



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE
ARLINGTON VA 22204-1382

ARNG-HRR

13 December 2016

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 17-010, FY17 2nd Quarter States' Choice Recruiting Challenge

1. Reference:

National Guard Regulation (NGR) 601-1, Chapter 9-5, 9-13, Army National Guard Strength Maintenance Program, 28 April 2006.

2. Purpose: To provide guidance on the 2nd Quarter States Choice Recruiting Challenge and GSS Awards Program (GSSAP) Event.

3. Applicability: All Recruiting and Retention Commands (RRC) within the 54 States and Territories and the District of Columbia.

4. Challenge details: The 2nd Quarter States' Choice Recruiting Challenge is designed to address each State/Territory's unique recruiting challenges or specific problem areas in order to increase accessions. The 2nd Quarter States' Choice Recruiting Challenge allows the States/Territories the ability to develop their own challenge which could focus on such things as shortfalls, critical MOSs, Low Density MOSs, overall accessions or other problem areas. Each State and Territory must submit their 2nd Quarter Challenge plan to the Strength Maintenance Division Chief for approval NLT 21 December 2016. This Challenge is available to all RRNCOs with a valid RSID. Each State and Territory will submit their winner for the challenge. Participants who qualify will have the opportunity to attend the GSSAP training and awards event which will be held late July or early August 2017 at a desirable location. Subject to Conference Protocol approval, exact dates, time and locations will be sent out to all of the RRCs at a later date.

5. The 2nd Quarter FY 2017 GSSAP is a combination of awards and training events. The awards event will recognize one winner from each State/Territory during the National Challenge held from 01 January 2017 to 31 March 2017. The training portion of the event will provide targeted market strategies and school entry vehicles that recruiters can take back to their State and share with the rest of the recruiting force. It is my hope that this event will both motivate the force to over produce during this critical period, and provide each State/Territory Recruiting Command with new insight on how to recruit to our specific needs and vacancies.

a. Each State and Territory will provide their 2nd Quarter Challenge plan to the Strength Maintenance Division Chief for approval; submissions will be sent to MSG Callahan,

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shawn.m.callahan.mil@mail.mil and CPT Robinson, keith.l.robinson1.mil@mail.mil. States will track and provide a roll up to the Accessions Branch points of contact at the end of each month once the challenge begins. All enlistments must be verified in Data Warehouse in Report Management Zone to count towards this challenge. All enlistments must be loaded into Data Warehouse by 05 April 2017 and reflect a contract date between 01 January 2017 - 31 March 2017 in order to count towards this challenge. Any contract that shows cancelled in Data Warehouse that was assessed during this time frame will not count toward the challenge. The challenge winners will be announced by Guard Strength Division, Accessions Branch NLT 15 April 2017. Awards and recognition items will be presented during the GSSAP conducted (exact dates/location TBD July-Aug) 2017. Subsequent travel funding requirements, if needed, must be coordinated through the Guard Strength Division, Resource Management Branch.

b. The State/Territory will submit the final results of the challenge and the Strength Maintenance Division, Accessions Branch will verify. Awardees will be published on or about 15 April 2017. Notification will be sent out to each of the awardees' with instructions for the GSS Awards Program and Training Summit. Recruiters will receive their conference packet which will include funding instructions, DTS instructions, and conference hotel information.

c. Although Spouses and significant others are not approved for placement on Individual Travel Orders (ITO) for the purpose of the official events, they are more than welcome to attend but will be at personal cost for travel. There will be opportunities built into the schedule for their involvement. These opportunities include the awards ceremony attendance, and training events. In addition, when transportation is provided at the conference, they will be authorized for the same usage as the RRNCO for these events.

6. Point of contact is MSG Shawn Callahan, at shawn.m.callahan.mil@mail.mil or 703-607-1689.



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