

## **ALARACT 290/2012**

**DTG: R 171350Z OCT 12**

SUBJECT: ANNOUNCEMENT OF THE ARMY'S CALENDAR YEAR 2013 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, "AMERICA'S ARMY-OUR PROFESSION"

1. (U) REFERENCES:

A. U.S. ARMY PROFESSION CAMPAIGN ANNUAL REPORT, DATED 2 APRIL 2012.

B. ARMY CAMPAIGN PLAN 2012 MAJOR OBJECTIVE 4-8, INSTITUTIONALIZE THE ARMY PROFESSION.

2. (U) BACKGROUND: IN OCTOBER 2010, THE SECRETARY OF THE ARMY AND CHIEF OF STAFF, ARMY DIRECTED THE COMMANDER, TRAINING AND DOCTRINE COMMAND (TRADOC) TO CONDUCT A CRITICAL REVIEW TO ASSESS HOW PROTRACTED YEARS OF WAR IMPACTED MEMBERS OF THE PROFESSION OF ARMS. THIS ARMY-WIDE REVIEW TOOK THE FORM OF A YEAR-LONG CAMPAIGN OF LEARNING WITH FOCUS GROUPS AT FIVE MAJOR INSTALLATIONS, 15 SYMPOSIUMS AND TWO ARMY-WIDE SURVEYS THAT REACHED MORE THAN 40,000 MEMBERS OF THE ACTIVE AND RESERVE COMPONENTS AND THE DA CIVILIAN CORPS. THE RESULTS OF THIS ASSESSMENT LED TO THE DEVELOPMENT OF THIS PROGRAM FOR CALENDAR YEAR 2013.

3. (U) THE PURPOSE OF THIS ALARACT IS TO ANNOUNCE THE CY 13 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, "AMERICA'S ARMY - OUR PROFESSION", AND PROVIDE INFORMATION ON ARMY PROFESSION TRAINING RESOURCES AVAILABLE ON THE CENTER FOR THE ARMY PROFESSION AND ETHIC (CAPE) WEBSITE.

4. (U) THE ARMY WILL CONDUCT AN EDUCATION AND TRAINING PROGRAM IN ORDER TO INSTITUTIONALIZE AND OPERATIONALIZE CRITICAL COMPONENTS OF OUR ARMY PROFESSION CONCEPTS ACROSS THE TOTAL FORCE.

5. (U) THE INTENT OF THIS PROGRAM IS TO GENERATE DIALOG FOR SOLDIERS AND ARMY CIVILIANS TO INCREASE THEIR UNDERSTANDING OF THE ARMY PROFESSION, TO REAFFIRM THEIR UNDERSTANDING OF WHAT IT MEANS TO BE A PROFESSIONAL, RECOMMIT TO A CULTURE OF SERVICE, AND IDENTIFY WITH THE ARMY ETHIC AND CULTURE.

6. (U) THE CY13 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM BEGINS ON 2 JANUARY 2013 AND WILL BE EXECUTED THROUGH QUARTERLY THEMES.

(A) 1ST QUARTER CY13 THEME (Jan-Mar 2013): STANDARDS AND DISCIPLINE

(B) 2ND QUARTER CY13 THEME (Apr-Jun 2013): ARMY CUSTOMS, COURTESIES, AND TRADITIONS

(C) 3RD QUARTER CY13 THEME (Jul-Sept 2013): MILITARY EXPERTISE

(D) 4TH QUARTER CY13 THEME (Oct-Dec 2013): TRUST

7. (U) ALL ARMY COMMANDS (ACOM), ARMY SERVICE COMPONENT COMMANDS (ASCCS) AND DIRECT REPORTING UNITS (DRU) ARE ENCOURAGED TO BECOME FAMILIAR WITH ARMY PROFESSION TRAINING AND EDUCATION MATERIALS, DOCTRINE, AND QUARTERLY THEMES, AND BEGIN FACILITATING

QUARTERLY ARMY PROFESSION TRAINING.

8. (U) TRAINING SUPPORT PACKAGES AND OTHER MATERIALS ARE AVAILABLE AT [HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL).

9. (U) HARD COPIES OF TRAINING SUPPORT PACKAGES ARE AVAILABLE IN LIMITED QUANTITIES BY CONTACTING CAPE'S POINT OF CONTACT LISTED IN PARAGRAPH 12.

10. (U) UNITS/INSTALLATIONS MAY SEND PERSONNEL TO A MASTER ARMY PROFESSION AND ETHIC TRAINER (MAPET) COURSE AT WEST POINT (AT UNIT EXPENSE) OR HOST A MAPET COURSE CONDUCTED BY CAPE PERSONNEL AT THEIR INSTALLATION. THIS TRAINING MEETS THE INTENT OF MAJOR OBJECTIVE 4-8 (INSTITUTIONALIZE THE ARMY PROFESSION) AS ESTABLISHED IN THE ARMY CAMPAIGN PLAN. REGISTRATION INFORMATION AND THE FINAL COURSE SCHEDULE CAN BE FOUND ON THE CAPE WEBSITE AT: [HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL).

11. (U) UNITS/INSTALLATIONS INTERESTED IN HOSTING A CAPE-SPONSORED 1-3 HOUR ARMY PROFESSION SEMINAR ARE AUTHORIZED TO CONTACT THE CAPE POINT OF CONTACT LISTED IN PARAGRAPH 12 TO BEGIN INITIAL COORDINATION. THE SEMINAR PROVIDES AN OVERVIEW OF ARMY PROFESSION DOCTRINE, DEMONSTRATES EDUCATIONAL AND TRAINING RESOURCES, AND FACILITATES A DISCUSSION ABOUT THE ARMY PROFESSION.

12. (U) POINT OF CONTACT: KEVIN BEERMAN, CAPE CONCEPTS, PLANS, AND OPERATIONS CHIEF, 845-938-1057, [KEVIN.BEERMAN2@USMA.EDU](mailto:KEVIN.BEERMAN2@USMA.EDU).

13. (U) THIS MESSAGE EXPIRES 31 DECEMBER 2013.