



## NATIONAL GUARD BUREAU

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ARNG-HRR

7 April 2017

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 17-039, FY 17 3rd QTR Recruiting and Retention Operation Student-To-Soldier Challenge

1 Reference:

- a. National Guard Regulation (NGR) 601-1, Chapter 9-5, 9-13, Army National Guard Strength Maintenance Program, 28 April 2006
- b. ARNG Annual Base Operations Guidance FY17
- c. Recruiter Access to High School, <http://prhome.defense.gov/M-RA/MPP/AP/Recruiting/>

2. Purpose: To provide guidance on the 3rd Quarter Recruiting Challenge Operation Student-To-Soldier.

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

4. Challenge details:

- a. During the FY17 Q3 period from 1 Apr - 30 Jun 17, RRBs across the 54 states, territories and D.C. will focus accession efforts on the Tier 1 High School NPS market. Marketing of ARNG education incentives and benefits will drive recruitment of HS juniors (HSJR), seniors (HSSR), and 2017 HS Diploma Graduates (HSDG).

- b. Eligible population: Tier 1 HSJRs, HSSRs and 2017 HSDGs.

- c. Ship Dates: Maximize Split Training Option (STO1) Basic Training for HSJRs. HSSRs/HSDGs must be straight thru IET seats and ship within FY17 (NLT 30 Sep 17).

5. Challenge Awards:

- a. NGB will recognize the top 54 RRNCOs nationwide based on total Tier 1 accessions of HSJR, HSSR, 2017 HSDG during Q3 meeting this challenge criteria. The top 54 RRNCOs, ranked 1 to 54, will be able to select one course seat to attend in FY18

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each from Air Assault (12 seats), ABIC (18), SGITC (12), and MRT (12). In addition, a recruiting recognition item will be awarded to each of Q3's top 54 RRNCOs in the nation.

b. The top RRNCO in each state, territory and D.C. will be recognized with an NGB Q3 Challenge Plaque and Certificate.

c. One CAT IV allocation will be awarded to each state, territory and D.C for every two Tier 1 accessions achieved 1-30 April; managed by the NGB ROC. 1 May 17 is a Decision Point for the Chief, HRR, to revise any guidance on CAT IVs allocation.

6. Reference Encl Operation Order 17-004 Q3 Challenge and Operation Student-To-Soldier for full details.

7. POC is MSG Shawn Callahan, at shawn.m.callahan.mil@mail.mil or 703-607-1689.



1 Encls

1. [Q3 Challenge OPOD\\_01APR17.pdf](#)

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