



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE
ARLINGTON VA 22204-1382

ARNG-HRR

12 October 2017

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-002, FY18 1st QTR (Q1 Kick Off) Recruiting Challenge

1. References.

a. National Guard Regulation (NGR) 601-1, Army National Guard Strength Maintenance Program, 28 April 2006.

b. ARNG Annual Base Operations Guidance FY18.

2. Purpose. To provide guidance to the 54 States and Territories Recruiting and Retention Battalions on the FY18 1st Quarter Challenge.

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

4. Challenge details:

a. During the FY18 1st QTR (Q1 Kick Off) Challenge period from 01 Oct 17 - 31 Dec 17, RRBs across the 54 States, Territories and the District of Columbia will focus accession efforts on off peak training seats for all NPS and PS markets; including 09W, 09S, 09R, and Prior Service Civil Life Gains (PSCLG) enlistments.

b. Eligible population: All 79T RRNCO. This is a point based challenge. Points for each accession will be awarded as follows with a 25 point maximum per accession.

(1) 10 Points all Accessions

(2) 10 Points for shipping prior to 31 Mar 18

(3) 5 Points CAT I-III A

c. Eligible population qualifications: This challenge is available to all RRNCOs with a valid RSID. All enlistments must be verified in Data Warehouse in the Report Management Zone to count towards this challenge. All enlistments must be loaded into Data Warehouse by 5 Jan 18 and reflect a contract date from 1 Oct 17 - 31 Dec 17 in order to count toward this challenge. Any contracts that show cancelled in Data Warehouse that were assessed during this time frame, will not count toward the

ARNG-HRR
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challenge.

5. Challenge Award Levels:

a. Top National Level RRNCOs: (1) NGB will recognize RRNCOs nationwide based on total points achieved during the Q1 challenge. Authority rests with the recruiting and retention commanders to allow RRNCOs pending adverse actions or who are flagged to qualify at this level. (2) Top 25 RRNCOs qualifying nationally will receive an additional marketing item (Personalized Retractable), an NGB Senior Leader level Letter of Commendation, customized 25MM Bottle Breacher, .50 Caliber Bottle Breacher and 7.62 Key chain.

b. Top State Level RRNCOs: NGB will recognize 1st, 2nd, and 3rd place RRNCOs in each State/Territory/District based on total points achieved during the Q1 challenge. Authority rests with the recruiting and retention commanders to allow RRNCOs pending adverse actions or who are flagged to qualify at this level.

(1) 1st place RRNCOs will receive an NGB Senior Leader level Letter of Commendation, customized 25MM Bottle Breacher, .50 Caliber Bottle Breacher and 7.62 Key chain.

(2) 2nd place RRNCOs will receive a customized 20MM Bottle Breacher, .50 Caliber Bottle Breacher, and 7.62 Key chain.

(3) 3rd place RRNCOs will receive a customized .50 Caliber Bottle Breacher and 7.62 key chain.

6. HRR-AC will disseminate 1st QTR Challenge updates weekly to the Recruiting and Retention Battalions starting 23 Oct 17.

7. Points of Contact for this SMOM are MSG Shawn Callahan, at shawn.m.callahan.mil@mail.mil or 703-607-1689 and SSG Tahmeka Dade at tahmeka.m.dade.mil@mail.mil or 703-601-7311.



ROBERT E. KUSTER II
COL, AG
Chief, Strength Maintenance Division
Army National Guard