort and that they are provided with necessary trans-

portation, office space, and clerical assistance.

- (6) Officers and noncommissioned officers are instructed in their responsibilities in the reenlistment effort.
- (7) Officers and noncommissioned officers attend periodic showing of the film "The Company We Keep." Film entitled "The One That Got Away" (MF 12-9323) may be shown at the discretion of the unit commander. However, if used, this film will precede the showing of the former.

6. Reenlistment facilities. *a.* Reenlistment activities should be carried out in favorable surroundings. Locations in which interviewing, counseling, and related activities take place should insure—

- (1) Privacy.
- (2) An informal, friendly atmosphere.
- (3) An effective display of reenlistment literature.
- (4) Access to all necessary material, directives, and other sources of information essential for interviewing and counseling.

b. A reenlistment office should be centrally located and attractively furnished consistent with the availability of facilities. When available, a separate building is desirable. It will be suitably identified by conspicuous signs posted throughout the installation indicating location and telephone extension. Whenever possible, reenlistment offices should not be a part of or occupy office space with military personnel offices. However, colocation in the same building or in proximity one to the other is desirable.

7. Publicity. *a.* The Army Reenlistment Program will be supported by promotional materials developed and distributed by Headquarters, Department of the Army. In addition to those items provided by Headquarters, Department of the Army, each command must aggressively publicize reenlistment opportunities within their own capability. The success of the program depends on effective communication with qualified enlisted personnel. All methods of communication must be exercised to retain these individuals. The emphasis must be placed on selectivity and care must be exercised that reenlistment publicity materials are

used in the best of taste. Publicity provides information which must be factual and presented to those personnel whom the Army desires for continued service.

b. Reenlistment posters and displays will be prominently featured in all locations frequented by enlisted personnel. Posters will be changed periodically and kept in presentable condition.

c. Reenlistment material for individuals will be made available at all times. Self service displays will be maintained in unit areas.

d. Outside displays with all-weather protection should be made where practicable.

e. Local promotional material should be used to the maximum extent consistent with good advertising practices.

f. Distribution and requisitions are as follows:

- (1) Automatic distribution is made to all major commands when a reenlistment promotional item is printed or reprinted.

- (2) Those items stocked by AG Publication Center may be requisitioned by submitting DA Form 17 and 17-1 addressed—

Through: Headquarters

U.S. Army Recruiting Command

ATTN: ATRC-PD

Fort Monroe, Va. 23351

To: U.S. Army AG Publication Center

2800 Eastern Boulevard,
Middle River

Baltimore, Md. 21220

- (3) Periodically, the Recruiting and Career Counseling Journal will publish a list of those promotional items in support of the reenlistment program currently issued or available for requisition. The Journal will also publish instructions for the use of new promotional items.

Section II. REENLISTMENT PERSONNEL

8. **Assignment.** a. In each major command including Army headquarters and MDW, a minimum of one space each will be established for the assignment of a reenlistment officer and an Army career counseling supervisor on a primary-duty basis.

b. At all other commands a minimum of one space will be established for the assignment of a reenlistment officer when the enlisted strength of the command exceeds 5,000; otherwise, an officer will be designated to carry out the reenlistment functions as an additional duty.

c. In units, other than division, organized under TOE, spaces for the assignment of reenlistment personnel on a primary-duty basis is authorized as follows:

- (1) Two Army career counselor spaces will be established at brigade/group headquarters except for ARADCOM.
- (2) One career counselor space at each ARADCOM battalion.

d. In divisions, spaces for the assignment of reenlistment personnel on a primary-duty basis will be as follows:

- (1) One reenlistment officer space will be established at division headquarters.
- (2) Two Army career counselor spaces will be

established at CONUS division headquarters.

- (3) Three Army career counselor spaces will be established at oversea division headquarters.
- (4) Two Army career counselor spaces will be established at Division Artillery Headquarters.
- (5) Two Army career counselor spaces will be established at brigade or equivalent size unit.
- (6) One Army career counselor space will be established at support command.

e. In units organized under TD, spaces for the assignment of reenlistment personnel on a primary-duty basis will be established as follows:

- (1) One reenlistment officer space at each major unit or installation when the enlisted strength (exclusive of enlisted strength of units assigned to the installation which are authorized career counselor personnel on a full-time basis) is 5,000 or over; otherwise, an officer will be designated to carry out the reenlistment functions on an additional-duty basis.
- (2) One Army career counselor space at each unit or installation when the enlisted

strength (exclusive of enlisted strength of units assigned to the installation which are authorized career counselor personnel on a full-time basis) is 1,000 to 5,000. Additional career counselor spaces are authorized on the basis of one space for additional 5,000 enlisted strength or major fraction thereof.

- (8) Two Army career counselor spaces at each personnel center which has an over-sea-returnee station.

f. At every echelon below brigade/group or similar size unit level, a noncommissioned officer will be assigned career counseling duties on an additional-duty basis unless otherwise provided herein. Where possible, individuals who have had career counseling or recruiting experience should be assigned. The first primary-duty counselor in the chain of command will apprise additional-duty career counselors of their responsibilities as outlined in paragraph 13b.

g. At the United States Women's Army Corps Center, one space for the assignment of a Woman's Army Corps Career Counselor on a primary-duty basis will be established. At other installations where Women's Army Corps units are located, a Women's Army Corps officer and Women's Army Corps noncommissioned officer will be appointed, on an additional-duty basis, and will be furnished properly trained administrative personnel to carry out an effective reenlistment program among female personnel of the command. WAC personnel with previous recruiting experience will be utilized whenever possible.

h. Commanders of installations and organizations not authorized career counseling personnel on a primary-duty basis will designate on orders an officer and a noncommissioned officer on an additional-duty basis to carry out reenlistment functions.

i. Grades of career counselor personnel assigned on a primary-duty basis will be as prescribed in AR 611-201.

j. Sufficient clerical personnel to enable career counselors to carry out an effective reenlistment program will be provided from resources locally available. Career counselors will not normally be utilized for administrative preparation of separation and reenlistment forms.

k. All units or activities which are authorized

primary-duty career counselor spaces under this regulation will initiate action to obtain spaces where appropriate.

9. Selection of officer personnel for full-time reenlistment duty. a. Officer personnel selected for assignment to reenlistment duties on a full-time basis will possess the following qualifications:

- (1) Grade of first lieutenant or above.
- (2) Career officer.
- (3) Branch of service that predominates unit, service, or station assigned.
- (4) Minimum 1 year command experience.

b. When practicable officers should attend the Army Recruiting and Career Counseling Course prior to assignment to this position.

10. Selection of enlisted personnel for full-time career counseling duty. a. *Submission of application.* Application for duty as career counselor will be made through command channels to the appropriate major commander. Application will contain information as to the applicant's choice of areas of assignment, in order of preference. The information required by paragraph 21, AR 614-6, will be included in the forwarding indorsement. Personnel in CONUS are limited to reassignment within the same Army area (3 choices in order of preference) in which presently serving, and they must be eligible for a permanent change of station. Personnel serving in oversea commands and requesting duty as a career counselor in CONUS are authorized any three choices of area of assignment (Army area or major CONUS command) and will submit their applications no earlier than 8 nor later than 6 months prior to date of completion of oversea tour. Applications from individuals who meet the following prerequisites will be forwarded to an interview board for consideration:

- (1) *Mandatory prerequisites.*
 - (a) Conduct and efficiency rating—Excellent.
 - (b) Minimum service—6 years.
 - (c) Noncommissioned officers grade E-5 or above.
 - (d) Standard score of 110 or higher on Aptitude Area GT.
 - (e) Minimum score of 115 on Recruiter Self-Description blank.
 - (f) High School graduate or those presenting substantiating data of the successful

completion of the High School General Educational Development (GED) test.

(g) Must meet physical, mental, and special requirements for MOS OOE as provided in AR 611-201.

(h) Verified PMOS.

(i) Credit for at least one complete oversea tour.

(j) Hold valid Army or State motor vehicle operator's permit.

(2) *Desirable qualifications.*

(a) Ages 24 to 35 years inclusive.

(b) Past experience in personnel management, interviewing, classification, or sales experience.

(c) Service in a combat organization.

b. *Interview boards.* In CONUS, boards for interviewing enlisted personnel being considered for full-time duty as career counselors will be appointed at installations by the appropriate commander. In oversea commands, boards will be appointed by the commander exercising general courts-martial jurisdiction. Boards will be composed of at least two commissioned officers, one of whom will be a full-time reenlistment officer whenever practicable, and one experienced career counselor senior or equal in grade to the applicant. Where a full-time reenlistment officer is not available, maximum use will be made of existing boards established on a permanent basis at Armed Forces Examining and Entrance Stations. Also, if a commander so desires, he may use Armed Forces Examining and Entrance Station boards even though a full-time reenlistment officer is available. When WAC enlisted personnel are being considered, a WAC officer or a WAC noncommissioned officer senior or equal in grade to the applicant, will be a member of the board.

(1) *Board action.*

(a) Interview boards will determine whether applicants possess the following qualifications:

1. Genuine desire and interest to become a career counselor.
2. Mandatory prerequisites as listed in a(1) above.
3. Ability to express themselves clearly both orally and in writing and have a pleasing personality.
4. Outstanding military bearing.

b. No obvious facial or other physical defects.

(b) Interview boards must determine that applicants desire and are suited for award of MOS OOE. No individual will be selected for career counselor duty if he does not desire or is not suited for recruiting duty. The board will require the applicant to prepare a statement entitled "Why I Want to be an Army Career Counselor." The statement will be personally composed by the applicant to represent a sample of his own best written composition. The statement should contain a minimum of 300 words and be attached to the application.

(c) Applications from personnel who are recommended for duty as career counselor by the interview board, together with the record of the applicant's score on the Recruiter Self-Description Blank and a full-length photograph of the applicant in uniform (class A), will be forwarded by the board through channels to the appropriate major commander. Applications not favorably considered by interview boards will be returned through channels to applicants, with reason(s) therefor.

(2) *Action by reviewing authority.* The commander who convenes the board will review applications forwarded by the interview board and will recommend approval or disapproval of the board's recommendation prior to forwarding the application to the major commander. If the reviewing authority recommends disapproval, he will state his reason(s) for such disapproval.

a. *Disposition of applications.*

(1) Applications which are disapproved by the major commander will be returned to the initiating unit with appropriate notation thereon.

(2) Applications submitted by CONUS personnel which are approved by the major commander will be returned to the initiating unit, with appropriate approval notation, for action indicated in d below.

(3) Applications submitted in oversea commands for duties in CONUS which are approved by the major commander and in which the individual has indicated his choice of assignment (maximum of 3 choices in order of preference) will be forwarded by the major oversea commander to appropriate CONUS commanders (IN TURN) in the order of preference indicated in the application. The letter of transmittal will indicate that the applicant is available for assignment upon successful completion of school course. If he is--

- (a) Accepted for duty, the application will be returned (to major oversea commander) through Chief of Personnel Operations, ATTN: EPAD, Department of the Army, Washington, D.C., 20310, for assignment instructions.
- (b) Not accepted, the application will be returned direct to the major oversea commander.

d. Assignment.

- (1) Applicants accepted for career counseling duty at their present duty station will attend the Army Recruiting and Career Counseling Course at The Adjutant General's School at the earliest practicable date. Assignment to career counseling duty is contingent upon successful completion of the school course.
- (2) Personnel selected for career counseling duty when reassignment is involved will attend the Army Recruiting and Career Counseling Course in a TDY status en route to their next assignment. Personnel who fail to successfully complete the school course will be reported by the Commandant of the school to the Chief of Personnel Operations in accordance with AR 614-205.
- (3) The Commandant, The United States Army Adjutant General's School will award a certificate of completion to those students who successfully complete the Army Recruiting and Career Counseling Course of instruction.
- (4) Subsequent to successful completion of the Army Recruiting and Career Counseling Course, individuals will be required

to serve a probationary period of duty not to exceed 6 months. Upon completion of this probationary period or earlier, unit commanders will initiate action to award PMOS OOE if the individual has demonstrated proficiency as a career counselor. Personnel who fail to perform satisfactorily will be relieved from career counseling duty and reassigned in accordance with the needs of the service.

e. Assignment on an additional duty basis.

When practicable, individuals assigned to career counseling duties on an additional-duty basis should be selected from personnel with the same general qualifications as those on a full-time basis. Personnel selected are encouraged to apply for attendance at the Army Recruiting and Career Counseling Course, United States Army Adjutant General School. Additional-duty personnel will not be administered the Recruiters' Self-Description Blank or appear before an interview board.

f. Elimination and reclassification. Individuals currently assigned to career counseling duties who are performing satisfactorily will not be reassigned solely for failure to meet the above prerequisites. Commanders will continually evaluate the effectiveness of each individual on career counseling duty to determine whether the individual should continue to be retained on such duty. Commanders will withdraw MOS OOE and reclassify in accordance with section VI, chapter 2, AR 600-200 those who fail to maintain the high standards of career counseling.

g. Recruiter Self-Description Blank.

- (1) *Administration and scoring.* Recruiter Self-Description Blank, Form II, will be used to test the sales adaptability of Army personnel being considered for assignment as career counselors. This test will be administered and scored at the installation or activity where application is made.
- (2) *Materials required for administration.*
 - (a) Recruiter Self-Description Blank, Form II (DA Form 6129).
 - (b) Administering the Recruiter Self-Description Blank, Form II, DA Pam 611-129.
 - (c) Recruiter Self-Description Blank Form II Answer Sheet (DA Form 6129-1).

(d) Scoring Keys for Recruiter Self-Description Blank, Form II (DA Forms 6129-2a and 6129-2b).

(e) Scoring the Recruiter Self-Description Blank, Form II, DA Pam 611-129-1.

(3) *Requisitions.* Testing materials will be requisitioned through normal AG publications supply channels.

(4) *Disposition of answer sheets.* Completed DA Form 6129-1 will be destroyed by the administering agency after score is recorded on DA Form 20.

(5) *Security.* Adequate safeguards will be established to provide security for testing materials in accordance with paragraph 6, AR 611-5 and AR 345-15.

11. Utilization. Commanders at all levels will insure that personnel assigned full-time reenlistment and career counseling duties are utilized primarily for that purpose a minimum of 90 percent of the normal duty hours and, if assigned additional duties, receive no more than other assigned officers and noncommissioned officers.

12. Processing of personnel with MOS OOE due to return from oversea commands. *a.* Personnel serving in oversea commands who hold MOS OOE and who desire full-time duty as a career counselor in CONUS upon return from an oversea tour will—

(1) If in grade E-7, E-8, or E-9 indicate preference of area and duty desired in the remarks section of the Enlisted Preference Statement, DA Form 2635.

(2) If in grade E-5 or E-6 submit application on DA Form 1049 (Personnel Action) to indicate choice of area and duty desired through channels to Chief of Personnel Operations, ATTN: EPADR, Department of the Army, Washington, D.C., 20310.

b. Action indicated in *a* above will be taken no earlier than 8 nor later than 6 months prior to date of completion of oversea tour.

c. Personnel serving in oversea commands who hold primary MOS OOE and who do not desire career counselor or recruiting duty in CONUS upon return from completed oversea tour, will be

reclassified into another MOS in accordance with section VI, chapter 2, AR 600-200 and reported on the AOR list.

13. Duties and responsibilities. *a. Reenlistment officers.*

(1) Keep the commander informed on all matters pertaining to the reenlistment program.

(2) Make a continuing estimate of the reenlistment situation for future planning.

(3) Submit recommendations for reenlistment policies or changes thereto, and submit plans to implement the commander's directive.

(4) Translate the reenlistment decisions and plans of the commander into orders, and provide for their dissemination to subordinate units.

(5) Exercise necessary supervision (including inspections as required) to insure that the reenlistment policies, intentions, and orders of the commander are executed properly.

(6) Maintain a constant vigilance for factors that hinder the reenlistment effort within their area.

(7) Maintain liaison with local finance, personnel, and public information officers.

(8) Maintain sufficient reenlistment statistics to determine the effectiveness of the reenlistment program.

b. Career counselors.

(1) Serve as advisers to superiors in matters relating to the reenlistment program.

(2) Interview eligible personnel and provide reenlistment counseling.

(3) Provide information and assistance to subordinate units in regard to the latest interviewing and counseling methods together with proper display and use of promotional material.

(4) Give presentations to officers and NCO's not assigned to reenlistment duties, or who are assigned on additional-duty basis, for the purpose of stimulating interest and support of the program at all echelons of command.

Section III. REENLISTMENT PROCEDURES

14. **Emphasis on reenlistment for present duty assignment.** In the interest of stability, economy of travel, and continuity of operations, major emphasis by unit commanders will be directed to inducing qualified individuals to reenlist for their present assignment.

15. **Reenlistment interview.** *a.* Full advantage should be taken of the opportunities which reenlistment interviews afford to counsel, suggest, and assist individuals in making a definite plan. These discussions should be related to the grade and length of service of the individual being interviewed, and should be designed primarily to favorably influence his or her reenlistment intent. Reenlistment interviews further provide an opportunity to extend encouragement, eliminate old grievances, develop self-understanding and self-assurance. Prior preparation is essential for satisfactory interview and will include collection of factual data concerning the individual. During prescribed interviews each individual will be specifically queried as to the existence of civil offenses, convictions, and/or confinement.

b. Although this regulation prescribes that the maximum reenlistment effort will be made during the latter part of an individual's term of service, reenlistment indoctrination must begin on the day the individual reports to the unit. Counseling with a view to promoting reenlistment cannot be restricted to the last few months of an individual's term of service, especially among first-term personnel.

c. The reenlistment bonus is an important factor in influencing reenlistments. However, no promise of a specific amount may be made to a prospective reenlistee unless all pertinent facts have been verified from personnel records and the amount computed has been confirmed by the finance officer. Individuals responsible for counseling should inform the prospect of the various amounts which are payable under conditions listed in AR 37-104 without any expressed or implied promise that any specific amount will be paid in a particular case. Individuals who are interested in the exact amount of reenlistment bonus to which they may become entitled will be referred to the personnel officer who will consult with the finance officer concerned.

16. **DA Form 1315 (Reenlistment Data Card).**

a. DA Form 1315 is designed as an aid in promoting an effective reenlistment program and will be utilized in implementing the counseling procedures outlined in paragraph 18. These forms will be requisitioned through normal publication supply channels.

b. The initial DA Form 1315 will be prepared at U.S. Army Reception Stations for all individuals (except RFA and REP personnel) received for processing. The appropriate entries will be transcribed from the individual's personnel records subsequent to testing. Only applicable entries on the face of the DA Form 1315 will be completed. Entries subject to change (indicated as temporary) will be made in pencil; all others will be typewritten or made in ink. The DA Form 1315 will be forwarded as part of the individual's 201 file to his first permanent duty station.

c. The unit personnel officer receiving and/or having custody of the individual's personnel records will verify the entries on the DA Form 1315. After verification, the forms will be forwarded to the commander of the individual concerned within 15 days from the date of assignment. If the individual's records do not contain a DA Form 1315, the unit personnel officer will prepare one as prescribed in *b* above. Career Counselors will not be responsible for the preparation of DA Forms 1315.

d. DA Form 1315 will normally be maintained in the company/battery to which each individual is assigned. When the individual is transferred or reassigned prior to expiration of his term of service, DA Form 1315 will be returned to the unit personnel officer and made a part of the individual's personnel records. The gaining unit personnel officer will follow the same procedures outlined in *c* above.

e. Unit commanders will, prior to individual's transfer or reassignment, make an appropriate entry in the reenlistment status section of DA Form 1315. A bar to reenlistment (para. 8c, AR 635-200) will be initiated for individuals who are eligible but are not recommended. For individuals who are not eligible for reenlistment but who are recommended, the item "not eligible" will be checked and a brief explanation of reason for recommendation will be given. Such remarks entered on DA Form 1315 will be initialed by unit commander.

17. Disposition of DA Forms 1315. *a.* When a favorable reenlistment decision is obtained, DA Form 1315 will be retained until reenlistment has been accomplished at which time it will be disposed of in accordance with AR 345-210. A new form will be prepared by the unit personnel officer and forwarded as required in paragraph 16c when reenlistment has been accomplished.

b. When an individual declines to reenlist, DA Form 1315 will be forwarded to the Post or Command Reenlistment Office after departure of the individual from the unit. DA Forms 1315 will be mailed weekly to the Commanding Office of the U.S. Army Recruiting District in which the individual's home address is located.

c. Upon receipt of DA Forms 1315, U.S. Army Recruiting District Commanders will promptly dispatch them to the appropriate Recruiting Main Station in order that recruiting personnel may use the information contained on the form to recruit prior service personnel.

d. In no event will the DA Form 1315 accompany the personnel records of the individual to a transfer station or transfer activity.

e. For individuals who are not eligible and have not been recommended for reenlistment, the form will be disposed of in accordance with AR 345-210.

18. Reenlistment counseling procedures. *a.* The commanding officer of the individual will determine eligibility for reenlistment under AR 601-210. If the individual is not eligible for reenlistment, the unit commander will determine by observation and job performance whether a request for waiver is warranted. If warranted, a request for waiver (AR 601-210) will be initiated promptly. When it is finally determined that waiver is not warranted the individual will be apprised of this fact. DA Form 1315 will be noted to reflect ineligibility for reenlistment.

b. If the individual is eligible for reenlistment, but for cogent reasons is not recommended, the unit commander will promptly initiate a bar to reenlistment under provisions of AR 635-200; DA Form 1315 will be annotated accordingly.

c. If reenlistment is recommended by the unit commander and the enlisted person meets the eligibility requirements as outlined in AR 601-210, the following action will be taken:

- (1) During the period 8 to 10 months prior to expiration of term of service the individ-

ual will be interviewed by his unit commander. If not fully decided, he will be aided in analyzing his own abilities, opportunities, resources, and limitations. At this interview individual problems should be resolved as far as practicable. Each person recommended for retention and who is qualified for options will be presented with a signed copy of the handbook "You Can Go Places" explaining how this handbook provides information on reenlistment opportunities. Personnel will be encouraged to see the unit career counselor for additional information. This interview will be entered on DA Form 1315.

- (2) Following this interview, unit commanders will submit the names of those individuals he recommends for reenlistment who are serving on their first term of Army service or who upon expiration of current enlistment will have 4 or less years service for pay purposes to the full-time career counselor serving his command.

The information will be submitted to the career counselor on a 3" x 5" card in the following format:

(Rank)	(Name)	(SN)
(Unit)		
(Mailing Address)		

Full-time career counselors receiving these cards will mail monthly accumulations on the last working day of each month to the following address:

Direct Mail Reenlistment
Post Office Box 1040
Westbury, N.Y., 11591

This will initiate the direct mail campaign which consists of five reenlistment information folders, these folders are mailed at monthly intervals from the Department of the Army to each individual.

- (3) During the period subsequent to the unit commanders interview, the unit career counselor will contact the prospect and conduct an interview in accordance with accepted interview procedures. Current reenlistment opportunities and benefits will be emphasized. Every effort will be made to obtain a reenlistment decision. Assistance from full-time reenlistment personnel at higher headquarters should be solicited to supplement unit reenlistment efforts. Interview by the unit career counselor will be recorded on DA Form 1315. Where appropriate, interview by the full-time career counselor will be recorded.
- (4) All personnel who are on their first tour of Army service or who upon expiration of current ETS will have 4 or less years service for pay purposes will attend a showing of the film, "Something To Build On" approximately 1 to 4 months prior to ETS. Adjustment of this schedule is authorized when considered appropriate by the unit commander. Attendance will be recorded on DA Form 1315.
- (5) Commanders will initiate aggressive programs designed to influence recommended first-term enlisted personnel who do not intend to reenlist. Prior to departure from the unit these individuals will be informed of the reenlistment opportunities available to them at time of separation or

[EPPMI]

By Order of the Secretary of the Army:

Official:

J. C. LAMBERT,
Major General, United States Army,
The Adjutant General.

Distribution:

To be distributed in accordance with DA Form 12-9 requirements for Military Personnel Procedures, Officer and Enlisted:

Active Army: A. NG: D. USAR: D.

within 3 months thereafter. In addition, these individuals will be apprised of the provisions of section III, AR 601-210 with respect to grade authorizations for reenlistment after separation.

- (6) The unit commander is authorized to waive procedures prescribed in (1), (2), (3), and (4) above, when he is convinced that the individual will reenlist. When such action is taken, control will be maintained to insure the individual's favorable reenlistment intent has not changed.

19. Entries on DA Form 1315. Each interview and attendance at reenlistment film will be recorded on the reverse of DA Form 1315, unless otherwise waived in accordance with paragraph 18. Stereotype remarks e.g., "will not reenlist," "does not like Army," will not be used. Specific remarks should be made, as a result of the interview, as to the individual's objections to reenlistment and future plans. For example, if an individual has a civilian job waiting, the remark might show "Will work for Smith Construction Co., Boise, Idaho." For individuals returning to school the remark should show the name and location of the school.

20. Reenlistment competition. To stimulate the Army Reenlistment Program through appropriate support for quality personnel, commanders at all echelons may establish reenlistment competition down to and including the company/battery level. Commanders will maintain sufficient statistics which will indicate the reenlistment efforts within each company or equivalent unit.

HAROLD K. JOHNSON,
General, United States Army,
Chief of Staff.



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